

B.COM
SEMESTER IV
Event Management (GE 5)
(100 Marks – 60 Lectures)

Objective: To introduce to the students the concepts and operations in event management industry.

Unit 1: Introduction to Event Management **25 Marks, 15 Lectures**

Introduction, Growth of event management industry, Event management industry in India, Principles of event management, Size of Events – Mega events, Regional events, Major events, Minor events; Types of Events – Sporting, Entertainment, art and culture, Commercial, marketing and promotion events, Meetings, Exhibitions, Festivals, Family and Fund raising events; Issues in event management, Event evaluation, Event risks and laws.

Unit 2: Event Planning **25 Marks, 15 Lectures**

Concept and designing of events, Preparing event proposal, Critical path and function sheets, Event pricing and management fees, Client meetings and event contracts, Planning and management of event team and crew, Planning event resources, Event protocol, Event itinerary, Event planning tools and emerging technology.

Unit 3: Event Production **25 Marks, 15 Lectures**

Event production concepts and requirements, Identifying event vendors, Negotiations and contracts with vendors, Scheduling and Checklists, Venue management – Selection, Staging, Lights and sound, Audio-Visual, Event safety and security.

Unit 4: Event Marketing and Financing **25 Marks, 15 Lectures**

Event marketing mix, Event branding, Event publicity, public relations and communication, Event sponsorship, Event budgets and cost sheet, Financial control in events, Profit analysis of events, Computer applications in event financing and control.

References:

1. Allen, J. (2009). *Event Planning* (Second ed.). Ontario: John Wiley & Sons.
2. Bowdin, G., Allen, J., O'Toole, W., & McDonnell, I. (2011). *Events Management* (Third ed.). New York: Routledge.
3. Chaturvedi, A. (2009). *Event Management: A Professional and Developmental Approach*. New Delhi: Global India Publications.
4. Gaur, S. S., & Saggere, S. V. (2003). *Event Marketing and Management*. Noida: Vikas Publishing House.

5. Shone, A., & Perry, B. (2004). *Successful Event Management: A Practical Handbook*. London: Thomson Learning.
6. Wagen, L. V., & Carlos, B. R. (2009). *Event Management for Tourism, Cultural, Business, and Sporting Events*. New Delhi: Pearson Educationl.

Journals:

International Journal of Event Management Research
International Journal of Event Management and Festivals
International Journal of Hospitality and Event Management