

EVENT MANAGEMENT

Programme Director: Dr.S.AMUDHAN, Assistant Professor, School of Commerce and Management, St. Joseph's College (Autonomous), Bengaluru-27

Contact details: 8778089281, amuhcl@gmail.com

Number of hours and Credits: 60 hours Credits 2

Total number of seats: 60

Course Fee: Rs 5000/-

Objective of the Course

- To give formal directions and preparing to understudies to be future directors of the Event Industry.
- So that, they specialized capability to viably change, develop and dominate in the field of Event Management.

Syllabus

Unit 1	Principles of Event Management Introduction to event Management, Size & type of event, Event Team, Code of ethics, Principles of event Management, concept & designing. Analysis of concept, Logistics of concept, Feasibility, Keys to success, SWOT Analysis	12 hrs
Unit 2	Event Planning & Team Management Aim of event, develop a mission, Establish Objectives,preparing event proposal, Use of planning tools. Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics	12 hrs
Unit 3	Event Marketing and Advertising Nature of Marketing, Process of marketing, Marketing mix, Sponsorship, Image, Branding, Advertising Publicity and Public relation	12 hrs
Unit 4	Event Leadership Communication Leadership skills,Managingteam, Group development, Managing meetings, Written communications, (Official, demi-official, Invoice). Verbal communications	12 hrs
Unit 5	Event Safety and Security Security, Occupational safety, Crowed management, Major risks and emergency planning, Incident reporting, emergency procedures	12 hrs