

University of Mumbai



No. AAMS (UG)/26 of 2022-23
Mumbai-400 032,
27th May, 2022.

To,
I/c. Director,
Garware Institute of Career
Education and Development,
Vidyanagari, Kalina,
Santacruz (E),
Mumbai – 400 098.

Sub :- M.A (Event Management & Public Relations).

Ref :- RB/MU-2021/CR-366/Edn-5/200, dated 2nd March, 2022.

Sir,

I am to invite your attention to Ordinances, Regulations and Syllabus relating to the M.A (Event Management & Public Relations) to inform you that the recommendation made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **25th January, 2018** & resolution passed by the **Board of Deans** at its meeting held on **9th March, 2020** vide item No. 21 have been accepted by the **Academic Council** at its meeting held on **23rd February, 2021**, vide item no. 9.3 and subsequently approved by the **Management Council** at its meeting held **27th September, 2021** vide item No. 10 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance 6735 & 6736 Regulations 9478, 9478-A, 9478-B, 9478-C, 9478-D, 9478-E & 9479 and the syllabus of M.A (Event Management & Public Relations) has been introduced and the same have been brought into force with effect from the academic year **2017-18**, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
27th May, 2022

(Sudhir S. Puranik)
REGISTRAR

To,
A.C/9.3/23/02/2021
M.C/10/27/9/2021

No. AAMS (UG) /26 - A of 2022

27th May, 2022

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Humanities,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-Ordinator, MKCL.

(Sudhir S. Puranik)
REGISTRAR

Copy for information and necessary action :-

1. The Deputy Registrar, College Affiliations & Development Department (CAD),
2. College Teachers Approval Unit (CTA),
3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),
4. The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA)
5. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),
6. The Deputy Registrar, Executive Authorities Section (EA)
He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
7. The Deputy Registrar, PRO, Fort, (Publication Section),
8. The Deputy Registrar, Special Cell,
9. The Deputy Registrar, Fort Administration Department (FAD) Record Section,
10. The Deputy Registrar, Vidyanagari Administration Department (VAD),

Copy for information :-

1. The Director, Dept. of Information and Communication Technology (DICT), Vidyanagari,
He is requested to upload the Circular University Website
2. The Director of Department of Student Development (DSD),
3. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,
4. All Deputy Registrar, Examination House,
5. The Deputy Registrars, Finance & Accounts Section,
6. The Assistant Registrar, Administrative sub-Campus Thane,
7. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,
8. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,
9. P.A to Hon'ble Vice-Chancellor,
10. P.A to Pro-Vice-Chancellor,
11. P.A to Registrar,
12. P.A to All Deans of all Faculties,
13. P.A to Finance & Account Officers, (F & A.O),
14. P.A to Director, Board of Examinations and Evaluation,
15. P.A to Director, Innovation, Incubation and Linkages,
16. P.A to Director, Department of Lifelong Learning and Extension (DLLE),
17. The Receptionist,
18. The Telephone Operator,

Copy with compliments for information to :-

19. The Secretary, MUASA
20. The Secretary, BUCTU.

UNIVERSITY OF MUMBAI



Proposed Syllabus for the course of M.A. (Event Management & Public Relations)

(Credit Based Semester and Grading System with
effect from the academic year 2017-18)

AC. 23/2/2021
Item No. 9.3

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course O.6735	M.A.(EVENT MANAGEMENT & PUBLIC RELATIONS)
2	Eligibility for Admission O.6736	1. Graduate in any faculty 2. Students who have completed Post Graduate Diploma in Event Management & PR / Post Graduate Diploma in Aspects of Media, Marketing & Events or any other Post Graduate Diploma in Management subject of 1 year or more full time from any UGC approved university may be admitted to 3 rd semester of Master's program. 3. Admissions on the basis of written Test & Interview
3	Passing Marks R. 9478	50% passing marks
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters R. 9479	2 YEARS / 4 SEMESTERS
6	Level	MASTER
7	Pattern	SEMESTER
8	Status	Revision
9	Intake Capacity	From 180 to 300
10	To be implemented from Academic Year	From academic year 2017-18

Date:

Signature :

I/C. DIRECTOR

Dr. Shivram S. Garje, I/C. Director, Garware Institute of Career Education & Development

UNIVERSITY OF MUMBAI

GARWARE INSTITUTE OF CAREER EDUCATION &
DEVELOPMENT

SYLLABUS RELATING TO THE
M.A. (EVENT MANAGEMENT & PUBLIC RELATIONS)

New course w.e.f. the academic year 2017-2018.

