

SARDAR PATEL UNIVERSITY
Program: Master of Event Management & Public Relation (M.E.M.P.R.)
Academic Year 2014 -15

PM01CEMR01- MANAGEMENT PRINCIPLES AND PRACTICE

UNIT I

Management: Science, Theory and Practice - The Evolution of Management Thought and the Patterns of Management Analysis - Management and Society : The External Environment, Social Responsibility and Ethics - Global and Comparative Management - The Basis of Global Management.

UNIT II

The Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises - Decision Making - Global Planning.

UNIT III

The Nature of Organizing and Entrepreneurship - Organizational Structure Departmentation - Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing.

UNIT IV

Co-ordination functions in Organization - Human Factors and Motivation - Leadership - Committees and group Decision Making - Communication - Global Leading.

UNIT V

The System and Process of Controlling - Control Techniques and Information Technology - Productivity and Operations Management - Overall Control and toward the Future through Preventive Control - Global Controlling and Global Challenges.

REFERENCES :

1. Koontz & Weirich, Essentials of Management, Tata McGraw Hill.
2. VSP Rao, V Hari Krishna – Management: Text and Cases, Excel Books, I Edition, 2004
3. Stoner & Wankai, Management, PHI.
4. Robert Krcitner, Management, ATTBS.
5. Weirich & Koontz, Management - A Global perspective, McGraw Hill.
6. Helliregarl, Management, Thomson Learning, 2002.
7. Robbins.S.P., Fundamentals of Management, Pearson, 2003.

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PM01CEMR02- ORGANIZATIONAL BEHAVIOUR

UNIT I

Organizational Behavior: History - evaluation, Challenges & opportunities, contributing disciplines, management functions and relevance to Organization Behavior. Personality - Determinants, structure, behavior, assessment, psycho-analytical social learning, job-fit, trait theories.

UNIT II

Emotions and Emotional Intelligence as a managerial tool. Implications of EI on managers and their performance. Attitudes - relationship with behavior, sources, types, consistency, work attitudes, values - importance, sources, types, ethics and types of management ethics. Perception - Process, Selection, Organization Errors, Managerial implications of perception. Learning - classical, operant and social cognitive approaches. Implications of learning on managerial performance.

UNIT III

Stress - Nature, sources, Effects, influence of personality, managing stress. Conflict - Management, Levels, Sources, bases, conflict resolution strategies, negotiation. Foundations of group behavior: linking teams and groups, Stages of development Influences on team effectiveness, team decision making. Issues in Managing teams.

UNIT IV

Organizational change - Managing planned change. Resistance to change - Approaches to managing organizational change - Organizational Development - values - interventions, change management. Organizational politics - Political behavior in organization, Impression management, Self monitoring. Organizational culture - Dynamics, role and types of culture and corporate culture, ethical issues in organizational culture, creating and sustaining culture.

UNIT V

Organizational Behavior responses to Global and Cultural diversity, challenges at international level, Homogeneity and heterogeneity of National cultures, Differences between countries, The Challenges of work force diversity and managing diversity Cases.

REFERENCES :

1. Robbins.S. OrganisationalBehaviour, X edn., Prentice-Hall, India.
2. Hellinegal Slocum, Woodman, OrganisationalBehaviour, IX edn., Thomson learning.
3. Umasekaran, OrganisationalBehaviour, Tata McGraw Hill.
4. Robbins S.P., Concepts contrivances and applications, Prentice Hall.
5. Umasekaran, OrganisationalBehaviour.
6. Helliregal.et.al, OrganisationalBehaviour, Thomson Learning.
7. McShane&Glinow, OrganisationalBehaviour, Tata McGraw Hill.
8. Harris & Hartman, OrganisationalBehaviour, Jaico, 2003.

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PM01CEMR03 - INTRODUCTION TO EVENT MANAGEMENT & PR

UNIT – I

Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures

UNIT – II

Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.

UNIT – III

Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

UNIT – IV

Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events

UNIT – V

Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives Media – Types of Media, Media relations, Media Management PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR

REFERENCES :

1. Event Management: A Blooming Industry and an Eventful Careerby Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. -
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House.

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PM01EEMR01- EVENT MANAGEMENT PLANNING

UNIT – I

Understand event- type of events, reason and need for events, role of event Management Company. Introduction to planning – Meaning & Defining planning, Characteristics of Good Planner, SWOT Analysis, Five W's

UNIT – II

Understand Process – Meaning, Need, And Benefits of a Process, Steps for Creating Process, Planning event – Determining the purpose of your event, Types of Events for Your Business, What's the Goal of Your Event?, Understanding Your Event's Audience,

UNIT – III

Events for Amping Up Marketing and Sales, Events to Start or Enhance Awareness, Events to Increase Productivity, Crossover Events, Identifying the Scope and Size of the Event, Social Versus Business Aspects, Outlining Your Needs, Set your Event Vision, Assessment of information, Design objectives for your events.

