

Programme: MBA Tourism & Travel Management

MBT5010 BASICS OF EVENT MANAGEMENT

Course Code	MBT5010	Semester	III/IV
Course Title	Basics of Event Management		
Credits	3	Type	Elective

Course Description

This course is focused on developing student's operational and organizing skills required in the events industry

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Acquaint knowledge of basics of event management
- CO2: Provide basic skills required for event planning and management
- CO3: Impart the students the interlinkages between tourism and events
- CO4: Conceptualise knowledge on different aspects and functions of events

Course Structure

The following is a detailed syllabus of Basics of Event Management:

Module I: Introduction to Event

Understanding events-Types and size of Events – Characteristics of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Advantages of events- to the organizer, event planner, participants, economy and society; Broad classification of Events.

Module II: Planning and Scheduling Events

Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies -Ethical Behavioural Practices in MICE industry.

Module III: Events Venues

Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

Module IV: Introduction to MICE

Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, Budgeting of MICE- types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding.

Module V: Trade Shows and Exhibitions/Expositions

Types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers.

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Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

References

- George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions.
- Robincon, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London : CABI
- Editorial Data Group USA (2018). Exhibition & Conference Organisers United States: Market Sales in the United States. Kindle Edition.