

**ELECTIVE- EVENT MANAGEMENT**  
**PRINCIPLES OF EVENT MANAGEMENT**

Subject Code- EVM 1

**Max. Marks (Ext. Exam): 80**

**Min. Pass Marks : 32**

**OBJECTIVE :**

**The objective of the course is to expose the students to the basic concepts of Event Management.**

**COURSE CONTENTS :**

**Unit – I Introduction to Events; Event Designing, Key Elements of Events.**

**Unit – II Activities in Event Management; Pre-event during & Post-event Activities.**

**Unit – III Principles of Management; Forms of Organisation Strategic Approach, Event Objectives & Strategies.**

**Unit – IV Event Finance, Budgeting; Cost Control & Break-even Analysis.**

**Unit – V Human Resource for Event Management; Leadership & Goal Setting, Team Building & Motivation.**

**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. Event Management by Van Der Wagen & Lynn; Prentice Hall.**
- 4. Event Management by Bowdin, Glen, Mc Donnell, Ian Allen; Butterworth Heinemann 2001.**