

EVENT MANAGEMENT COURSES – SYLLABUS

> DEM > PGDEM

> B.EM.> M.EM.

Aims

To give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.

Scheme

Diploma courses will consist of two parts. Part I -theory papers to cover the essentials of curriculum & Part II -Practical paper and Industrial training.

Degree courses of bachelor/master will have three parts. Part I- theory papers, Part – II practical and Part III – a project report to be submitted by the students on a subject related to event management, followed by viva-voce.

The following courses on event management are offered :-

DIPLOMA IN EVENT MANAGEMENT (DEM)

COURSE DETAILS:

Duration - 1 yr

Eligibility - + 2

Fees - Rs 30000/-

PAPER CODES & SUBJECTS:

EM 011: Principles of Event Management

EM 012: Event Planning & Team Management

**Image, Branding, Advertising
Publicity and Public relations**

EVENT LEADERSHIP & COMMUNICATION

EM 014

Unit I

**Leadership skills , Managing team ,
Group development, Managing meetings**

Unit II

**Written communications, (Official, demi-official,
Invoice). Verbal communications**

EVENT SAFETY AND SECURITY

EM 015

Unit I

**Security, Occupational safety,
Crowded management**

Unit II

**Major risks and emergency planning,
Incident reporting, emergency procedures**

BASIC EVENT ACCOUNTING

EM 016

**Budget, break even point, cash flow analysis,
Profit & loss statement, balance sheet,
panic payments, financial control system**

Practical Paper

EM 017

There will be six theory papers of three hours duration carrying 100 marks each. Out of these 100 marks, 80 marks will be the weightage for final theory paper and 20 marks will be for internal assessment for the sessional work.

In practical paper, students will be tested for planning, concept, designing and lay out of an event. Practical paper will carry 100 marks.

Suggested Reading : Event Management By Lynn Van Der Wagen & Brenda R Carlos.

Post Graduate Diploma in Event Management (PGDEM)

COURSE DETAILS:

Duration - 1 yr
Eligibility - Graduation
Fees - Rs 35000/-

PAPER CODES & SUBJECTS:

- EM 111: Event Communication & Presentation Skills.**
- EM 112: Special Events, Research & Planning**
- EM 113: Advance Event Accounting & Costing**
- EM 114: Event Marketing, Advertising & PR**
- EM 115: Event Production & Logistics**

- EM 116: Event Laws & Licenses**
- EM 117: Advance Aspects of Event Management**
- EM 118: Practical Paper (Case Studies)**

PGDEM EVENT COMMUNICATION & PRESENTATION SKILLS EM 111

Unit I

**Written communications, (Official, demi-official,
Invoice, tender, proposal). Verbal communications**

Unit II

Presentation skills and use of computer in events

SPECIAL EVENTS, RESEARCH & PLANNING EM112

Unit I

Types and category, Sports, Rallies, Wedding

Unit II

**Aim of event, Develop a mission, Establish Objectives
Preparing event proposal, Use of planning tools**

Unit III

Protocols, Dress codes, staging, staffing

ADVANCE EVENT ACCOUNTING & COSTING

EM 113

Budget, break even point, cash flow analysis,
Profit & loss statement, balance sheet,
panic payments , financial control systems

EVENT MARKETING, ADVERTISING & PR

EM 114

Unit I

Nature of Marketing, Process of marketing

Marketing mix, Sponsorship

Unit II

Image, Branding, Advertising

Publicity and Public relations

EVENT PRODUCTION & LOGISTICS

EM 115

Unit I

Concept, theme, Fabrication, light & sound,
handling vendors

Unit II

Logistic policy , procedures, performance standards
functional areas, motivation and leadership

EVENT LAWS & LICENSES

EM 116

Relevant legislations, liquor licenses, trade acts,
stake holders and official bodies, contracts

Preparations, accounting. Designing,
Mega events coordination, safety,
Monitoring and evaluation

There will be seven theory papers of three hours duration carrying 100 marks each. Out of these 100 marks, 80 marks will be the weightage for final theory paper and 20 marks will be for internal assessment for the sessional work.