PREAMBLE

Event Management is looked upon as a sunrise industry in the service sector. The word 'Event' now needs to be redefined in view of the manifold growth of the various 'happenings' in the commercial as well as in the 'non-commercial' world. Be it private happenings or public events, everything now is done on 'big scale'. 'Image' is the key word today. This 'image' building exercise today needs a professional manager, either an individual or an organization, depending on the size of the exercise.

Secondly, the awesome growth of Event Management industry is due to the sudden spurt in Live Entertainment Shows (domestic and international), corporate events (product launches, dealers meet), various exhibitions, seminars, conferences, and carnivals, regional and national festivals.

It is in this light that event management has become one of the most strongly emerging careers in India today. Event management is considered to be a fascinating and thrilling profession that requires a lot of toil and energy. Industry experts see enormous job opportunities in this field.

The Master of Event Management & Public Relations (MEM) will help students to develop the skills to design, plan, create, implement, manage, and market events. Students will examine the scope of the events industry, learn how to manage events in a sustainable manner, and evaluate event outcomes. MEM would empower one with Sharp vision, effective business acumen and an unparalleled Event management skill set leading to a cherishing career.

OBJECTIVE

Course Objective

1. To provide intensive theoretical & practical knowledge of management
2. To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical know how.
3. To impart Understanding of the five stages of event management: research, design, planning, coordination, and evaluation
4. To learn to how to manage time effectively, to manage human resources and volunteers
5. To have insight into hiring vendors, caterers, sound and light technicians, entertainment, and other resources

6. To be knowledgeable about risk-management procedures and tactics
7. To learn about the requirements for necessary contracts, permits, and licenses, and how to meet these requirements
8. To understand budgeting, pricing, and accounting as they relate to event design

CAREER SCOPE

Career in Event Management has turned up as the most profitable opportunity with a number of individuals and companies hosting and organizing events on a regular basis. These range from the small time private events to large scale international events. Some of the broad verticals that have been offering huge career opportunities are Social Events (Wedding Planning, Cultural Festivals, Anniversary and Birthday Celebrations, Fund raising events, etc.), Corporate Events (Meetings, Seminars, Conferences, Exhibitions, Awards functions, CSR activities, Employee training & engagement programs, etc.), Marketing & Media (Product Launches, Promotional activities, Road shows, shopping festivals, Experiential marketing activities, etc.), Entertainment Events (Movie launch & promotions, Live concert, Music Festivals, Fashion shows, Drama and stage shows, etc.), Sports Events, Public Relations, Travel & Tourism, Hospitality & Logistics and many others.

Event Managers today are being entrusted with various roles and designations. An indicative list of functions that are offering high opportunities are as mentioned below:

Event Manager- An event manager is responsible for conceptualisation, planning, budgeting, organising and execution of a successful event.

Production Head- The head is responsible for coordination among the departments and ensure smooth execution.

Wedding Planner- He is conscientious for creating the worthwhile memories for all the wedding & pre-wedding rituals.

Event Conference Architect- An Event Conference Architect is firmly focused on event objectives and ROI and takes a holistic approach towards event management.

Event Digital Analytics Manager- An Event Digital Analytics Manager exploits his skills in digital analytics thereby creating a niche for themselves.

Event Reporter- An Event Reporter has the ability to report live event with the help of social media, influencing masses.

Event Sponsorship Manager- An Event Sponsorship Manager is dedicated to recruiting and stewarding sponsors.

Event Tech Experts- Event Tech experts play a critical role in troubleshooting any tech challenge that arise in event space

Event Customer Experience Manager- A Customer Experience Manager cater to the needs of attendees in order to give them an enjoyable experience with hopes that they will return to future events.

Event Security & Safety Manager- The manager of event security takes on the role of ensuring all guests, staff and volunteers are safe during the event and protected from potential threats.

