

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Third Year B.B.A. (SEM – VI)
KS_M_FC_362
EVENT MANAGEMENT (Foundation Course)

2 credit course

Objective:

Event management is the application of the management principles and practices to the creation and development of events. Event management encompasses all technical and managerial concerns related to the successful execution of the planned events. Event management has gained great prominence with crores of funds invested in it every year. The objective of the course is to give a good understanding of the event management practices and challenges while assessing the key elements and issues involved in executing different types of events.

MODULE: 1 INTRODUCTION TO EVENT MANAGEMENT **(20%)**

- Events – concept
- Importance of events
- Event Designing - 5Cs of Events
- Marketing needs addressed by events
- Types of events

MODULE: 2 KEY ELEMENTS OF EVENTS **(20%)**

- Event infrastructure
- Clients
- Event organizers
- Sponsorships
- Venue
- Media

MODULE: 3 EVENT MARKETING **(20%)**

- Segmentation, Targeting and Positioning of Events
- Products in Events
- Pricing in Events
- Promotion in Events

MODULE: 4 OPERATIONS MANAGEMENT **(20%)**

- Activities in Event Management
- Management Functions with respect to Event management
- Event MIS

MODULE: 5 ACCOUNTING FOR EVENT MANAGEMENT **(20%)**

- Statutory permission from various government agencies
- Event Safety and Security
- Crisis Management
- Challenges face in Event Management
- Critical Evaluation points for Events

No of lectures in semester: Approximately 30 to 35 Hrs.

Evaluation Pattern:

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

Reference Books:

- Event Marketing and Management by Sanjaya Singh Gaur and Sanjay Saggere .
Published by UBS Publishers
- Event Management by C. P. Harichandan and Adam Musgrve. Published by
Global Vision, Publishing House