In practical paper, students will be tested for planning, concept, designing and lay out of an event. Practical paper will carry 100 marks.

Suggested Reading : **Successful Event Management By Anton Shone & Bryn Parry**

BACHELOR OF EVENT MANAGEMENT (BEM)

COURSE DETAILS

DURATION-3 YRS

ELIGIBILITY-+ 2

FEES-Rs 25000/- (Annually)

SUBJECTS - 1ST YEAR

Code	Subjects
BEM011	Computer Fundamentals
BEM021	Personal Development & Communication Skills
BEM031	Principles Of Event Management
BEM041	Organization Of Events, Values & Ethics Of Event Industry
BEM051	Cost Accounting & Budgeting Of Events (Basic)

Suggested Reading **Event Management By Lynn Van Der Wagen & Brenda R Carlos.**
Successful Event Management By Anton Shone & Bryn Parry
Computer fundamental – P.K. Sinha
Fundamental of computer and IT-D.P. sharma, Amit Choudhary
S.N. Maheshwari, Cost Accounting
Khan & jain, Cost Accounting
B.M. Lal, Cost Accounting

Computer Fundamentals **BEM 011**

Computer assisted instructions, packages,
architecture, use of computers in events

Personal Development & Communication Skills **BEM 021**

Unit I

Personnel grooming, expression, bearing, body language.

Unit II

Written communications, (Official, demi-official,
Invoice, tender, proposal). Verbal communications

Principles Of Event Management **BEM 031**

Historical Perspective, Introduction to event Management,

Size & type of event, Event Team, Code of ethics,

Principles of event Management, concept & designing.

Analysis of concept, Logistics of concept.

Organization Of Events, Values & Ethics Of Event Industry **BEM 041**

Code of ethics, professional association

Concept, theme, Fabrication, light & sound,

handling vendors

Cost Accounting & Budgeting Of Events (Basic) **BEM 051**

Unit I

Meaning and scope of Accounting

Accounting as an information system, Financial accounting
definition and nature, Objective of accounting.

Unit II

Accounting principles : Basic concept, Accounting standards
Budget, break even point, cash flow analysis,
Profit & loss statement, balance sheet,
Panic payments , financial control systems

SUBJECTS 2ND YEAR

Code	Subjects
BEM111	Organizational Behavior
BEM121	Event Marketing Management
BEM131	Human Resource Management – Event Industry
BEM141	Business ENvironment
BEM151	Event Laws & Licenses

Six weeks summer training with an Event Company compulsory.

Sugested Reading:

1. Tulsian P C – Business Organisation & Management
2. Prasad L.M.- Principle of management
3. Successful Event Management By Anton Shone & Bryn Parry
4. Udai Pareek, Understanding Organisational /Behaviour, Oxford
5. Mishra : Organizational Behaviour Bikas
6. Luthans, Fred : Organizational Behaviour
7. Mirza Saiyadain : Organizational Behaviour, TH
8. Chandan : Organizational Behaviour, Vikas
9. Helga Drumnond : Organizational Behaviour, Oxford
10. Senge, Peter : The Learning Oranization
11. Harriss & Martman : Organizational Behaviour, Jaico.

Organizational Behavior

BEM 111

Unit I

Meaning, Concepts, Challenges & O.B. Model individual difference & Learning Theories.
Job Satisfaction and Commitment, Personality and Behavior, emotional intelligence.
Perception and Attribution, Behavioral decision making, participating decision making.

Unit II

Theories of Motivation Goal Setting, Benefits, Group Structure, Group decision making,
Effective Team, Managing Team, Processes and Issues, Theories and issues.
Basis of Power, Conflict Process, Organizational Design, Nature & Dynamics, Managing
Change, Work Stress

Event Marketing Management

BEM 121

Unit I

Objectives : To introduce the students with basic concepts of marketing, various orientation
that guide marketing and its key concepts, modern marketing – customer relationship
management.