Creative Event Director- A creative director can provide solutions to help bring an event to life! They can create internal engagement campaigns, develop event branding, and focus on live events and exhibitions, along with video, digital, print and marketing content.

Event Diversity Co-ordinator- An Event Diversity Coordinator works in a human resource type ensuring that the staff are diverse and also panel and speaker line ups are representative of a wide variety of backgrounds.

Syllabus Details – M.A. (EVENT MANAGEMENT & PUBLIC RELATIONS)

Semester - 1	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
			Internal Marks (60)	External Marks (40)	Total Marks (100)	Theory Hours	Practical hours	Total Hours	Total Credits
	1.1	Principles of Management	60	40	100	60	-	60	4
	1.2	Human Resource Management	60	40	100	45	-	45	3
	1.3	Business Economics	60	40	100	45	-	45	3
	1.4	Introduction to Event Management & PR	60	40	100	60	-	60	4
	1.5	Event Management Planning	60	40	100	45	-	45	3
	1.6	Event Production Process	60	40	100	60	-	60	4
	1.7	Professional Industry Engagement (Practical Training)	100	-	100	-	120	120	4
		Total	460	240	700	315	120	435	25
Semester - 2	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
			Internal Marks (60)	External Marks (40)	Total Marks (100)	Theory Hours	Practical hours	Total Hours	Total Credits
	2.8	Event Marketing & Sponsorship	60	40	100	45	-	45	3
	2.9	Information Communication Technology (ICT)	60	40	100	60	-	60	4
	2.10	Event Resource Management	60	40	100	45	-	45	3
	2.11	Event Team & Crew Management	60	40	100	45	-	45	3
	2.12	Event Cost Accounting & Finance Management	60	40	100	60	-	60	4

	2.13	Special Events– Wedding Planning & Live Events	60	40	100	60	-	60	4
	2.14	Professional Industry Engagement (Practical Training)	100	-	100	-	120	120	4
		Total	460	240	700	315	120	435	25
Semester - 3	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
			Internal Marks (60)	External (40)	Total Marks (100)	Theory Hours	Practical hours	Total Hours	Total Credits
	3.15	Media Management	60	40	100	45	-	45	3
	3.16	Public Relations	60	40	100	60	-	60	4
	3.17	Event Hospitality & Catering	60	40	100	60	-	60	4
	3.18	Legal Aspects of Event Management	60	40	100	45	-	45	3
	3.19	E-Commerce & Digital Marketing	60	40	100	45	-	45	3
	3.20	Special Events - Sports & Recreation Services	60	40	100	45	-	45	3
	3.21	Professional Industry Engagement (Practical Training)	100	-	100	-	120	120	4
		Total	460	240	700	300	120	420	24
Semester - 4	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
			Internal Marks (60)	External Marks (40)	Total Marks (100)	Theory Hours	Practical hours	Total Hours	Total Credits
	4.22	Tourism Marketing	60	40	100	45	-	45	3
	4.23	Business Negotiation Skills	60	40	100	45	-	45	3
	4.24	Experiential Marketing & Technology	60	40	100	60	-	60	4
	4.25	Event Safety & Risk Management	60	40	100	45	-	45	3
	4.26	Entrepreneurship Management	60	40	100	45	-	45	3
	4.27	Special Events - MICE & Corporate Events	60	40	100	60	-	60	4
	4.28	Final Project Report	100	-	100	-	120	120	4

		Total	460	240	700	300	120	420	24
		Total	1840	960	2800	1230	480	1710	98

Structure of Internal Assessment - 60% = 60 marks

Sr. No.	Particulars	Marks
1	One periodical class test held in the given semester	20 Marks
2	Subject specific Term Work Module/assessment modes – atleast two as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, lab practical, open book test etc and written assignments, Case study, Projects, Posters and exhibits etc for which the assessment is to be based on class presentations wherever applicable) to be selflessly assessed by the teacher/s concerned	20 Marks
3	Active participation in routine class instructional deliveries (and in practical work, tutorial, field work etc as the case may be)	10 Marks
4	Overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10 Marks

