

MBA302: EVENT MANAGEMENT

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test - 12 Marks Attendance – 8 Marks End Semester Exam – 40 marks Event Organization and Presentation – 40 Marks

Course Objective: The purpose of this subject is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of events.

Hours: 40

UNIT I (15 Hrs): Event Selection - Family, Social, Religious, Professional, Cultural, Associates, National and International. Role of the Event Manager.

Event Proposal Preparation- Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools, Quotation Preparation, Budgeting, Cost ascertainment of the Event, Relevant legislations, liquor licenses, trade acts, stake holders and official bodies, contracts

UNIT III (10 Hrs): Event Organization - Purpose, venue, timing, guest list, invitations, food & drink, Stage Management, Concept, theme, Fabrication, equipment, light & sound, guest of honour, speakers, media, photographers, podium, exhibition, Parking, safety and Security, Crowded Management, Protocols, Dress Codes.

UNIT II (10 Hrs): Event Execution – Self or outsourcing, Identification of Venders, Quality control, Pricing, Sponsorship, Major risks and emergency planning, Incident reporting, emergency procedures, Staffing and Coordination


UNIT IV (5 Hrs): Event Closer- Report Back to the Party, Image, Branding, Advertising, Promotional tools, Media tools, Celebrity endorsement, Ministerial/Presidential visits, personal image issues. Breakeven point, cash flow analysis.

Suggested Readings:

1. Successful Event Management by Anton Shone & Bryn Parry, Cengage Learning
2. Event management, an integrated & practical approach by Razaq Raj, Paul Walters & Tahir Rashid, Sage
3. Event management, a professional approach by Ashutosh Chaturvedi, Global India Publications
4. Event Management by Lynn Van Der Wagen & Brenda R Carlos, Prentice Hall


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Faculty of Management
Invertis University, Bareilly


Registrar
Invertis University,
Bareilly


Head
Department of Management (MBA)
Faculty of Management
Invertis University, Bareilly (UP)