

**Name of Institute: Institute of Management Studies (IMS)**

**Name of Faculty: Dr Daisy Kurien**

**Course code:**

**Course name:** Event Management

Pre-requisites: Understanding of Business and marketing concepts

Credit points: 3 Credits

Offered Semester: V

**Course Lecturer (weeks 01 – 15)**

Full Name: Dr Daisy Kurien

Department with siting location: Management

Telephone:9428412928

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Consultation times:2:00 pm to 4:00 pm

Students will be contacted throughout the Session via Mail with important information relating to this Course.

**Course Objectives**

To acquaint the students with concepts, issues and various aspects of event management.

**Course Outcomes (CO)**

At the completion of the course, the student will be able to:

CO1: To familiarize students with the basic concepts of Event management

CO2: Obtain a sense of responsibility for the multidisciplinary nature of event management

CO3: Gain confidence and enjoyment from involvement in the dynamic industry of event management

CO4: Identify best practice in the development and delivery of successful conferences and corporate gatherings

CO5: Identify the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment

CO6: Identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.

### **Program Outcome**

PO1: Enhance Conceptual clarity & domain knowledge

PO2: Develop Awareness of Business Environment

PO3: Build Effective oral & written communication skills

PO4: Prepare Original thinkers and creative problem solvers

PO5: Comprehend Ethical and Social Responsibility

PO6: Develop Ability for team building & effective human development

### **Course Outline**

#### Module 1

##### Introduction to Event and Event Management

- Need and importance of events
- Event Designing, 5 C's of Events.
- 5 W's of Event.
- Types of Events.
- Categories of Event and its characteristics.
- Objectives of Event Management.

#### Module - 2

##### Facets of Event Management

- Event Infrastructure: Core Concept, Core People, Core Talent, Core Structure.

- Clients: Set Objectives for the Event, Negotiating Contracts with Event Organizers, Locating Interaction Points, Banners , Displays etc., at the Event, Preparing the Company's Staff for the Event, Post-event Follow-up.
- Event Organizers: Role of Event Organizer, Qualities of an Event Organizer, Steps in Organizing an event.
- Venue: In-house Venue, External Venue.

### Module – 3

#### Execution of Event:

- Networking Components: Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Media.
- Types of promotion methods used in events: Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public relations.
- Activities in Event Management: Pre-event Activities, During event Activities, Post-event Activities.
- Functions of Event Management: Planning, Organizing, Staffing, Leading and Coordination, Controlling.
- Coordination among committees
- Event Management Information System.
- Technology in Event Management.- Role and Importance.

### Module - 4

#### Marketing of Event

- Event management Strategies
- Role of creativity
- Concept of Market in Events -Revenue Generating Customers and Nonrevenue Generating Customers.
- Segmentation for Events, Niche marketing in events.
- Targeting and Positioning of Events.
- Branding in Events.
- Reach Interaction Matrix.
- Concept of Pricing in Events.
- Implementation of Marketing Plan.

- Relationship Building.

**Method of delivery**

Lectures, Role plays, Case studies, Video Cases

**Study time**

Three hours per week

**CO-PO Mapping (PO: Program Outcomes)**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	1	2	1	1
CO 2	1	1	2	3	2	3
CO 3	1	1	3	3	1	3
CO 4	2	2	2	3	2	3
CO 5	3	3	1	1	3	1
CO 6	3	3	1	1	3	1

**Blooms Taxonomy and Knowledge retention(For reference)**

(Blooms taxonomy has been given for reference)