UNIT -IV

Event Planning Process, Creation of Concept – Brain storming for concept, Creativity, Budgeting of Event- The Budget's Purpose, Budget Line Items, Other Costs to Consider, Angling for Income, Drafting a Budget, Activating a Budget, Keeping a Budget on Track, The Master Plan Creation of Blue print, Event Calendar, Creation of Check list, Event Flow, Time Frames and Dead Lines.

UNIT - V

Staffing and Vendors, Logistic and Staging, Breaking Down the Event, Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility.

REFERENCES :

1. Start And Run Event planning business by Cindy lemaire Mardi foster-walker - Self-Counsel Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678
2. Start Your Own Event Planning Business 3/E: Your Step-by-Step Guide to Success - Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011
Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication

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PM01EEMR02 - EVENT PRODUCTION PROCESS

UNIT – I

Producing a great show – phases of staging an Event, Pre Production Checklist, Event Logistic – understand logistic, categories of logistic, elements of logistic system, event site logistic, event shut Down Site Selection , Layout and design.

UNIT – II

Supply of Facilities – Audiovisuals, Purpose of visual presentation, Visual sources, 53 mm slides, Overhead projectors, Pre – recorded videos, Live videos and IMAG, Computer generated Signal Processing, Distribution Amplifiers, Scalers, Scan Converters, Switchers, Projection Equipment, Slide Projectors, Overhead Projectors,

UNIT – III

Visual Presenters, Video/Data Projectors, Display Equipment, Plain Screen, Monitors, Video walls, LED Screens, Teleprompters, Other Unusual Surfaces, Multimedia Presentations, Setting Goals and Content for the Show, Choosing Equipment and Personnel, Putting it Together, Equipment Setup and Operation, Setup, Operation during the Event, Risk and Safety.

UNIT – IV

Lightings– objectives of event lightings - visibility, relevance, composition, mood– Quality of lights – Intensity, distribution, color, direction, movement– Lighting Instruments – construction of luminaries, types and users of luminaries– event lighting design – conceptual design, practical design, physical design Sound

UNIT - V

Audio Systems Acoustic Theory and Its Application to the Event Space What Is Sound? Sound Propagation and Its Relationship to the Event Space Uses of an Audio System, Audio for Speech, Audio for Entertainment, Main Audio System Groups and Their Components, Input Group, Signal Processing and Routing Group, Output Group
Signal Path and Equipment Locations in the Event Space, Signal Path, Equipment Locations, Pre-Event Sound Check and System Operation during the Event, Pre Event Sound Check, System Operation during the Event, Risk and Safety

REFERENCES :

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0
2. Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
3. The Complete Guide to Successful Event Planning - Shannon Kilkenny

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PM01CEMR04 - CORPORATE COMMUNICATION

UNIT I:

Communication basics – Business Communication – components – Types – formal communication network – Work team communication – variables – goal – conflict resolution – non – verbal communication – Cross cultural communication – Business meetings – Business Etiquette.

UNIT II:

Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations

UNIT III:

Corporate Communication in Brand Promotion – Financial Communication – Crises Communication.

UNIT IV:

Report writing: Characterizing & business reports – Types and forms & reports – Project proposals – Collection of data – tables constitution – charts – writing the report – documenting the sources – proof reading.

UNIT V:

Business Presentation: Written and oral presentation – work – team presentation – Delivering the business presentation visual aids – slides – electronic presentation – hand-outs – delivering the presentation – career planning – preparing Resume – job applications – preparation for a job interview – employment interviews – follow-up.

REFERENCES :

1. Scot Ober, Contemporary business communication, fifth edition, biztantra.
- 2 Lesiler&Flat lay, Basic Business communication. Tata McGraw Hill.

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PM02CEMR01 - ADVERTISING AND SALES PROMOTION

UNIT – I

Advertisement – Management- introduction- Marketing- marketing Communication- Marketing Mix Strategies. Communication Process-Definition- Nature of Communication response hierarchy.

UNIT – II

Strategic advertising tool : Research process – Common errors in research – Advertising Strategy – Creative execution in Advertising – client evaluation- cognitive process of communication.

UNIT – III

Regulation of advertising and promotion – self regulation- creative execution on Radio , TV, Online- Regulation governing sale promotions.

UNIT – IV

Sales promotion – product mix- Advantages – limitations and negative effects of sales promotion consumer sales promotion – sales promotion evaluation.

UNIT – V

Type and Techniques of sales promotion – Effects of sales promotion on Brand Equity.

REFERENCES :

1. “ Advertising and Promotion” – Geroge E- Belch & Michael. A. Belch- Tate McGraw- Hill – Sixth Edition.
2. “ Promotion Management” –John –J. Bunnelt- West Publishing Company.

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PM02CEMR02- EVENT MARKETING & SPONSORSHIP

UNIT – I

Introduction to Event Marketing -The Objectives of Event Marketing, Advertising as a Part of Marketing. Brand Name, Product Design, Post-Self Support, Future Of Event Marketing -Event Promotion, Tools Of Promotion, Advertising, Public Relations, Tips On Writing A New Release, What Is A Media Kit, Direct Marketing, Word Of Mouth, Hospitality, Websites, The Promotion Schedule, Planning A Promotion Campaign For An Event.

