

**SVKM's Narsee Monjee College of Commerce &
Economics (Autonomous)**

Dept of Commerce

Program: BCOM				Semester : IV	
Course : Business Management I (Event Management) Academic Year: 2023-2024 Batch: 2022-25				Code: NMUBCOM419	
Teaching Scheme				Evaluation Scheme	
Lectures	Practicals	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	Nil	Nil	04		
Internal Component					
Class Test			Projects / Assignments		Class Participation
<p>Learning Objectives :</p> <ol style="list-style-type: none"> 1. To provide an understanding of the concept and significance of event management. 2. To create awareness about the type of events. 3. To Identify the different marketing techniques and revenue generation methods for events. 4. To acquaint with concepts, issues, and various aspects of event management. 					
<p>Learning Outcomes :After completion of the course, students would be able to:</p> <ol style="list-style-type: none"> 1. Enhance the professional skills required in event management 2. Organize various facets of Event Management 3. Design event marketing and strategies 4. Generate Budget and sponsorship of Event 					
<p>Pedagogy: The following methods will be used for making the learners understand the topics and apply the knowledge:</p> <ol style="list-style-type: none"> 1. Lecture 2. Case study Discussion 3. Assignments 4. Video 5. Group Discussion 					

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Detailed Syllabus: (per module plan)
Session Outline For Business Management I (Event Management)

Each lecture session would be of one hour duration (60 sessions)

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Module Wise Reference Books
I	<p><u>Introduction to Event and Event Management:</u></p> <p>A)Event Event - Concept and Definition, Categories and typology of Events, Characteristics of Event Management, Types of Events, Importance of Event Management and The Event Life Cycle.</p> <p>B) Event and Event Manager Functions of Event Management- Planning, Organizing, Staffing, Directing &Controlling, Role of Event Manager, Skills possessed by event Manager and Utilization of the Internet by the Event manager (8 Cs of electronic event systems)</p> <p>C) The Event Business and Support Organisation Commercial Event and Event Support Organisation and Factors influencing the number and type of Staff</p>	<p>Lectures Case study Assignments</p>	15	<p>Successful Event Management - Anton Shone and Bryn Parry</p> <p>Event Management - Principles and Practice - Razaq Raj, Paul Walters and Tahir Rashid</p> <p>Event Management - Karan Saxena</p> <p>Event Marketing - Leonard H. Hoyle, CAE, CMP - How to Successfully promote events, festivals, conventions and expositions</p> <p>Successful Event Management - Anton Shone and Bryn Parry</p>

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II	<p><u>Dynamics of event Management:</u></p> <p>A) Event Planning Event-Planning process (six-stage event-planning process), Organising and Planning an event, Process of Event Marketing, Elements considered in developing an event concept, Designing the Event and Functional areas of Event Management</p> <p>B) Risk Management Types of Risk, Process of Risk Management, Security and safety during an event, and Risk Management Procedures Crisis Management</p> <p>C) On-Site Management Site/Venue Layout, The Production Schedule, Essential Services - Emergency Services and Welfare Services</p>	<p>Lectures Case study Group Assignments Articles</p>	15	<p>Management of Event Operations - Julia Tum, MBA MHCIMA, Philippa Norton, BA (Hons) & J. Nevan Wright, PhD</p> <p>Successful Event Management - Anton Shone and Bryn Parry</p> <p>Event Management - for 'Tourism, Cultural, business, and Sporting Events - Lynn Van Derwagen & Brenda R. Carlos</p> <p>The Wiley Event Management Series - SERIES EDITOR: DR. JOE GOLDBLATT, CSEP</p> <p>Events Management a practical guide - EventScotland</p>
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III	<p><u>Event Marketing and Event Workforce/Human resource:</u></p> <p>A)Event Marketing Event Marketing– Introduction, Events Marketing Mix - The Five Ps of Event Marketing, Marketing an Event - Marketing for a new event and Marketing for repeat events and new editions.</p> <p>B) Marketing Communications Marketing Communications – meaning, Functions of Marketing communications, The Five Ws of Marketing, Internet Event Advertising and Event Promotion Techniques.</p> <p>C) Event Workforce/Human resource Legal context of employment, Establishing conditions/Types of employment, Management training and Policy planning - HR</p>	<p>Lectures Case study Peer to Peer Learning Assignments</p>	15	<p>Event Management - Principles and Practice - Razaq Raj, Paul Walters and Tahir Rashid</p> <p>Event Marketing - Leonard H. Hoyle, CAE, CMP - How to Successfully promotevents, festivals, conventions and expositions</p> <p>Successful Event Management - Anton Shone and Bryn Parry</p> <p>Special Events - Professor Joe Goldblatt, Ed.D., FRSA - Creating and Sustaining a New World for Celebration (Seventh Edition)</p> <p>Human Resource Management for Events - Lynn Van der Wagen - Managing the event workforce</p>
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IV	<p><u>Event Management- Organisation Management, Budget and Finance:</u></p> <p>A) Budget Event Expenditure, Budget Preparation and Control Mechanisms</p> <p>B) Finance Fundraising Business Plan and Raising Commercial Sponsorship</p> <p>C) Event organisation Management Event Flow, Crucial factors affecting an Event, Planning months ahead, Organising 2 weeks before hand, Working 24 hours before the event and Managing the day of the event.</p>	<p>Lectures Case study Peer to Peer Learning Assignments Group discussion</p> <p>Practical assignment of Organising Event</p>	15	<p>Events Management a practical guide – EventScotland</p> <p>The Event Manager's Bible_ The Complete Guide to Planning and Organising a Voluntary or Public Event</p> <p>Event Management - Karan Saxena</p>
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Reference Books:

Title	Author(s)	Publisher
Event Management	Wagen, Lynn Van Der	Pearson Education
Event Marketing How To Successfully Promote Events, Festivals, Conventions, And Expositions	Leonard H. Hoyle	John Wiley and Sons, Inc
Successful event management _ a practical handbook	Anton Shone, Bryn Parry	Cengage Learning
The International Dictionary of Event Management	Joe Goldblatt	Wiley Events
Event Management - Principles and Practice	Razaq Raj, Paul Walters and Tahir Rashid	
Event Management	Karan Saxena	
Events Management a practical guide	EventScotland	Ebook

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Special Events (Seventh Edition)	Professor Joe Goldblatt, Ed.D., FRSA - Creating and Sustaining a New World for Celebration	
The Event Manager's Bible_ The Complete Guide to Planning and Organising a Voluntary or Public Event		Ebook