PRACTICAL TRAINING CRITERIAS FOR EVALUATION
1. PERFORMANCE AT THE EVENT
Quality of work
Readiness to perform the tasks
Time management
Handling of emergencies and flexibility with spontaneous occurrences
Attendance
2. ATTITUDE
Adaptability (ability to accept instructions and flexible)
Responsible
Professionalism
Ethics
3. SOFT SKILLS
Communication skills
Interaction with colleagues and supervisor
Interaction with the target audience
Public Relations
4. COOPERATION
Towards company & peer
Team work
Discipline
Responds positively to supervisor's feedback
TOTAL MARKS
OVERALL COMMENTS ABOUT THE STUDENT'S PERFORMANCE

SUBJECT-WISE SYLLABUS

Subject Code	Subjects
	SEMESTER I
1.1	PRINCIPLES OF MANAGEMENT <u>LEARNING OBJECTIVE</u> - To understand the management thought process. <u>UNIT I Management:</u> Concept, Significance, Role & Skills, Levels of Management, Concepts of Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting, Managerial Grid. Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach. <u>UNIT II Planning:</u> Meaning, Importance, Elements, Process, Limitations and MBO. Decision Making: Meaning, Importance, Process, Techniques of Decision Making. <u>UNIT III Organizing:</u> Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations Departmentation: Meaning, Basis and Significance <u>UNIT IV</u> Role and Responsibilities of a Manager, Effective and Ineffective Managerial styles , Difference between management and leadership , Strategic Management – Definition, classes of decisions, levels of decision, Strategy, Role of different Strategists, Relevance of Strategic Management and its benefits, Strategic Management in India <u>UNIT V</u> Total Quality Management REFERENCE BOOKS: - Principles and Practices of Management by DrKiranNerkar and Dr Vilas Chopde - Principles of Management – Davar - Essentials of Management – Koontz &Weihrich - Strategic Management – V S P Rao& V Hari Krishna - The Leader Within – DreaZigarmi, Michael O’Connor, Ken Blanchard, Carl Edeburn - Management – a competency building approach – HeilReigel / Jackson/ Slocum - Leadership – Rudolph Guliani
1.2	HUMAN RESOURCE MANAGEMENT <u>LEARNING OBJECTIVE</u> To provide an insight to the dynamic event industry.

	<u>UNIT I</u> Introduction to HRM Definition, features, scope/Functions of HRM. Evolution of HRM/ Trends in HRM Difference between HRM and PM Challenges Before the HR Manager Role of the HR manager Traits/Characteristics of the workforce, Personnel Philosophy Personnel Manual Human Resource Planning: Definition of HRP Process of HRP along with brief coverage of personnel demand and supply Forecasting techniques Factors affecting HRP HRIS VRS, outsourcing, pinkslip/termination/retrenchment/downsizing/ separation Contracting and sub-contracting Promotions and transfers. <u>UNIT II</u> Job analysis, Job Design and Job evaluation Job analysis- definition, method of collecting job data, merits and demerits/ limitations Job design definition, factors affecting job design , approaches to job design Job evaluation- definition, methods of job evaluation, process of job evaluation Recruitment, selection and Induction: Recruitment- Definition, sources of recruitment, merits and demerits Selection- definition process of selection, types of selection tests, types of interviews Induction/orientation- definition, methods, process Placement Training and Development Definition if training and development Methods of training Managers Process/ Procedure of conducting training programs How to evaluate effectiveness of training program Advantages of T & D <u>UNIT III</u> Performance Appraisal – Definition, Methods of appraisal for managers – traditional and modern, Process/procedure of conducting performance appraisal, Advantages of performance appraisal, Limitations of performance appraisal Compensation management, Definition of compensation Components of salary/ salary slip Fringe benefits- definition and types Performance linked incentives/incentives definition, advantages and disadvantages. Career planning and Development, Definition of career planning and career development Process /procedure Career stages/career life cycle and how to handle personnel at each stage Essentials to make career planning successful Career counselling Employee Retention techniques Succession planning <u>UNIT IV</u> Participative management, Definition of participative management, Levels of participation, Trends in Participative management, Factors important for effective participative management, Forms of participation, Participation through quality circles, Empowered teams Industrial relations, Definition of industrial relations, Features of industrial relations, Importance of industrial relations, Approaches to industrial relations, Parties to industrial relations, Trade Unions, Definition of a trade union, Features of a trade union, Trade Union movement in India, Trends in TU. REFERENCES: 1. Dipak Kumar Bhattacharya - Human Resource Management 2. Arun Monappa- Managing Human Resource . 3. C.B. Memoria -Personnel Management- 4. Armstrong, Michael & Baron Angela. (2005). Handbook of Strategic HRM (1st ed.). New Delhi: Jaico Publishing House.
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	5. Mello, Jeffrey A. (2007). Strategic Human Resource Management (2nd ed.). India: Thomson South Western.
1.3	BUSINESS ECONOMICS <u>LEARNING OBJECTIVE</u> To provide an insight to the dynamic event industry. <u>UNIT I</u> Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making, The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium <u>UNIT II</u> Demand Analysis - Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods (numerical illustrations on trend analysis and simple linear regression) <u>UNIT III</u> Supply and Production Decisions and Cost of Production Production function: short run analysis with Law of Variable Proportions Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications) <u>UNIT IV</u> Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition . Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising (topics to be taught using case studies from real life examples) Oligopolistic markets: key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples) <u>UNIT V</u> Pricing Practices- Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark-up pricing, discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world) <u>REFERENCE BOOKS</u> 1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)