UNIT – II

Expectations And Goals, Event Marketing An Added Dimension, Event and the Marketing Communications Environment, Social Responsibility towards society, Setting objectives to Direct Event sponsorship, Setting strategies and Tactics, Strategic considerations, Dealing with Clutter, Understanding and controlling fees, Creating your own event.

UNIT – III

Marketing Of Events - The Need for Marketing, Consumer Expectations, Marketing Mix, Four Ps, Elements, The Promotional mix, What should be the basis of Pricing, When should the Payment be Made, How Should the Payment be Made, Promotion, Strategic Decision, Marketing Objectives, The Promotional Mix, The Media Mix, The Role of the Promotional Mix.

UNIT – IV

Future Of Event Marketing -Event Promotion, Tools of Promotion, Advertising, Public Relations, Tips on writing a New Release, What is a Media kit, Direct Marketing, Word of Mouth, Hospitality, Websites, The Promotion Schedule, Planning a Promotion Campaign for an Event.

UNIT – V

Event Sponsorship Understand Sponsorship, Understand – Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of sponsorship – for event organizer, for sponsor, Type of Sponsorship, Making sponsorship database, making sponsorship proposal, Closing a sponsorship, Research of sponsorship, Converting sponsorship into partnership.

REFERENCES

1. The Event Marketing Handbook – Saget Allison – 2006
2. Event Marketing - The Wiley Event Management Series - Leonard H. Hoyle
3. Event Marketing and Event Promotion Ideas - Eugene Loj

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PM02CEMR03 - HUMAN RESOURCE MANAGEMENT

UNIT I :

Human Resource Function Human Resource Philosophy - Changing environments of HRM - Strategic human resource management - Using HRM to attain competitive advantage - Trends in HRM - Organization of HR departments - Line and staff functions - Role of HR Managers.

UNIT II :

Recruitment & Placement Job analysis: Methods - IT and computerized skill inventory - Writing job specification – HR and the responsive organization. Recruitment and selection process: Employment planning and forecasting – Building employee commitment: Promotion from within - Sources, Developing and using application forms – IT and recruiting on the internet. Employee Testing & selection : Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview.

UNIT III :

Training & Development Orientation & Training: Orienting the employees, the training process, need analysis, Training techniques, special purpose training, Training via the internet. Developing Managers: Management Development - The responsive managers - On-the-job and off-the-job Development techniques using HR to build a responsive organization. Management Developments and CD-ROMs - Key factor for success. Performance appraisal: Methods - Problem and solutions – MBO approach - The appraisal interviews - Performance appraisal in practice. Managing careers: Career planning and development - Managing promotions and transfers.

UNIT IV :

Compensation & Managing Quality Establishing Pay plans: Basics of compensation - factors determining pay rate – Current trends in compensation - Job evaluation - pricing managerial and professional jobs - Computerized job evaluation. Pay for performance and Financial incentives: Money and motivation - incentives for operations employees and executives - Organization wide incentive plans – Practices in Indian organizations.

Benefits and services: Statutory benefits - non-statutory (voluntary) benefits – Insurance benefits - retirement benefits and other welfare measures to build employee commitment.

UNIT V :

Labor relations and employee security, Industrial relation and collective bargaining: Trade unions - Collective bargaining - future of trade unionism. Discipline administration - grievances handling - managing dismissals and separation. Labour Welfare: Importance & Implications of labor legislations - Employee health – Auditing HR functions, Future of HRM function.

REFERENCES :

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
2. H. John Bernardin & Joyee E. A. Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
3. David A. DeCenzo & Stephen P. Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
4. VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, New Delhi
5. Dr. R. Venkatapathy & Assisi Mencheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001.
6. Robert L. Gibson and Marianne H. Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005.

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PM02EEMR01 - EVENT TEAM & CREW MANAGEMENT

UNIT – I

Research, The Event Management Process, Selecting the Appropriate Pre-Event Research Method, Effective Presenting Your Pre-event Research Findings, The Five W's, How to produce consistently effective events, The SWOT analysis.

UNIT – II

The Nature of Teams, A Brief History of Team Building, Management Commitment, Key Benefits of Teams, Key Drawbacks, Types of Teams, Organizational policy-making Teams, Task Force or cross-Functional Teams, Department Improvement Teams, Quality Circles, Self-Directed Work Teams, The Basics of Team Functioning: Forming a Team, Getting Started on Team Building, Determining Level of Authority, Authority Options, Establishing Team Membership, Determining Optimal Team Size, Orienting New Members, Using Member Substitutions.

UNIT – III

Selecting the Cause, Reach a Consensus with your committee, The Event should Fit the Cause: coffee, Reception, Luncheon, Dinner or formal gala, Afternoon tea, Art show or auction, cocktail lecture, craft workshop, how to seminar, community garage sale, sports event, Home or garden tour, Decorate shows houses, Festival show, Marathon event, Raffle, celebrity roast, Bazaar, concert, Phantom event, The Event Should Fit Your Organization, The Size Of Your Organization, Community standards and Expectations, Establish How much you want raise, Defining Your Goals.