Unit II

Market, Marketing & Marketing Environment, Introduction – Meaning,
Importance, Modern marketing concept, Social marketing, marketing process, functions, integrated
marketing, marketing mix, relevance of marketing in a developing economy.
Marketing Environment – Meaning, Definition, threats & Opportunities,
Organisational Environment, Social-Cultural Environment.

Unit III

Market Segmentation : Meaning and Definition,
Ways to segment : No Segmentation, Complete Segmentation, Segmentation according to
income, age, literacy etc. Characteristics of effective segmentation, Strategies towards
market segmentation. event development and event Life Cycle – Meaning, Process,
Product concept, Advertising and Sales Promotion : Meaning, Publicity, Propaganda,
Sales promotion, and personal selling, Advertising effectiveness, Sales Promotion,
Methods of Sales Promotion.

Human Resource Management – Event Industry

BEM 131

Unit I

HRM : Introduction, Definition, Objectives, Scope and Significance, Human Resource Planning, Career Planning and Succession Planning.

Unit II

Recruitment – Methods and Techniques, Selection Process, Induction, Transfer, Promotion & Separations. Manpower Training and Development, Performance Appraisal. Employee Welfare and Benefits, Industrial Relations and Trade Unions, Dispute Resolution and Grievances Management. Suggested Reading

Business Environment - Events

BEM 141

Unit I

Objectives : To create an awareness of the external environment including the role of government and its impact on events. Introduction to Business Environment, Nature of Business environment; Environmental factors affecting business and their interaction, consumerism and other environmentalist movements; socio cultural factors affecting business decision.

Unit II

Economical Environment of Business, salient features of the Indian economy; inflation and its impact on business, emerging trends and structure of Indian economy; Political Environment of Business, Economic role of government planning in India and its implications for business decision.

Event Laws & Licenses

BEM 151

Relevant legislations, liquor licenses, trade acts, stake holders and official bodies, contracts

SUBJECTS 3RD YEAR

Code	Subjects
BEM211	Event Logistics
BEM221	Production & Sponsorship
BEM231	Event Concept & Designing
BEM241	Special Events
BEM251	Project Report & viva - voce

Event Logistics

BEM 211

Logistic policy , procedures, performance standards
functional areas, motivation and leadership of logistics

Production & Sponsorship

BEM 221

Concept, theme, Fabrication, light & sound, handling vendors
proposal, event flow, team delegation, Sponsorship principles, terms
and condition, branding and coordination.

Event Concept & Designing

BEM 231

Developing the concept, analysis of concept, Types and categories,
Designing the event , logistics of concept, case studies

Special Events

BEM 241

Aim of event , Types and category, Sports, Rallies, Wedding
corporate events, Develop a mission, Establish Objectives
Preparing event proposal, Use of planning tools.

Project Report & viva - voce

There will be FIVE theory papers of three hours duration carrying 100 marks each In the 1st and second year of the course. In the final year of the degree course, there will be four theory papers of 100 marks each. As fifth paper, Students will be required to submit a project report on the given subject, followed by a viva – voce. For fifth paper, project report will carry 50 marks and remaining 50 marks will be of viva-voce. For each written paper of 100 marks, 80 marks will be the weightage for final theory paper and 20 marks will be for internal assessment for the sessional work.

Suggestion Reading :

Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
Event management, a professional approach By Ashutosh Chaturvedi
Event Management By Lynn Van Der Wagen & Brenda R Carlos.

Successful Event Management By Anton Shone & Bryn Parry

MASTER OF EVENT MANAGEMENT (MEM)**COURSE DETAILS**

DURATION-2 YRS

ELIGIBILITY-Graduation

FEES -Rs 35000/- (Annually)

SUBJECTS - 1ST YEAR

Code	Subjects
MEM011	Basic Managerial Skills
MEM021	Corporate Communications
MEM031	Marketing Management – Events
MEM041	Behavioral Aspects Of Humans At Work
MEM051	Advance Event Budgeting and Economics
MEM061	Computer Application In Event Industry

Six weeks of Industry Training is compulsory

Suggested Reading :

1.

4. Event Management By Lynn Van Der Wagen & Brenda R Carlos. Amarchand D “Government and Business” Tata McGraw Hill, New Delhi, 1991.

