

**JYOTI NIVAS COLLEGE AUTONOMOUS  
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

**Programme: B.Com LSM**

**Semester: IV**

**PRINCIPLES OF EVENT MANAGEMENT**

**Course Code: 18BL401**

**No. of Hours: 60**

**COURSE OBJECTIVES:**

- The objective is to provide students with a conceptual framework of Event Management, Event Services, Conducting Event and Managing Public Relations.
- To make the students aware about the different events.

**LEARNING OUTCOMES:**

- To learn the concepts related to various events.
- Awareness on the process of conducting events.
- Planning and Budgeting of the events.

**UNIT 1:**

**12 HRS**

**Introduction to event**

Event- Meaning of event- Need for Event Management- Analysis of Event, Scope of Event, Decision Makers-Event Manager, Technical Staff- Establishing of Policies and Procedure- Developing Record Keeping Systems.

**UNIT 2:**

**12 HRS**

**Event management procedure**

Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, - Phonographic Performance License, Utilities- Fire brigade, Ambulance, Catering, Electricity, Water. Taxes Applicable.

**UNIT 3:**

**12 HRS**

**Conduct of an event**

Preparing a Planning Schedule, Organizing Tables, Assigning Responsibilities, Communication and Budget of Event- Checklist, Computer aided Event Management- Roles & Responsibilities of Event Managers for Different Events.

**UNIT 4:**

**12 HRS**

**Public relations**

Introductions to Public Relations- Concept- Nature- Importance- Limitations- Media- Types of Media- Media Management, Public Relation Strategy & Planning. Brain Storming for idea generation- Writings for Public Relations.

**UNIT 5:**

**12 HRS**

**Corporate events**

Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blue Print, Need for Entertainment in Corporate Events and Reporting.

**SKILL DEVELOPMENT:**

- Preparation of Event Plan for Wedding,
- Preparing Budget for conduct of National level intercollegiate sports events.
- Preparation of Event Plan for College day Celebrations.
- Preparation of Budget for Conducting inter collegiate Commerce Fest.

**BOOKS FOR REFERENCE:**

1. Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & Sons, Inc.
2. GhouseBasha – Advertising & Media Mgt, VBH.
3. Anne Stephen – Event Management, HPH.
4. K. Venkataramana, Event Management, SHBP.
5. Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8
6. The Complete Guide to successful Event Planning – Shannon Kilkenny
7. Human Resource Management for Events – Lynn Van der Wagen (Author)
8. Successful Team Manageemnt (Paperback) – Nick Hayed (Author)
9. Event Management & Public Relations by Savita Mohan – Enkay Publishing House
10. Event Management & Public Relations By Swarup K. Goyal – Adhyayan Publisher - 2009