UNIT – IV

Forming The Event Team - The core group should comprise the following positions, Committees for Each Chairperson, Event chairperson, The Chair Should also, Event Checklist, Recheck before Event, Charity Liaison Chair, your first order of business is to, Public Relations Chair, Mailing List Chair, Donation/Sponsors Chair, Telephone Solicitation Chair, Decorating Chair, Arrangement/Logistics chair, Some Important Tips on Drinks, Food & Drink Chair, Invitation & Program Chair, Reservation chair, Volunteer Chair, Entertainment chair.

UNIT – V

Plan, For a year- long Campaign or Major Event Mnth1, Mnth2, Mnth3, Mnth4, Mnth5, Mnth6, One week before the Event, Day of The Event, Within 2 weeks After the Event, Midsize Event, Six to Eight Weeks Before the Event, Four Week before THE Event, One week before the Event, Day of the Event, Four Week before The Event, Sample Responsibility/ Status Report, Three weeks before the Event, One week before The Event, Day of the Event, Sample Staging Guideline.

REFERENCES :

1. The Secrets of Successful Team Management - Michael A. West (Author)
2. Successful Team Management [Paperback] - Nicky Hayes (Author)
3. Crew Resource Management, Second Edition by Barbara G. Kanki, Robert L. Helmreich and Jose Anca

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PM02EEMR02-EVENT RESOURCE MANAGEMENT

UNIT – I

Entertainment- Defining Entertainment, Form in Entertainment, Reasons for Entertainment, Content in Entertainment, Staging Entertainment, Number of Performers or Acts, Scheduling and Timing, Using the Event Space, Building the Show, Beginnings, Endings, and Segues

UNIT - II

Working with Performers – Mindset, Creature Comforts, Unique Preparations and Performance Needs, Communications, The Special Case: Celebrities, Risk and Safety

UNIT – III

Décor - Design Theory, Elements of Design, Principles of Design, Categories of décor, Backdrops, Themed Sets, Props, Fabrics and Soft Goods, Banners and Signs, Tension Fabric Structures, People and Other Creatures As Decor, Floral Décor, Inflatables, Other Unique Décor, Setup Considerations for Décor - Prior to the Event and At the Event.

UNIT – IV

Tenting - Why Use a Tent for a Special Event? - Types and Styles of Tents, Pole Tent, Pipe Frame-Supported Tent, Box-Beam, Frame-Supported (Clear span) Tent, Tensile Tent or Structure, Inflatable Tent, Fabrics, Determining the Correct Tent Size, Tent Accessories and Options, Tops, Sidewalls, Gutters, Doors, Lighting, Liners, Flooring, Heating, Ventilation, and Air Conditioning, Branding and Marketing, Setup Considerations - Site and Site Survey, Weather and Time of Day, Installation, Tent Technology Today and in the Future - Size and Shape, Modularity and Portability, Cross-Cultural Influences, Materials Technology, Risk and Safety.

UNIT - V

Miscellaneous Technical Resources - Electrical Power, Determining Electrical Service Requirements, Electrical Distribution, Portable Power, Electrical Safety Considerations, Rigging and Trussing - Overview, Rigging Equipment, Safety, Other Temporary Structures – Scaffolding, Bleachers, Fencing and Barriers, Sanitary Facilities.

REFERENCES :

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0
2. Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
3. The Complete Guide to Successful Event Planning - Shannon Kilkenny
4. Human Resource Management for Events - Lynn Van der Wagen (Author)

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**PM02CEMR04-COMPUTER APPLICATIONS IN MANAGEMENT USING
SAP* - PRACTICAL**

Aim: To introduce the concepts of information technology and their application in management decision making.

Components of a Computer - Hardware and Software – Operations Systems – Directories and File properties.

MS OFFICE – Introduction to WORD, EXCEL and POWERPOINT

WORD – Creating a new document with templates & Wizard – Creating own document – Opening/modifying a saved document – converting files to and from other document formats – Using keyboard short-cuts & mouse – Adding symbols & pictures to documents – header and footers – Finding and replacing text – spell check and Grammar check – Formatting text - paragraph formats - adjusting margins, line space – character space – Changing font type, size – Bullets and numbering – Tables – Adding, editing, deleting tables – Working within tables – Adding, deleting, modifying rows and columns – merging & splitting cells.

EXCEL – Working with worksheets – cells – Entering, editing, moving, copying, cutting, pasting, transforming data – Inserting and deleting of cells, rows & columns – Working with multiple worksheets – switching between worksheets – moving, copying, inserting & deleting worksheets – Using formulas for quick Calculations – Working & entering a Formula – Formatting a worksheet – Creating and editing charts – elements of an Excel Chart – Selecting data to a chart – Types of chart – chart wizard – Formatting chart elements – Editing a chart – Printing charts.

POWERPOINT – Creating new presentations – Auto content wizard – Using template – Blank presentation – Opening existing presentations – Adding, editing, deleting, copying , hiding slides – Presentations – Applying new design – Adding graphics – Using headers and footers – Animations text – Special effects to create transition slides – Controlling the transition speed – Adding sounds to slides – Using action buttons.

