

## Programme: MBA Tourism & Travel Management

### MBT5012 EVENT MANAGEMENT PROCESS

Course Code	MBT5012	Semester	III/IV
Course Title	Event Management Process		
Credits	3	Type	Elective

#### Course Description

This course is designed for students to develop the skills in planning, managing, and operating various types of events.

#### Course Outcome

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

- CO1: Impart knowledge, skills, and competencies required to initiating an event and make them fit the industry standards
- CO2: Provide basic knowledge about planning and organizing corporate events
- CO3: Able to organize and host an event professionally and systematically
- CO4: Provide awareness about the crisis management strategies in event management

#### Course Structure

The following is a detailed syllabus of Event Planning and Marketing:

##### Module I: Event Process

Initiating an event- Planning an Event's Scope - Conducting a Site Survey - Managing Client's Goals and Expectations- Site venue Layout / Design - Selecting Contracting and Managing Performers - Staging the Event.

##### Module II: Planning and Organizing of Corporate Events

Conferences, Seminars, Meetings, Conventions, Educational or Training Events -Planning and organizing of Leisure events- Sport Events, Festivals, Concerts, Fashion Shows -Planning and organizing of private events - Weddings, Special Party Celebrations.

##### Module III: The Role of an Event Planner

Main Tasks Involved in Event Planning -Skills Required for Event Planners- Benefits of Successful and Safe Events- Requirements for successful events- Research, Design-Planning, Coordination, Evaluation- Contract negotiations- principles; negotiation with hotels, airlines and ground handlers.

##### Module IV: Crisis Management

Event Risk Management -How to Manage Risk - Hazard Analysis - Contingency Plans -Threat Assessment - Planning for safety.

#### 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	

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### References

- Natalie Johnson (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business) Kindle Edition.
- 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.