

SARDAR PATEL UNIVERSITY
Programme: BBA (Hospitality Management)
Semester: VIII
Syllabus with effect from: December - 2013
Theory (Credit – 3)

Objective:

The Subject will provide with a broad understanding of Event Management, requirements and Create Awareness of Variety of Management Issues across the Boundaries of Arts, Business, Entertainment, Service, and Tourism & Hospitality Industry.

Paper Code: UM08CBBH01	Total Credit: 4
Title Of Paper: Event Management	

Unit	Description in detail	Weightage (%)
I	Introduction to Event Management and Concept and Design Size of Events Types of Events Developing the concept Analyzing the Concept Designing the Event	25%
II	Feasibility and Event Marketing Keys to Success Nature of Event Marketing Process of Event Marketing The Marketing Mix Sponsorship	25%
III	Promotion Image / Branding Advertising Publicity Public Relation	25%
IV	Staging and Event Proposal Choosing the Event Site Developing the Theme Conducting Rehearsals Providing Services	25%
Tutorial: Credit – 1		
V	Management in Action Students are suppose to prepare and give a presentation on an Event chosen in a group* covering Theme, Venue /Location and Décor for an event. For e.g. Outdoor weddings have their own charm, be it a beach wedding or in the garden, or by poolside. Open sky, vast space make wedding look grand. (Group of three or four students)	

Note: Journal shall be evaluated by the Concerned Teacher.

Basic Text & Reference Books:-

- Event Management :Lynn Van Der Wagen and Brenda R Carlos,Pearson Education
- Event Management and Event Tourism: Getz D.,Cognizant Communication Corporation
- Best Practices in Modern Event Management,Goldblatt,John Wiley and Sons