TALLY – Introduction and Installation, Required Hardware, Preparation for installation of Tally software, installation, Working in Tally: Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.

ERP &SAP : Introduction – Need for ERP – Advantages – Major ERP Packages – SAP: Features – ABAP: Logon to SAP Environment – ABAP Dictionary – Functions – Objects – Managing SAP Application

Practical's: Simple problems to be done in WORD, EXCEL and POWERPOINT using all the above mentioned topics.

REFERENCES :

- 1.OFFICE 2000 Complete – BPB
- 2.Windows 98 Complete – BPB
- 3.Windows 98 6 in one by Jane Calabria and Dorothy Burke – PHI
- 4.Using Microsoft Office 2000 by Ed, Bott – PHI
- 5.Enterprise Resource planning (ERP): Text and case studies by Murthy, C S V, HPH
- 6.Teach yourself SAP in 24 hours by George Anderson; Danielle Larocca - Pearson Education

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PM03CEMR01- MANAGEMENT INFORMATION SYSTEM

UNIT I

Foundations of Information Systems: A framework for business users - Roles of Information systems - System concepts - Organization as a system - Components of Information Systems - IS Activities - Types of IS.

UNIT II

IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction Processing Systems- Information Reporting System - Information for Strategic Advantage.

UNIT III

DSS and AI: DSS models and software: The decision making process - Structured, Semi Structured and Unstructured problems; What if analysis, Sensitivity analysis, Goal-seeking Analysis and Optimizing Analysis. Overview of AI, Neural Networks, Fuzzy Logic Systems, Genetic Algorithms - Expert Systems.

UNIT IV

Managing Information Technology: Managing Information Resources and technologies – IS architecture and management - Centralized, Decentralized and Distributed - EDI, Supply chain management & Global Information technology Management.

UNIT V

Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional Societal challenges of Information technology.

REFERENCES

1. James A O'Brien, "Management Information Systems", Tata McGraw Hill, Fourth Edition, 1999.
2. Effy Oz, "Management Information Systems", Vikas Publishing House, Third Edition, 2002.
3. Kenneth C Laudon and Jane P Laudon, "Management Information System", 9th Edition, PHI, New Delhi, 2006.
4. Waman S Jawadekar , "Management Information System Text and cases", Third Editions, Tata McGraw-Hill ,2007.
5. R.Srinivasan, "Strategic Management", IInd edition, Prentice Hall of India, New Delhi.
6. M.Senthil, "Management Information System", 2003.

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PM03CEMR02- EVENT COST ACCOUNTING & FINANCE MANAGEMENT

UNIT - I

Introduction to Event Cost Accounting, Objectives and scope of Event Cost Accounting, Event Cost centres and Cost units, Event Cost classification, Profit measurement, Decision making and control, Elements of Costing system, Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads, Making of a Cost Statement and Profit Calculations.

UNIT - II

Event Costing - Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Point, B.E.P. Analysis for Events, B.E.P. Analysis As Applied To Event Management And Tactical Decisions.

UNIT - III

Budget And Events - Introduction, Making the Budget, do's, don'ts, Contingency, Monitoring the budget, Budget Review, Budget Control & Variance.

UNIT –IV

Income Categories for an Event, Expenses, Venue, Outdoor Venues, Indoor venues, Budget for Sets, Security, Sound & Lights, Generators, walkie talkie, Pyros, Advertising PR, Print, Hoardings, Buses, Public Relations, Performers, Use Of Cost Centers In Event Management, Event Management Fees, Percentage of the total event cost, flat fees, package price.

UNIT – V

Event Market Analysis, Technical Analysis, Financial Analysis, Key issues in Project Analysis, Project Appraisal, financial appraisal, Application for financial assistance, Ratio Analysis for Events, Means of Financing, Profitability & Cash Flow, Managing Cash Flow In Events Significance, types of Expenses, Accounting Pattern, Evaluation.

REFERENCES

1. Advanced Accountancy - R.L.Gupta and Radhaswamy
2. Management Accounting - Brown and Howard
3. Management Accounting - Khan and Jain
4. Management Accounting - S.N.Maheswari
5. Management Accounting - Antony and Recece
6. Management Accounting - J.Batty

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PM03CEMR03-EVENT HOSPITALITY, LAW & PERMISSIONS

UNIT - I

The World of Hospitality -The Travel and Tourism Industry in Perspective Catering As An Event Management Tool, A Temporal Art, Location, Equipment, Utilities, Time Constraints, Service Styles, and Event Service Styles & When to Use Them, Logistical Considerations, Logistics laws for Effective Catered Events.

UNIT - II

Catering Ideas, The living Buffet, The Human Buffet Table, Old Black Magic, Dessert Parade, Incredible Edible Centerpiece, ice –cold logo, selecting the best caterer, Catering Coordination.

