



MVP's  
**K.S.K.W. Arts, Science & Commerce College, CIDCO,**  
**Nashik-8**  
**Department of Commerce**  
**Syllabus**

**Subject Name - Event Management**

**Objectives -** To acquaint the students with concepts, issues and various aspects of event management, To get the Practical Knowledge & Experience to organize the event.

Unit No.	Particulars	No. of lectures
1.	<b>Introduction to Event and Event Management</b> 1.1 Introduction and Definition of Event.1.2 Event Designing, 5 C's of Events.1.3 5 W's of Event.1.4 Types of Events.1.5 Categories of Event and its characteristics.1.6 Objectives of Event Management.1.7 Problems associated with traditional media.	08
2.	<b>Facets of Event Management</b> 2.1 Event Infrastructure: Core Concept, Core People, Core Talent, Core Structure.2.2 Clients: Set Objectives for the Event, Negotiating Contracts with Event Organizers, Locating Interaction Points, Banners ,Displays etc., at the Event, Preparing the Company's Staff for the Event, Post-event Follow-up.2.3 Event Organizers: Role of Event Organizer, Qualities of an Event Organizer, Steps in Organizing an event.2.4 Venue: In-house Venue, External Venue.	08
3.	<b>Execution of Event:</b> 3.1 Networking Components: Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Media. 3.2 Types of promotion methods used in events: Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public relations. 3.3 Activities in Event Management: Pre-event Activities, During event Activities, Post-event Activities. 3.4 Functions of Event Management: Planning, Organizing, Staffing, Leading and Coordination, Controlling. 3.5 Event Management Information System. 3.6 Technology in Event Management.- Role and Importance.	10
4.	<b>Project Work</b> 4.1 Principles of Project/ Event Management – Understand project management, resources, activities, risk management , delegation,project selection, role of the event manager. 4.2 Prepare Actual Project	04

**References:**

1. Event Management : A blooming industry and an eventful career, Har Anand Publication, Devesh Kishore & Ganga Sagar singh
- 2.The Art of Successful Event Management , APH Publishing Corporation, Leelamma Devasia & V.V. Devasia
3. Start your own event planning business 3/E: Your step by step guide to success, Perseus Books Group, Cheryl Kimball, Entrepreneur Press.

*Y. J. Jale*  
HOB  
Department Of Commerce

**Head**

**Dept. of Commerce**

K.S.K.W. ACS College, CIDCO, Nashik

*Principal*  
**Principal**  
K.S.K.W. Arts, Sci. & Com. College,  
CIDCO, Nashik-8.