

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – 3 (Semester –5) (W.E.F. Academic Year 2017-18)

Subject Name: Introduction to Event Management (IEM)

Subject Code: 2557107

1. Learning Outcomes:

At the end of semester students would be able to

- Equip the students with formal instructions and training and make them fit to become future managers of the Event Management Industry.
- Teach them various technical aspects and help them use the enhanced technical proficiency to effectively adjust, grow and excel in the field of Event Management.
- Provide ample employment opportunities as the field of event management is becoming a potential area for self-employment

2. Course Duration: The course duration is of **40 sessions of 60 minutes** each.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	Why Event Management - Need for Event Management - Requirement of Event Manager - Analyzing the events - Scope of the Event - Decision-makers -Technical Staff - Developing Record-Keeping Systems - Establishing Policies & Procedures	8	17
II	Preparing a Planning Schedule - Event Flow Charts - Organizing Tasks - Assigning Responsibility and Communicating - Using the Schedule Properly -The Budget - Overall Planning tips -Checklists - Expert Resources - Computer Software Required.	12	18
III	Who are the people on the Event, Locating People - Clarifying Roles - Developing content Guidelines - Participant Tips - Reference Checks - Requirement Forms - Introduction, Fees & Honorariums - Expense Reimbursement - Travel Arrangements - Worksheets - Logistics and onsite management - Staffing and Vendors - Logistic and Staging - Breaking Down the Event - Outsourcing Strategies -Working with Vendors - Negotiating Tactics - Accountability and Responsibility	10	17

IV	Types of Events - Roles & Responsibilities of Event Management in Different Events - Scope of the Work - Approach towards Events - Charity Events and Award Ceremonies - Charity Events and Award Ceremonies - Outdoor Events, Celebrity events, National festivals and high-profile charity events - Conferences - Sports Events - Exhibition Management - Wedding Planning - CSR	10	18
V	Immersion Study: Attend an major outdoor event at your locality and on the basis of your observation prepare an event flow chart and check list and list out the potential stakeholders that might involve with this event	---	30 Marks of CEC

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion and presentation
- (b) Role play
- (c) Audio-Video Material

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Class test, Assignment, Presentation, Class participation	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

7. List of Journals/Periodicals/Magazines/Newspapers, etc.

- Start And Run Event planning business by Cindy lemaire Mardi foster-walker - Self-Counsel Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678
- Start Your Own Event Planning Business 3/E: Your Step-by-Step Guide to Success - Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011
- Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication
- Event Management : A Professional and Development Approach (2009) by Dr. Asuthosh Trivedi- Global India Publications Ltd., New Delhi -
- Event Management: Paper written by Dr. Sherry Abraham, Asst. Professor, Department of Tourism Studies, Pondicherry University, Puducherry.
- Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication