



ST ALOYSIUS
(DEEMED TO BE UNIVERSITY)
MANGALURU - 575003 - INDIA

SCHOOL OF BUSINESS AND MANAGEMENT

Offers

FUNDAMENTALS OF EVENT MANAGEMENT

BM6AUCE140e

AN ONLINE CERTIFICATE COURSE

Course fee
Rs: ₹500

To register login
<https://lms.stalloysius.edu.in/>

30 hours

**CONTACT COUSRE
COORDINATOR:**

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REV. DR PRAVEEN MARTIS SJ
VICE CHANCELLOR

DR REJI P JOHN
CHAIR, VALUE ADDED PROGRAMMES

EVENT MANAGEMENT

Teaching	Tutorials	Practical	Total Hours	Credits
24	03	03	30	01

OBJECTIVE OF THE PAPER: This paper provides a conceptual understanding of event management, event services and develops skills on conducting events.

MODULE 1- INTRODUCTION TO EVENT MANAGEMENT

Event- Meaning- Why Event Management- Analysis of Event, Scope of Event, Decision Makers - Event Manager- Technical Staff- Establishing of Policies and Procedure- careers in event management

Learning Outcome: To understand the concept of organizing events. (06 Hours)

MODULE 2- EVENT MANAGEMENT PROCEDURE

Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, - Utilities- Fire Brigade Ambulance
Catering, Electricity, crowd management and evacuation

Learning Outcome: To examine the legal provisions for organizing events. (08 Hours)

MODULE 3- CONDUCT OF AN EVENT

Preparing a Planning Schedule - Aim of event, develop a mission, Establish Objectives
Preparing event proposal, Use of planning tools: Organizing Tables, Assigning Responsibility, Communication and Budget of Event- Checklist, Computer aided Event Management- Roles and Responsibilities of Event Managers for Different 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.

Learning Outcome: To learn to schedule events. (10 Hours)

SKILL DEVELOPMENT

1. Preparation of Event plan for the college fest.
2. Preparation of Event Plan for Wedding, Annual General Body Meeting of an MNC.
3. Preparation of Event Plan for College Day Celebrations

BOOK FOR STUDY AND REFERENCE

1. Basha Ghouse, *Advertising Media Management*, VBH Publication.
2. Goyal K. Swarup (2009) *Event Management Public Relations*, Adhyayan Publisher.
3. Kilkenny Shannon, *The Complete Guide to successful Event Planning*.
4. Matthews Doug, *Special Event Production*.
5. Mohan Savita, *Event Management Public Relations*, Enkay Publishing House.
6. Stephen Anne, *Event Management*, HPH.
7. Sonderr Mark, *Event Entertainment and Production*, CSEP Publisher: Wiley Sons, Incorporation.
8. Venkataramana, K. *Event Management*, SHBP.