COURSE TITLE: EVENT MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
3	DSC	200-299	KU3DSCCOM204	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	-	-	30	70	100	2

Course Description:

This course offers an overview of the concept of event management. It equips the students with the knowledge and skills necessary to plan, execute, and evaluate various types of events. Through a structured approach encompassing four comprehensive modules, students will delve into the fundamentals of event planning, operational logistics, protocol adherence, and safety considerations. Emphasis is placed on developing competencies in budgeting, marketing, staffing, and risk management to ensure the successful delivery of events.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the fundamentals of event management, including event types, benefits, the Five C's framework and the essential skills required for successful event managers.	U
2	Create comprehensive event management plans, including budgeting, pricing and event logistics.	U,A,An,E
3	Understand about Marketing the event and manage event staffing effectively through job descriptions and rosters.	U,An,C
4	Understand event closure procedures, apply evaluation techniques to assess outcomes, implement corrective actions and prepare comprehensive reports.	U,A,An
5	Recognize various career paths in event management and understand the qualifications and essential skills required for success in the field.	U,A,An

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	✓	✓	✓	-	✓
CO 2	✓	✓	✓	✓	-
CO 3	✓	✓	✓	✓	✓
CO 4	✓	✓	✓	✓	✓
CO 5	✓	✓	✓	-	✓

COURSE CONTENTS

Contents for Classroom Transactions

Module	Unit	Content	Hrs
I	**Introduction to Event Management**		**8**
	1	Events - Meaning and Definition	
	2	Classification of events - Benefits of events	
	3	Event Management - Scope, Importance and Functions - Five C's of Event Management	
	4	Event Manager, Essential qualities and skills required for Event manager - Key steps to successful event.	
II	**Planning the Event**		**15**
	1	Event Planning - Benefits - Forces affecting event planning	
	2	Event planning checklist - Pre-event, During event and post-event activities	
	3	Selection of venues- Consideration of various factors- Arrangement of Permissions and Licenses	
	4	Budgeting the event- Pricing Decisions - Factors to be considered while fixing the price	
	5	Arrangement of event logistics	
III	**Marketing and Staffing of event**		**15**
	1	Marketing and Publicity for events	
	2	Channels for promoting events- Traditional Channels- Digital media and social media - Positioning the events.	
	3	Organising and staging an event - Staffing for an event	
	4	Job description for event staff - Preparation of Job Rosters - benefits	
	5	Safety and security related to events	
IV	**Evaluation of Events & Career aspects**		**10**
	1	Close down of an event	
	2	Event evaluation techniques - Corrective actions	
	3	Reporting and documentation	
	4	Careers in event management, Qualifications, essential skills	
V	**Teacher Specific Module**		**12**
	The teacher shall focus on equiping the students with strategies to deliver the Event Management curriculum effectively. It emphasizes the integration of real-world case studies and interactive teaching methods to foster student engagement. Educators will learn to utilize diverse assessment tools and incorporate technology to simulate practical event scenarios. Continuous feedback mechanisms are highlighted to adapt teaching approaches and enhance learning outcomes.		

Essential Readings:

- Saurav Mittal (2017). Event Management: Ultimate Guide To Successful Meetings, Corporate Events, Conferences, Management & Marketing For Successful Events: Become an event planning pro & create a successful event series. Kindle Edition
- Sukhpreet Kaur (2018), Event Management, Excel Books Private Ltd., New Delhi
- Gupta, A., & Jain, M. (2019). Event Management: Concepts & Cases. New Delhi, India: Taxmann Publications.

Suggested Readings:

1. Allen, J. (2000). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events. Toronto, Ontario, Canada: Wiley
2. Astroff, M. T., and J. R. Abbey (1995). Convention Sales and Services, 4th ed. Cranbury, NJ: Waterbury Press.

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	**70**
Continuous Evaluation	**30**
a) Test Paper	*6*
b) Test Paper	*6*
c) Assignment	*9*
d) Seminar/Viva/Article or Book Review	*9*
Total	**100**