

Subject Title: Event Management

Subject Code: MANB554

No of Credit: 4

No. of periods / Week: 4

Assignments/ Sessionals : 50 marks

Semester Examination : 50 marks

Syllabus: - This is a comprehensive program, which encompasses various aspects of event management.

Unit 1

Introduction to management: - principles of management, functions of managements, forms of organizations, strategic planning process, control measurement.

Unit 2 of Event Management

Event planning, management & co-ordination:- Introduction to events, various types of events, concept development, event planning process, scheduling of events, planning various types of events & co-ordination.

Unit 3

Human resource management: - human resource in event management, leadership & goal setting, team building, motivation and morale studies.

Unit 4

Event marketing & promotions: - event marketing strategies, brand building, client servicing, sponsorships, advertising for events & building strategies, sales promotions & decision making studies. , brand building and brand management, principles & methodology of market research.

Unit 5

Event finance: - project accounting & project finance, budgeting & budgetary control, cost accounting & cost control, break even analysis.

Unit 6

Laws related to events:- permissions & various authorities, the Indian control act, the Bombay shops & establishment act, applicability of various labor laws, the income tax act & service tax act.

Unit 7

Event production & stage management:- venue selection & management, show production & stage management, audio visuals, lights & sound management, back stage management, security management & risk management, pre & post event logistics, celebrity artist management & co ordination, supplier management & cost negotiations, catering & hospitality management, project control and management information systems.