	The Maharaja Sayajirao University of Baroda **Faculty of Commerce** **Department of Commerce and Business Management**		**Academic Year**	
Certificate Course in Event Management (Higher Payment Programme)				
Year	**1**	**Event Management** **Paper code: CBM**	**Credits / Hours per week**	
Semester	**1**	Year of Introduction: Year of Syllabus Revision:	**Maximum Marks / Grade**	
Mode of Transaction		Lectures and Tutorials		

Course Outcome (CO):

CO1: To get an insight and understanding about complex and multi-disciplinary nature of events. Students also develops ability to understand important functions involved in events.

CO2: To develop essential skills for managing resources and logistics.

CO3: To acquire knowledge about Methods and Tools for Event Marketing.

CO4: To inculcate creative ideas for Events, Negotiation, Multitasking and providing services in Events.

Unit No.	Topic/Unit	Contact Hours	Weightage (%)	BT Level	CO	PSO	Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/ Regional(R)/Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV)and Professional Ethics

									(PE)
UNIT - I	**Introduction to Event Management**: Concept, Major Functions and Types of Events, Understanding Customer and Preparing Event Objectives, Event Feasibility and Proposal Preparation, Identifying Business Opportunities for Event Management, Managerial skills for Event Management			2	CO1		EMP ENT SD	N L	PE
UNIT – II	**Managing Resources and Logistics**: Human Resource Planning for Events, Preparing structure for Event Execution, Safety and Security Measures for Events, Financial Planning of an Event, Funding Agencies, Designing Event Process and Control, Organizing and Social Skills for Events			2	CO2				
UNIT – III	**Methods and Tools for Event Marketing**: Branding and CRM Techniques, Event Sponsorship design, Digital Marketing skills and Public Relations Skills for Events, Effective Presentation and Communication, Workshops for Hospitality and Catering Services			2,3	CO3				
UNIT - IV	**Application Oriented Learning:** • Methods of Evaluating Events and Feedback • Strategies to Event Control • Workshops for Skill Development: • Creative Ideas for Events, Negotiation, Multitasking, Services in Events • Skills for Business Events, Social Events, Entertainment Events and Academic Events, • Conferences and Seminars on Current trends in Event Mgt • Case Studies on Event Management firms • Organising Events for University and Learning lessons			2,3,4	CO4				

Reference Books

1.	Anton Shone & Bryn Parry, Event Successful Management, Cengage learning 2002
2.	Armstrong.M. & Barons. A. 2005 : Hand book of Strategic HRM: The key to improved Business Performance Kogan Page

3.	Lynn Van Der Wagen & Brenda R. Carlos, Event Management for Tourism, Cultural, Business and Sporting Events, Pearson Prentice Hall, 2005
4.	Avrich, Barry Event and Entertainment Marketing, Vikas Publishing House New Delhi, 1994
5.	Leonard H. Hoyle, Jr, Event Marketing, John Willy and Sons, New York 1997
6.	Lynn van Der Wagen, Human Resource Management for events: managing the event workforce (Events Management), Butterworth – Heinemann publication, 2006
7.	Kotler, P. (2015). Marketing Management. New Delhi :Pearson Publishers