UNIT - III

Introduction To Law & Contract Act - The Indian Contract Act, Acceptance, Consideration, Essentials of a valid contract, Free Consent, coercion, undue influence, fraud, misrepresentation, mistake. Tax Tips In Events - Important terms, assessment year, previous year, assessee, residence in India, important point with reference to income from business, salaries, income tax slabs.

UNIT - IV

Shops And Establishment Act - Important terms, apprentice, child, commercial establishment, Establishment, registration of establishments. Service Tax For Event Management Services And Related Services - Basic concepts, Meaning of Client, Advertising, Valuation of Taxable Services, Scope of Taxable Service.

UNIT - V

Permissions required for holding an event, general details, police permission, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society (IPRS) 208, Phonographic Performing License (PPL) Entertainment Tax, Permissions for Open Ground Events, auditorium show, some events attract entertainment tax, some don't, general, the Acts of all these laws can be obtained from. Forming Your Own Event Company - Self Marketing your own event company, Event Company set – up.

REFERENCES

1. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition By Donald Getz.
2. Event Correlation: What You Need to Know for It Operations Management by Michael Johnson.
3. Hospitality Management: An Introduction 2nd Edition Tim Knowles ISBN13: 9780582312715

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PM03EEMR01-EVENT RISK MANAGEMENT (Specialization)

UNIT – I

Introduction To Risk Management, The Critical Elements Of Risk Management For Events, Research And Discuss Contemporary Trends In The Use Of Risk Management At Events Design And Develop Systems And Procedures That Minimize Risk For Events.

UNIT – II

Legal Risks, Physical Risks, Financial Risks, Moral And Ethical Risks, Objective Of Risk Management, A Risk Management Programme, Key Elements Of A Risk Management Programme.

UNIT – III

Risk Management Policy Statement and Objectives, Risk Identification, Assessment and Control, Implementation, Specific Risk Management for Event Managers, Risk Management and Event Planning, What Risks Do Event Management Organizations Face, What is meant by risk management

UNIT – IV

What Are Some Benefits Of Good Risk Management, The Risk Management Process, Scope Of Application, Risk Identification, Defining The Risk, What Is At Risk, What Will The Consequences, Ways To Help Identify Risks, Risk Evaluation, Quantitative, Semi-Quantitative, Is The Risk Acceptable Or Unacceptable.

UNIT – IV

Risk Treatment, Avoid The Risk, Reduce The Risk, Transfer The Risk, Finance The Risk, Retain The Risk, When Should Risk Management Be Applied, How Should Risk Management Be Applied, Risk And Safety Audits, What Is An Audit, What Can An Audit Tell Us, What Are The Benefits Of An Audit, How Does The Process Work, Risk Audit For Event Management Organizations.

REFERENCES

1. Special Event Security Planning & Management - by Branch Walton, Don Philpott
2. Event Risk Management and Safety - by Peter E. Tarlow, Joe Goldblatt, Joe Goldblatt
3. Event Risk Management and Safety - Peter E. Tarlow (Author)

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PM03EEMR02-PUBLIC RELATIONS (Specialization)

UNIT – I

Purpose & Philosophy Of Pr, What Pr Is, Objectives Of Public Relations, The Primary Purpose Of Pr, Hostility, Prejudice, Apathy, Ignorance, Emergence Of Public Relations, Public Relations Today, Public Relations And Propaganda, Defining Objectives And Planning a Programme.

UNIT – II

Four Steps Public Relations Process, Defining PR Problems, Planning And Programming, Taking Action And Communicating, Evaluating The Program, Elements Of Public Relations, Human Relations, Empathy, Persuasion, Dialogue, Objectives Of Public Relations.

UNIT – III

Public Relations As A Profession, Overview, Profession, Codes Of Professional Conduct, Functions Of Public Relations Department, Policy, Publicity, Product Publicity, Relations With The Government, Community Relations, Shareholders Relations, Promotion Programmes, Donations, Employee Publications, Guest Relations, Establishment Of Relations With The Public, The Need For Public Relations, Scope Of Public Relations, Professional Code-Public Relations.

UNIT – IV

Ethics And Challenges Of Public Relations, International Public Relations Association (Ipra) Code Of Conduct, The European Code Of Professional Conduct, All About Marketing, Advertising, Functions Of Advertising, Pr As A Component Of Communication And Strategies, Strategic Management, Theories Of Communication, Mass Communication Theory And Research. Functional Approach To Mass Communication Theory, Human Action Approach.

UNIT –V

Models Of Communication, Communication Models, The Advantages Of Models, Limitations Of Models, Classical Communication Models, Transmission Model And Its Criticism, Report Writing, Copyright And Other Legal Issues.

REFERENCE BOOKS

- 1.Excellence in Public Relations and Communication Management-Book by James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates
2. The Unseen Power: Public Relations, a History-Book by Scott M. Cutlip; Lawrence Erlbaum associates
3. Public Relations Theory-Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates,
4. Media Writing: Print, Broadcast, and Public Relations-Book by W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum
- 4.Public Relations Writing and Media Techniques:Book by Dennis L. Wilcox published by Allyn & Bacon/Pearson Education2008
- 6.The Essential Guide to Doing Research-Book by Zina O'Leary, Sage Publications

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PM03CEMR04-SPECIAL EVENTS – WEDDING PLANNING & LIVE EVENTS

UNIT – I

About Wedding Industry, Why Wedding Planner Required, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Wedding arrangements, budgeting.

