Event Management
Code: ADMN-311

Course Name: Event Management  Course Type: Core

Pre-Requisite:

Concentration

Course Level:

<table>
<thead>
<tr>
<th>Year 1:</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Summer Semester</th>
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<tbody>
<tr>
<td>Year 2:</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Summer Semester</td>
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<tr>
<td>Year 3:</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Summer Semester</td>
</tr>
<tr>
<td>Year 4:</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Summer Semester</td>
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Course Description:
The demands of an event manager are far greater than one expect. The aim of this course is to assist the students in their career to become an event manager of the highest caliber.

Objectives:
- To acquaint the students with the dynamic nature and interdependent aspects of Event Management.
- To develop analytical skills among the students to prepare them to pursue suitable career in Event Industry.

Learning Outcomes:
After going through this course, the students are expected to develop a better understanding, skills and knowledge in the field of Event Management.

Skills to be developed throughout the Course:
Students will develop their analytical and oral communication skills via case study work carried out in seminar sessions. Information technology and written communication skills will be
developed when completing the written assignment which will also test student’s creative skills and their abilities to present theoretical information in practical situations. Students are encouraged to make use of IT facilities particularly web sites to support research and reading.

**Learning Resources:**

1. **Text Books**

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lynn Van D. Wagen &amp; Brenda R. Carlos</td>
<td>Event Management</td>
<td>Pearson Education Publications</td>
<td>2005</td>
</tr>
<tr>
<td>Denvy, D.</td>
<td>Organising Special Events &amp; Conferences</td>
<td>Pineapple Press, Sarasota, Florida, USA</td>
<td>2007</td>
</tr>
<tr>
<td>Dimitri Tassiopoulos, Greg Damster</td>
<td>Event Management : A Professional and developmental approach</td>
<td>Juta Academics</td>
<td>2007</td>
</tr>
</tbody>
</table>

2. **e- Library Reserves**
   - http://www.emeraldinsight.com/insight
   - http://www.en.wikipedia/wiki/listof_management_topics

3. **Internet**
   - **Ebsco Business Source Premier:** A database containing several hundred key business and management journals with full text articles updated daily.
   - **Courseware:** Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor’s methodological text. Such documentation will typically be posted regularly.
   - www.decalibrary.org
   - www.ipl.org
   - www.lisa.lsbu.ac.uk

4. **Journals**
   - Journal of General Management
   - Harvard Business Review
   - European Management Journal
   - Asia Pacific Business Review

**Delivery and Teaching Strategy:** (Lecture, Online, Physical, blended, self directed through CD, web based courses and DVD)

**Methods of Instruction:** It would be based on Lecture, demonstration and assignment review. Questions are encouraged and participation is expected.
Assessment Strategy:

a. First Mid Term Exam: 20 Marks to be held on……..Day,……..Month, 20..
b. Second Mid Term Exam: 20 Marks to be held on……Day,……Month, 20..
c. Attendance, Participation & Assignment: 10 Marks
d. Final Exam: 50 Marks
e. Total: 100 Marks

Syllabus Change Policy: This syllabus is a guide for the course and is subject to Change with advanced notice.

<table>
<thead>
<tr>
<th>Course Contents</th>
</tr>
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<tbody>
<tr>
<td><strong>UNIT -1 Event Management &amp; Planning:</strong> Introduction, Types of Events, Concept and Design, Aims and Objectives of the Event, Event Proposal, Use of Planning Tools.</td>
</tr>
<tr>
<td><strong>UNIT -2 Financial Management:</strong> Budget of the Event, Financial Control Systems</td>
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<tr>
<td><strong>UNIT -3 Event Staffing &amp; Event Staging:</strong> Developing organizational charts, Prepare Job descriptions, Selecting, Training the staff, Managing Volunteers, Selecting the Event Site, organizing logistics, Services, Accommodations, Conducting rehearsals &amp; Catering Management.</td>
</tr>
<tr>
<td><strong>UNIT -4 Event Safety, Risk management &amp; Event Feedback:</strong> Event Safety and Security, Protocol, Crowd Management &amp; Evacuation, Monitoring, Planning for Potential risk and managing risk and Event Feedback</td>
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