

Introduction and Course Objectives	To familiarize the students with the fundamentals for conducting various events at different phases. To inherit, the various professional qualities to organize all categories of events
---	--

Main Concepts	Elements of Event management, Planning & Conduction.
----------------------	--

Student Learning Objectives	To learn about the concept of Event Management, how to plan, organize and conduct events and make them profitable.
------------------------------------	--

UNIT - 1 Introduction to Event Management: Defining an event. Importance & scope of events, Size & type of Events, Advantages offered by events

UNIT - 2 Team Organization & Work Distribution: Event Team, Code of ethics, Supervising skills, Management skills, Distribution of responsibilities.

UNIT – 3 Key Elements of Events: Core concept, Core People, Core Talent, Core Structure, Event Infrastructure, Main infrastructure & facilities.

UNIT - 4 Event planning: Role of an event planner, Qualities of a good event planner, Aim of event. Develop a map, Establish objectives, Preparing event proposal, Use of planning tools, Legal formalities & permission from competent authorities, Cost estimation.

UNIT - 5 Promotion & Media: Purpose of Promotion, Use of Different Media- print, networking, TV, Radio, Internet, outdoor media etc, Sponsorships, Factors to make promotions effective, Organizing, Staffing, Systematic supervision to ensure proper distribution and discharge of duties, Leading, Coordination, Controlling, Firefighting skill, Putting things back to the place.