

ELECTIVE- EVENT MANAGEMENT

CONTROL & EVALUATION

COURSE CODE- EVM 3

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

OBJECTIVE :

The objective of the course is to equip the students with the knowledge, tools and process of Control and Evaluation in Event Management.

COURSE CONTENTS :

UNIT – I Control & Evaluation in Event Management; Steps in Control & Evaluation, Control Process, Need for Control, Essentials of Effective Control.

UNIT – II Event Production & Stage Management; Venue Selection, Audio - Visuals, Sound Management, Backstage Management, Security Management.

UNIT – III Pre & Post Event Logistics; Project Control & Event Management, Information System.

UNIT – IV Types of Control & Control Techniques.

UNIT – V Measuring Performance; Concept Research, Formative, Objective, Summative Evaluation; Critical Evaluation Points.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.

SUGGESTED READINGS :

1. Event Planning & Management by Diwakar Sharma; Deep & Deep Publication.
2. Event Marketing & Management by Sanjay Singh Gaur; Sanjay V..etc; Vikas Publishing House.
3. Corporate Event Project Management (Wiley Event Management Series) by Willian O Tool, Philips Mikolatis; Wilcy.
4. Event Management by Largford Wood, Naomi, Salter, Brian; Hodden & Stroughton General 1999.
5. Event Management by Van Der Wagen & Lynn; Melbourne Hospitality Plus.