

CBEL Code: ELO-302

Course Name: Event Management

Duration- 40 hours

| | | |
|----------------------|---------------------------------|----------------|
| Credits: 4 | | |
| Lecture Hours | Practical/Activity Hours | Mode |
| 16 | 24 | Blended |

Overview

The course shall provide the fundamental knowledge and skills required to embark upon the exciting field of Event Management by introducing them to the various aspects of event management and its importance. Formal instructions and training shall be provided in view to the future requirements for managers of the Event Industry as well as to inculcate technical proficiency to effectively adjust, grow and excel in the field of Event Management. By the end of the course, the students will be able to understand the different kinds, aspects and importance of events and event categorizations. They will be able to estimate the cost of production and margins on the event, grasp the concept of fund raising as well as the allocation of funds to successfully conduct a systematic organization of an event with values and ethics

COURSE STRUCTURE

| Lecture - Interaction | Content / Topic | Hours | Activity / Assignment | Hours | Bloom's Level |
|--|---|--------------|------------------------------|--------------|----------------------|
| L1 | Event Management- Introduction, Definition, Basic Concepts. | 2 | NA | 0 | 1,2 |
| L2 | Categorization of events. | 2 | | | 1,2 |
| L3 | Fund raising for events. | 2 | | | 1,2 |
| L4 | Event Planning and Management: 5C'S | 2 | A1 | 1 | 2,3 |
| L5 | Activities in Event Planning and Management- 3 stages | 2 | | | 2,3 |
| L6 | Steps in Organizing Events | 2 | A2 | 1 | 2,3 |
| L7 | Evaluation of an event | 2 | | | 2,3 |
| L8 | Knowledge and Skills | 2 | A3 | 1 | 2,3 |
| Total Hrs. of Lectures – Interaction [L1 – L8] | | 16 | | | |
| Total Hrs. of Activities – Assignments [A1 – A3] | | | | 3 | |
| Project/ End of Course Assessment – A4 | | | | 21 | 3, 4, 5 |

UNITWISE CONTENT

UNIT 1: Event Management -

Introduction, Definition, Basic

Concepts. Categorization of Events-

Events can be described as a public assembly for the purpose of celebration, education, marketing, or reunion. They can be classified based on their size, type, and context.

UNIT 2: Fund raising:

How fund raising is done by an in-house organizing team or else outsourced to an event management company.

The activities for marketing and managing events-

Five 'Cs' of Successful Event Planning: Conceptualization, Costing, Canvassing, Customization, Carrying-out. Activities usually vary with the category of event being organized. The sequential management flow of the three stages is: Pre-event activities (activities before the event takes place), During-event activities (activities while the event is taking place), post-event activities (activities after the event has been executed)

UNIT 3: How to organize events successfully-

a-Define your objectives, b-Decide your target market, c-Effective use of resources, d-Think of a Big Idea - The 'Wow' Factor! e-Company policy or tactics used, f- Determine the measurable outcomes, g-Decide the promotional strategies to be employed.

Evaluation of an event-

Determine the extent to which event objectives have been achieved.

UNIT 4: Knowledge and Skills-

Highlighting of following skills that will enhance work profile in the area of event management- Appealing personality; Ability to communicate effectively and fluently; Ability to organize and coordinate with people; Good inter-personal skills, Efficient managerial skills; Accounting and financial management competence (like, costing, budgeting, etc.); Inspiring the team to accept criticism.

Suggested Readings

1. Meeting and Event Planning for Dummies-Susan Friedmann.
2. Event Management for Dummies-Laura Capell.
3. The Non-Obvious Guide to Event Planning-Andrea Driessen.
4. Special Events: A New Generation and the Next Frontier-Dr. Joe Goldblatt.
5. Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events- Judy Allen.
6. Event Studies: Theory, Research, and Policy for Planned Events- Donald Getz.
7. Planning and Management of Meetings, Expositions, Events and Conventions

ASSESSMENT SCHEME

- Interim Formative Assessment [A1-A2-A3: 3 Hours]
- Course-end Summative Assessment [A4: 21 Hours]

Formative Assessment- X

| Activity | Hours | Content / Topic | Assessment Type | Marks |
|-----------------------------|-------|-------------------------------------|-----------------|------------|
| A1 | 1 | Content / Topics covered in L1 & L2 | Theory | 20 |
| A2 | 1 | Content / Topics covered in L1 - L4 | Practical | 40 |
| A3 | 1 | Content / Topics covered in L5 – L7 | Practical | 40 |
| Total [A1 + A2 + A3] | | | | 100 |

Summative Assessment - Y

| | | | | | |
|----|---------|----|-------------------------------------|------------|------------|
| A4 | Post L8 | 21 | Content / Topics covered in L1 – L8 | Project(s) | 100 |
|----|---------|----|-------------------------------------|------------|------------|

Computation of Final Score: [X + Y]

- **X** : 20% of total marks obtained out of total marks 100 in Interim Formative Assessment cumulatively (A1+A2+A3)
- **Y** : 80% of marks obtained out of total marks 100 in Course-end Summative Assessment (A4)

Gradation Scheme:

- 90 – 100 : O : Outstanding
- 80 – 89 : A : Excellent
- 70 – 79 : B : Very Good
- 60 – 69 : C : Good
- 50 - 59 : D: Pass

Eligibility for Certification:

- Attendance & active participation in class lectures/interactions.
- Completion/submission of all the three activities/assignments as part of Formative Assessment [A1, A2 & A3].
- Obtaining minimum Grade D as per the formula for computation of Final Score stated above.

NB: A candidate must satisfy all the criteria mentioned in order to receive the course completion certificate.