

**ST. JOSEPH'S DEGREE & PG COLLEGE**  
(Autonomous), Affiliated to Osmania University

**DEPARTMENT OF BUSINESS MANAGEMENT**  
**SEMESTER-IV**

**BBA(ENTREPRENEURSHIP)**  
**EVENT MANAGEMENT**  
**SEC**

*w.e.f. 2020 -2021 AY*

<b>SCHEME OF INSTRUCTION</b>		<b>SCHEME OF EXAMINATION</b>	
Hours per Week	: 3 Hrs.(1L+2P)	Maximum Marks	: 50
Credits	: 2	Internal Assessment	: 20
Instruction Mode	: Lecture + Practical	External Examination	: 30
Course Code	: BM.06.301.27TP	External Exam Duration	: 2 Hrs

**COURSE OBJECTIVE:**

The objective of this course is to acquire an in-depth knowledge about the specialized field of event management & to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

**COURSE OUTCOMES:** On successful completion of this course, the students will be able:

CO1: To describe all the components and various roles involved in planning, organising, running and evaluating an event.

CO2: To apply the theory and skills necessary to professionally plan, organise and run a business event by analyzing the various measures which an event organizer should follow to stop problems in an event.

**Unit I: Introduction to Event Management**

Size & type of event - Event Team - Code of ethics- Principles of event Management- Designing - Analysis of concept- Logistics of concept- Feasibility- Keys to success-steps in planning of an event-Event marketing overview-stepS in event marketing.

**Unit II: Communication and Crowd Management**

Leadership skills - Team Work and Group Dynamics, -Organising/ managing meetings- Written communications-Oral Communication

Security- Crowd management- Major risks and emergency planning- Incident reporting-emergency procedures- Budget- break even point- panic payments- financial control system.

Exercise: 1) Write 2 reports and submit along with your team to identify scope

**Text Book:**

1. Lynn Van Der Wagen & Brenda R Carlos ,Event Management, Pearson Education, India, 2014

**Reference Books:**

1. Anton Shone & Bryn Parry, Successful Event Management : A practical Handbook, Cengage Learning EMEA, 2013
2. Charles Bladen, James Kennell, Emma Abson, Nick Wilde, Events Management, Routledge publisher, 2012
3. P.K. Sinha, Computer fundamental , BPB Publications, New Delhi, 2010
4. D.P. Sharma, Amit Choudhary ,Fundamental of computer and IT, College Book Centre, 2006
5. S.N. Maheshwari, Cost Accounting: Theory and Problems, McGraw-Hill college accounting series, Shree Mahavir Book Depo, 2010