	2. Hirschey .M., Managerial Economics, Thomson South western (2003) 3. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001) 4. Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3) 5. Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint) 6. Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002) 7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)
1.4	INTRODUCTION TO EVENT MANAGEMENT & PR <u>LEARNING OBJECTIVE</u> - To provide an insight to the dynamic event industry. <u>UNIT I</u> Defining & Understanding the Events, Need & Framework of Events, Typology of Events, Historical Contexts and Precedents, Special Characteristics of Events, Code of Ethics, Size & Scope of Events Market, Determinants & Motivations, Requirement of Event Manager <u>UNIT II</u> Event Objective, Structure of Demand for Events, Fragmentary Nature of Event Business, Various Service Providers / Organizations / Stakeholders, social, economic, political and developmental implications of running events, <u>UNIT III</u> Initial Planning, Visualisation, Monitoring the Budget, Critical Path, Function sheets, Timings, Checklist, Getting everyone on board, assigning tasks, deadlines, Site Selection, Location Requirements, Contracts, Transportation, Guest Arrival, Registrations, Arrival checklist <u>UNIT IV</u> Room Requirements, Staging, Audiovisual, Lighting, Venue and Event Suppliers Checklist, Guest Demographics, The Guest List, Invitations, Food & Beverages Considerations, Entertainment, Photographers, Videographers, Staff, Work permits, Event Risk Assessment <u>UNIT V</u> Public Relations – Overview, Strategy & Planning, Techniques, Journalism, Blogs, Employee communications, Lobbying, Community Relations, Crisis Communications, Five Step Writing Formula <u>REFERENCE BOOKS</u> - Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. - - Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009 - Event Management & Public Relations by Savita Mohan - Enkay Publishing House. - Successful Event Management - A Practical Handbook by Anton Shone, Bryn Parry - Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross

1.5	EVENT MANAGEMENT PLANNING <u>LEARNING OBJECTIVE</u> - To develop the skills of the students for meticulously planning an event. <u>UNIT I</u> Common Planning for most of the Events, Job of an Event Planner, Defining Goals & Objectives, Financial Goals - ROI, Planning Session - High level Goal Questions, Scheduling, Assigning Roles, Creating Checklists, Outsourcing, Making a Budget, Streamlining Income and Expenses, Sponsorship, <u>UNIT II</u> Fixed Cost, Variable Cost, Additional Expenses, Indirect Costs, Break Even Points, Accounting Styles, Great Event Planning, Corporate Social Responsibility, Beyond Recycling, Green Venues & Locations, Participants as Green Travellers, Planning for a Cause, Creating Partnership <u>UNIT III</u> Planning Logistics, Selecting Dates & Time, Selecting Destination, Choosing Site, Detailed list of the Requirements of Potential Site, Site Inspection, Outdoor Site, Choosing Talent - Speaker, Lecturer, Instructor, Entertainer, Signing a Contract, Room Design, Registration & Ticket Sales area, Internet access & Wi-Fi, Technical Support <u>UNIT IV</u> Gifts Planning, Know your Audience, Planning Food and Beverages, Dealing with the Caterer, Alcohol Liability, Marketing & Promotion Planning, Invitations, Website designing, Online Registrations, Role of Social Media, Contracts, Covering your Assets, High Profile Guest Security, Crowd Control, Data Security, Network Protection, <u>UNIT V</u> Finalizing: Registration Confirmations, Speakers & Entertainers Confirmations, Pre-vent meeting, Transportation needs, contact vendors & suppliers, schedule volunteers, making badges. On the Day: Arrival, Rehearsal, Check-in areas, On-Site Management, Contingency Plan, Wrap up planning <u>REFERENCE BOOKS</u> 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: Your Step-by-Step Guide to Success - Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011 3. Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication 4. The Complete Guide to Successful Event Planning by Shennon Kilkenny
1.6	EVENT PRODUCTION PROCESS <u>LEARNING OBJECTIVE</u> To learn about the various basic fundamentals required to conceptualize the events. <u>UNIT I</u> Reasons for Events, Categories of Special Events, Meetings and