UNIT – II

Understanding Rituals and Customer, Understanding Wedding Flow, Creating Blue Print, Designing Wedding Plan, Understanding entertainment requirements, Celebrity management in wedding, Wedding work flow, Points to note down, Date & Time of Wedding ceremonies, Venue address and venue no's,

UNIT – III

Cost of Travelling, different modes of travelling, catering services checklist for wedding, wedding checklist, creating paperwork according to wedding, Crew requirement for wedding, crew work distribution, briefing of crew members, setting goals for crew heads, execution of the wedding flow, final inspection of according to process.

UNIT – IV

About Live Events, Live entertainment Show Industry, Understanding the requirement of live shows, Planning Live Show, Job Responsibilities of Live Show Planner.

UNIT – V

Live Show arrangements, budgeting, live Show Flow, Creating Blue Print, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show.

REFERENCES :

1. Wedding Planning For Dummies, Second Edition by Marcy Blum
2. The Everything Wedding Organizer: Checklists, Charts, And Worksheets for Planning the Perfect Day! (Everything: Weddings) by Shelly Hagen
3. The Ultimate Wedding Planner & Organizer by Alex Lluch
4. A Comprehensive Indian Wedding Planner - Sarbjit K. Gill (Author)
5. Professional Event Coordination (Wiley Desktop Editions) - Julia Rutherford silvers.

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PM04CEMR01- MEDIA MANAGEMENT

UNIT – I

Introduction – Media Business-Media Classification- Mass Media –Niche Media-Addressable Media and Interactive Media-Media-Intrusiveness.

UNIT – II

Print-Media-Newspaper-Principles of Newspaper Business-Classified Ads, Display Ad's Display Ad's – Coverage and Audience Measurement-Sales and Pricing-magazines Directories.

UNIT – III

Broad cast Media-Radio-Television-out of Home Media-our door Advertising-Cinema and Video- Non-Traditional Media.

UNIT – IV

An overview of Media planning-problems of media planning –Developing media plan-Market Analysis and Target- Interactive and Digital Media.

UNIT – V

Establishing media objectives-Developing and Implementing –Evaluation and Follow up-Computers in Media Planning- Characteristics of Media.

REFERENCES

1. “Principles of Advertising and IMC” – Tom Duncan-Tata McGraw-Hill-Second Edition.
2. “Advertising and Promotion” – an IMC Perspective – Kruti shah and Alan D'souza – Tata McGraw –Hill.
3. “ Mehra”- Newspaper Management.
4. “ Rucker and Williams”- Newspaper Organization and Management.

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PM04CEMR02- SPECIAL EVENTS – MICE & CORPORATE EVENTS

UNIT – I

Special events – what are special events? Reasons for special events? Categories of special events, The players in special events, Tips for producing special events.

UNIT – II

MICE – Meaning, Industry, Important statistics, India as MICE Destination, MICE Services, Types of MICE Services India offers

UNIT – III

Exhibition Management –Exhibitions Industry, requirement of exhibitions, Job Responsibilities of exhibition organizer, exhibition arrangements, exhibition budgeting, Understanding exhibition Customer, Understanding exhibition Flow, exhibition safety, Creating Blue Print, Designing exhibition Plan, Understanding entertainment requirements, Celebrity management in exhibition.

UNIT – IV

Conference Management – About conference management Industry, Planning conference, Job Responsibilities of conference Management Company, congruence arrangements, budgeting, Live Show Flow, Creating Blue Print, Designing conference Plan, Understanding technical requirements.

UNIT – V

Corporate Events – Corporate Events, planning corporate event, Job Responsibilities of corporate event organizer, arrangements, budgeting, Understanding Customer, Understanding Flow, safety, Creating Blue Print, Designing Plan, Understanding entertainment requirements, Celebrity management in corporate events, Understanding need of entertainment in corporate events.

REFERENCES

1. Festival and Special Event Management - by Johnny Allen, William O'toole, Robert Harris
2. Event Management: A Professional and Developmental Approach by Dimitri Tassiopoulos
3. Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey
4. Meetings, Expositions, Events & Conventions - 3rd Edition - George Fenich - Mar 2011
- ISBN13: 9780132719919

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PM04CEMR03-TOURISM MARKETING

UNIT- I :

Basic concepts of Tourism services- Tourism marketing- meaning – components of Tourism product – Users of Tourism services – Behavioral profile of users- Thrust areas of Tourism.

UNIT- II :

Product planning and Development – market segmentation for Tourism – Bases - Growth of Tourism services in India. – Problems and prospects of tourism services.

UNIT- III:

Marketing Information system for Tourism – Tourist organization – marketing mix – product mix- formulation of marketing mix for the Tourist organization.