2. Ray S. K. “Indian Economy”, Prentice Hall, New Delhi 1987.

3. Francis Cherunilam “Business Environment

5. Successful Event Management By Anton Shone & Bryn Parry

6. Pal, Rajendra & Korlahalli, J.s. :- “Business communication” Sultan chand & sons

7. Rai, S.m. & Urmila “Business communication” HPH

8. Sinha, k.k. “Business communication”.

Basic Managerial Skills

MEM011

Corporate Communications

MEM021

Unit 1

Introducing communication, importance & nature of business communication

Unit2

Process of business communication, objectives, media of business communication

Unit 3

Types of communication, barriers in communications, principles of communication, essentials of good communication

Unit 4

Business report writing, written & oral presentation of reports, preparation of office orders, memo, circulars.

Marketing Management – Events

MEM031

Unit I

Objectives : To introduce the students with basic concepts of marketing, various orientation that guide marketing and its key concepts, modern marketing – customer relationship management.

Unit II

Market, Marketing & Marketing Environment, Introduction – Meaning, Importance, Modern marketing concept, Social marketing, marketing process, functions, integrated marketing, marketing mix, relevance of marketing in a developing economy. Marketing Environment – Meaning, Definition, threats & Opportunities, Organisational Environment, Social-Cultural Environment.

Unit III

Market Segmentation : Meaning and Definition, Ways to segment : No Segmentation, Complete Segmentation, Segmentation according to income, age, literacy etc. Characteristics of effective segmentation, Strategies towards market segmentation. event development and event Life Cycle – Meaning, Process, Product concept, Advertising and Sales Promotion : Meaning, Publicity, Propaganda, Sales promotion, and personal selling, Advertising effectiveness, Sales Promotion, Methods of Sales Promotion.

Behavioral Aspects Of Humans At Work

MEM 041

Unit I

Meaning, Concepts, Challenges & O.B. Model individual difference & Learning Theories. Job Satisfaction and Commitment, Personality and Behavior, emotional intelligence. Perception and Attribution, Behavioral decision making, participating decision making.

Unit II

Theories of Motivation Goal Setting, Benefits, Group Structure, Group decision making, Effective Team, Managing Team, Processes and Issues, Theories and issues. Basis of Power, Conflict Process, Organizational Design, Nature & Dynamics, Managing Change, Work Stress

Advance Event Budgeting and Economics

MEM 051

Unit I

Meaning and scope of Accounting
Accounting as an information system, Financial accounting definition and nature, Objective of accounting.

Unit II

Accounting principles : Basic concept, Accounting standards
Budget, break even point, cash flow analysis,
Profit & loss statement, balance sheet,
Panic payments , financial control systems

Computer Application In Event Industry

MEM 061

Computer assisted instructions, packages,
architecture, use of computers in events
Stage designing, Creative effects

SUBJECTS - 2nd YEAR

Code	Subjects
MEM111	Concept & Designing Of Events
MEM121	Production Management – Events
MEM131	Event Logistics
MEM141	Handling Of Media & Celebrities
MEM151	Special Events
MEM161	Project Report & Viva - Voce

There will be SIX theory papers of three hours duration carrying 100 marks each In the 1st year of the course. In the final year of the course, there will be FIVE theory papers of 100 marks each And in the sixth paper, Students will be required to submit a project report on the given subject, followed by a viva – voce. For sixth paper, project report will carry 50 marks and remaining 50 marks will be of viva-voce. For each written paper of 100 marks, 80 marks will be the weightage for final theory paper and 20 marks will be for internal assessment for the sessional work.

Suggested Reading :

- 1.Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid**
- 2.Event management, a professional approach By Ashutosh Chaturvedi**
- 3.Pal, Rajendra & Korlahalli, J.s. :- “Business communication” Sultan chand & sons**
- 4.Rai, S.m. & Urmila “Business communication” HPH**
- 5.Sinha, k.k. “Business communication”.**
- 6.Successful Event Management By Anton Shone & Bryn Parry**