



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
Choice Based Credit System (CBCS) in Light of NEP-2020

GENERIC ELECTIVE (EVEN SEMESTER)

GUMGT201 BASICS OF EVENT MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
GUMGT201	GE	Basics of Event Management	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; GE – Generic Elective

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to familiarize the students with the concept and significance of event management. The course also educates the students about the different techniques and revenue generation methods for events.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. To develop an understanding of the role and purpose of events.
2. To acquire an understanding of the techniques and strategies required to plan successful events
3. To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical know how about event industry.

COURSE CONTENT

UNIT I: Introduction to Event Management

1. Event Management: Introduction, Concept, Importance
2. Basic of Event Designing
3. Types of Events

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UNIT II: Event planning & Team Management

1. Locating People, Clarifying Roles
2. Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Fees & Honorariums.
3. Expense Reimbursement, Travel Arrangements, Preparing a planning schedule
4. Organizing Tasks, Protocols.

UNIT III: Event Marketing

1. Nature and Process of Marketing. Types of Sponsorship
2. Event Organizer, Event Partners, Event Associates
3. Advertising and PR, Meetings and Group Development
4. Promotion schedule, Tools of Promotion, Planning a Promotion Campaign for an Event, EMBOK.

UNIT IV: Event production & Logistics

1. Staffing and vendors, logistics and staging.
2. Breaking Down the event, Outsourcing strategies, Concept, theme.
3. Fabrication, light & sound, handling vendors.
4. Logistic policy, procedures, performance standards, event evaluation.

UNIT V: Event Safety & Security

1. Security, occupational safety, Major risk and emergency planning,
2. Incident Reporting, emergency procedures.
3. Health and safety issues, insurance.
4. Licenses and permission.

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Suggested Readings

1. Allen, J. (2003). *Event Planning Ethics and Etiquette*. Canada: John Wiley & Sons.
2. Allison. S. (2012). *The Event Marketing Handbook*. Kaplan Business.
3. Kimball, C. (2015). *Start Your Own Event Planning Business*. Entrepreneur Press.
4. Goyal, S.K, (2013). *Event Management*. New Delhi: Adhyayan Publishers.
5. Singh. G, K. (2012). *Event Management: A Blooming Industry and an Eventful Career*. New Delhi: Haranand Publications.

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