UNIT –IV:

Tourism product- Features- Designing a package Tour-Brand Decisions launching new product.

UNIT- V

Promotion mix for Tourism product - price mix – place mix – channel distribution- people – Travel Agents- guides- channel distribution - people- Travel agents- Guides- Airline services- Travel Service- Seven Cs of Travel Service Marketing-(Marketing Challenges for services) – Railway Services Marketing – Factors influencing passenger fares and freight rates.

REFERENCE BOOKS

1. Services Marketing- S.M. Jha – Himalaya Publishing House.
2. Services Marketing – Ravishankar – Excel Books.

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PM04EEMR01- ADVANCE ASPECTS OF EVENT MANAGEMENT (Specialization)

UNIT – I

Media In Event Management - Television Broadcasting, the growth of the segment can be significantly aided by, introduction of service tiers & addressability, introduction of direct-to-home (DTH) television, Cable Television, introduction of service tiers & addressability, licensing, content, technological up gradation, Television Software, expansion, institution of consistent accounting practices, Music, Radio, Live Entertainment & Event Management.

UNIT – II

Time Management In Events Learn to say NO, Plan 10 minutes Every Day, Prioritize, Psychologists say there are only two forms of human motivation, Under commit & Over commit, Use One Time Management System, Find a Mentor, Get Organized, If you Can't do it Today Don't look at it Today, Turn "To Do's" Into Appointments, Get motivated, Computer Efficiency.

UNIT – III

The Biggest Mistakes Most Event Managers Make.... And How To Avoid Them, Failing to Identify Meeting Objectives, Failing to Budget Properly, Failing to Select the right Facility, Failing to hire the Right Speaker / Entertainer, Failing to identify and Secure a prospect list in advance, Failing to prepare a marketing Plan, Failing to secure strong contracts, Failing to Create the right environment, Failure to Secure the right audio / visual, Failure to market the event Properly.

UNIT – IV

Communicating With The Customer, Sales tools, sales tools selection, a coordinated programme, personal sales calls, sales call objectives, the presentation, following up, Telephone Sales, Direct Mail, effective direct mail advertising, Collateral Materials, Brochures & Folders, the role of advertising, Advertising Agencies.

UNIT – V

Select destination / locations for you, venue / accommodation selection, events, event preparation, pre-event, on events and post events, Hospitality services, Communication, gifts, Special tours, Transportation fleet, incentives, convention, Some important Statistics, India as a MICE Destination, Types of MICE services India offers, educational tours, events, conference & conventions, corporate meetings and business trips, incentive tours.

REFERENCES

1. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition By Donald Getz.
2. Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
3. Crew Resource Management, Second Edition by Barbara G. Kanki, Robert L. Helmreich and Jose Anca

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PM04EEMR02-PUBLIC RELATION PRINCIPLES & CRISIS MANAGEMENT
(Specialization)

UNIT- I:

Introduction to the principles and practice of public relations, History and evolution of public relations, importance of ethical practice, Identifying publics and the need for public relations programs, Planning and managing these programs and evaluating their effectiveness, Managing relations with relevant publics and applying the range of communication processes needed, The major specialist areas of public relations.

UNIT- II:

Defining Public Relations (History/Evolution of the Profession), Top 10 Foundational Principles of Public Relations, RACE (Research, Action, Communication, Evaluation), Persuasions (Theories; Characteristics of Legitimate PR Campaign), Finding & Generating News (and Effective Media Relations), PR Trends (Where the Profession is headed)

UNIT- III:

Introduction, Types of crisis, Natural crisis, Technological crisis, Confrontation crisis, Crisis of malevolence, Crisis of organizational misdeeds, Crises of skewed management values, Crisis of deception

UNIT –IV:

Models and theories associated with crisis management, Crisis Management Model, Contingency planning, Business continuity planning, Structural-functional systems theory, Diffusion of innovation theory, Role of apologies in crisis management, Crisis leadership, Unequal human capital theory, Social media & crisis management

UNIT- V:

Cases in Public Relations

Cases in Crisis Management

- Cases of successful crisis management
- Cases of unsuccessful crisis management

REFERENCE BOOKS

1. Effective Public Relations, Cutlip, S.M., Center, A.H. and Broom, G.M. (1985), 6th ed.
2. "Public relations research and education: agendas for the 1990s" Heath, R.L (1991).
3. The Practice of Public Relations, Seitel, Fraser P. (2000).. 8th ed. Prentice Hall.
4. "The credentials of public relations" Beverly Hills: Sage. Schechter, W. (1994).
5. "Understanding industrial crises"- Shrivastava, P. Mitroff, I.I., Miller, D. and A. Miglani.

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PM04CEMR04-PROJECT & TRAINING REPORT VIVA & VOCA

Students will be required to submit a project report on the given subject, followed by a viva – voce. Project report will carry 50 marks and remaining 50 marks will be of viva-voce. For each written paper of 100 marks, 60 marks will be the weightage for final theory paper and 40 marks will be for internal assessment for the sessional work. In practical paper, students will be tested for planning, concept, designing and lay out of an event.
