

<b>Total</b>	<b>75</b>
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**KU2MDCBBA101:EVENT MANAGEMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	MDC	100-199	KU2MDCBBA101	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

Course Description: This Course aims at familiarizing the students with the concepts of Event Management.

**Course Prerequisite: NIL**

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Understand the concept and significance of Event management.	U
2	Familiarise the techniques to improve event finance, sponsorship and cost control.	U
3	Practice preparing time limits for event.	U
4	Develop skills for conducting an event.	A

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

### **Mapping of Course Outcomes to PSOs**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√			√			
CO 2		√			√		
CO 3			√				√
CO 4			√			√	
CO 5	√			√			

### **COURSE CONTENTS**

**Contents for Classroom Transaction:**

M O D U L E	U N I T	DESCRIPTION	HOURS
<b>1</b>	<b>MODULE TITLE: Introduction to Event Management.</b>		10
	1	<b>Introduction to Event Management.</b>	10
	2	Concept, Nature & Scope of Event	
	3	Evolution of Event management	
	4	Significance & Components of Events	
	5	Event Coordination.	

<b>2</b>	<b>MODULE TITLE: Conceptualising and Designing Event.</b>		10
	1	<b>Conceptualising and Designing Event.</b>	
	2	Key elements of Event	
	3	Activities in Event management – planning, organising, staffing, leading, coordination, controlling.	
	4	Event Management Information System.	

<b>3</b>	<b>MODULE TITLE: Event Production.</b>		10
	1	<b>Event Production.</b>	
	2	Staging an Event, Choosing the event site, Developing the theme, Conducting rehearsals, Providing services, Arranging catering, Inter personal skills.	
	3	Event Marketing, Finance management in events, Safety and security in event.	

<b>4</b>	<b>MODULE TITLE: Evaluation of Event Performance.</b>	<b>10</b>
<b>1</b>	<b>Evaluation of Event Performance.</b>	
<b>2</b>	Basic Evaluation Process, Measuring Performance, Formative evaluation, Objective evaluation, Summative evaluation, Correcting deviations.	

	<b>Teacher Specific Module</b>	<b>5</b>
<b>5</b>	<i>Directions: Teachers can plan group activities that involves planning, organising, staffing, leading, coordination and controlling for an event production.</i>	<b>5</b>

**Essential Readings:**

- ` Event Management : A K Bhatia
- Event Marketing and Management : Sanjaya Singh Gaur & Sanjay V Saggere
- Successful Event Management : Anton Shorie, Bryn Parry
- Best Practices in Modern event management : Gold Blatt
- Event Planning : Judy Allen

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
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End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Test Paper- 1	5
b)	Test Paper-2	5
c)	Assignment	7.5
d)	Seminar/ Book/ Article Review Viva-Voce/ Field Report	7.5
<b>Total</b>		<b>75</b>