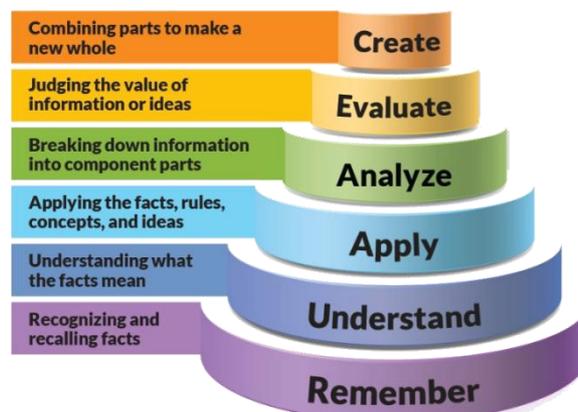


Figure 1: Blooms Taxonomy

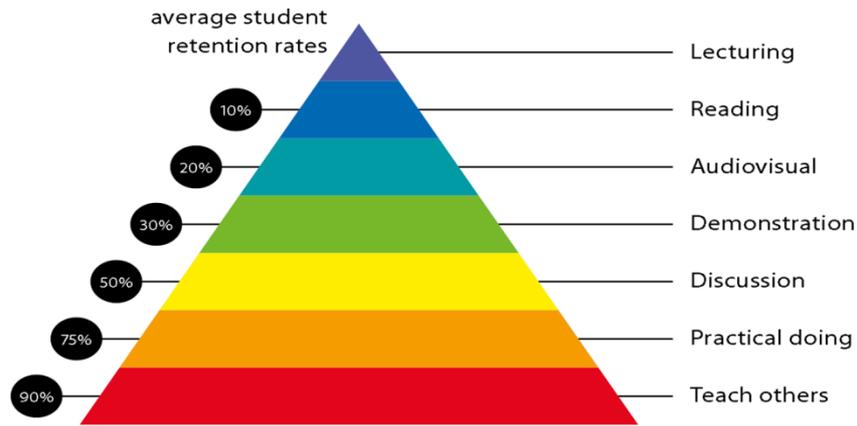


Figure 2: Knowledge retention

### Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Management Graduate Capabilities
<p><b>Informed</b>            Gain an understanding of marketing issues dominating the market in present time which may pose as a threat in marketing but is handled well may lead to better marketer- customer relation.</p>	<p><b>1 Market knowledge, &amp; awareness</b></p>
<p><b>Independent learners</b>            Locate, evaluate and synthesize complex situations and offer perspectives. Opportunities to acquire these abilities are developed through lectures, and case discussion.</p>	<p><b>2 Information literacy, gathering &amp; processing</b></p>
<p><b>Problem solvers</b>            Developing critical thinking skills that are pertinent for problem solving and innovation in today's competitive market. Critically analyze the situation and offer solutions to situations.</p>	<p><b>4 Problem solving skills</b></p>
<p><b>Effective communicators</b>            Develop the ability to reflect on issues on hand. Through active participation enhance the skills to communicate verbally and in writing and develop practices expected of today's professionals.</p>	<p><b>5 Written communication</b></p>
	<p><b>6 Oral communication</b></p>
	<p><b>7 Teamwork</b></p>
<p><b>Responsible</b>            Gain a better understanding of sustainable market. Being responsible in dealing and delivering value to all stakeholders</p>	<p><b>10 Sustainability, societal &amp; environmental impact</b></p>

### Practical work:

Live project/ Assignments

### Lecture/tutorial times:

<b>Lecture</b>	<b>Monday</b>	<b>2:05 – 3:05 p.m</b>	<b>Room LH 35</b>
<b>Lecture</b>	<b>Tuesday</b>	<b>1:00 – 2:00 p.m</b>	<b>Room LH 35</b>
<b>Lecture</b>	<b>Thursday</b>	<b>2:05 – 3:05 p.m</b>	<b>Room LH 35</b>

### Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

### Details of referencing system to be used in written work

#### Text books

- Event Management: Wagen, Lynn Van Der, Pearson Education,
- Event Marketing and Management: Gaur, Sanjaya Singh, Vikas Publishing House Pvt Ltd.

#### Reference Books

- Business Management : G. M. Dumbre, Success Publications, Pune.
- Event Planning And Management: Sharma, Diwakar, Deep & Deep Publication Pvt Ltd.
- Events Management: Raj, Razaq, SAGE Publication India Pvt. Ltd.

#### Additional Materials

- Newspaper articles
- Video cases on current business issues

### ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

<b>Assignment 1</b>	5%
<b>Assignment 2</b>	5%
<b>Presentation</b>	5%
<b>Attendance</b>	5 %
<b>Mid semester</b>	40%
<b>Final exam (closed book)</b>	40%

## **SUPPLEMENTARY ASSESSMENT**

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 60% marks to clear the concerned components.

### **Practical Work Report/Laboratory Report:**

A report on the practical work is due the subsequent week after completion of the class by each group.

### **Late Work**

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of 5% of the maximum mark per calendar day

### **Format**

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

### **Retention of Written Work**

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

### **University and Faculty Policies**

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

**Plagiarism** - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

***Do not copy the work of other students.***

***Do not share your work with other students (except where required for a group activity or assessment)***

## Course schedule(subject to change)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Introduction to Event and Event Management	CO1, CO2	Lecture, PPT Video,
Weeks 2	Need and importance of events, Event Designing, 5 C's of Events, 5 W's of Event., Types of events	CO1 , CO2	Lecture, Video
Week 3	Categories of Event and its characteristics, Objectives of Event Management.	CO1, CO2	Lecture
Week 4	Facets of Event Management -Event Infrastructure: Core Concept, Core People, Core Talent, Core Structure	CO1, CO2 , CO3	Lecture, Case Discussion
Week 5	Clients: Set Objectives for the Event, Negotiating Contracts with Event Organizers	CO1, CO2	Lecture
Week 6	Locating Interaction Points, Banners, Displays etc., at the Event, Preparing the Company's Staff for the Event, Post-event Follow-up.	CO1, CO2	Lecture, Video
Week 7	Event Organizers: Role of Event Organizer, Qualities of an Event Organizer, Steps in Organizing an event. Venue – In-house, External venue	CO4	Lecture
Week 8	Execution of Event: Networking Components: Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Media.	CO3, CO5	Lecture & video Case Discussion
Week 9	Types of promotion methods used in events:Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public relations.	CO5	Lecture
Week 10	Activities in Event Management: Pre-event Activities, During event	CO5, CO6	Lecture

	Activities, Post-event Activities, Functions of Event Management: Planning, Organizing, Staffing, Leading and Coordination, Controlling, Coordination among committees		
Week 11	Mid Sem Exam	NA	NA
Week 12	Event Management Information System, Technology in Event Management.- Role and Importance.	CO4, CO6	Lecture , Video Case Discussion
Week 13	Marketing of Event - Event management Strategies , Role of creativity, Concept of Market in Events -Revenue Generating Customers and Nonrevenue Generating Customers.	CO4, CO6	Lecture
Week 14	Segmentation for Events, Niche marketing in events, Targeting and Positioning of Events, Branding in Events	CO4, CO6	Lecture and case Discussion
Week 15	Reach Interaction Matrix, Concept of Pricing in Events, Implementation of Marketing Plan. Relationship Building	CO4, CO6	Lecture