	Conferences, Expositions and Trade Shows, Celebrations, Ceremonies, and Spectacles, The Players - Event Manager, Event Planner, Event Coordinator, Event Producer, The Phases of Event Organization - The Concept and Proposal Phase, The Marketing and Sales Phase, The Coordination Phase, The Execution Phase, The Followup Phase UNIT II Creativity – Process phases, Characteristics of a Creative person, External Environment, Creative Techniques & Methods, Drafting a Production Budget – Expense Spreadsheets, Expense Heads, Actual Expenses, Expense Audit, Managing unplanned expense, Cash Flow management, Ways to Earn Profits, Budget Layouts, Other considerations UNIT III How to Act Professionally, Writing a winning Proposal - Content, Packaging, Technology, Delivery, Business Ethics, Importance of a Team, Organizing Production Team, Working in a Team, Resolving Conflicts, Understanding Contracts, Resolving Disputes UNIT IV Production Management, During the Event Coordination Phase, Site Inspection and Venue Liaison, Site/Venue Layout, Production Schedules, Running Orders, and Scripts, During the Event Execution Phase, Supervising Event Setup, Running the Event, Supervising Event Strike, Sample Event Requirements Form for Venue/Site, Practical Examples UNIT V Event Risk Management, Compliances, Insurances, Site layout, Venue Management, Capacity & Standard Set ups, Logistical Issues, Production Schedules, Supervising Event Execution, Staff Coordination, Communication equipments, Pre-Show, The Show and Post-Show , Follow up – Team & Clients REFERENCES: 1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc 2. Special Event Production - Doug Matthews 3. The Complete Guide to Successful Event Planning - Shannon Kilkenny 4. Event Planning & Management - Diwakar Sharma 5. Freelancers Guide to Corporate Event Design
1.7	PROFESSIONAL INDUSTRY ENGAGEMENT (PRACTICAL TRAINING) Students will be exposed to the practical ground requirements of Event Management. Theoretical concepts shall be made more stronger by their involvement in the making of Live Events in the Industry. Student needs to document their key learning made and shall submit the same in the form of a report for all the Events they have participated.
	SEMESTER- II

2.8	EVENT MARKETING & SPONSORSHIP <u>LEARNING OBJECTIVE</u> - To gain insight on the importance of event marketing & sponsorship. <u>UNIT I</u> Understanding Marketing of Events, Events as Marketing Strategies, Intercommunications Context of the Modern Marketing, Events as a Marketing Tool, Events within the Marketing Mix, Advantages of Events to the Brand Marketer, Matching Event Traits with the personality of your company, Ways to Improve Event Marketing Experiences, Scope of Event Marketing Activities <u>UNIT II</u> The Evolution of Event Marketing, Need for Event Marketing Strategy, Strategies for Stakeholders, Internal Event Marketing, Event Strategy Formulation, SWOT Analysis, The Why, Who, When, Where & What of Event Marketing, The Six P's of Event Marketing, <u>UNIT III</u> Perspective of the Event Sponsor, Event Sponsorship Practicalities, Sponsorship in a Communication Context, Synergy between Sponsor & Event, Identifying Potential Sponsors, In-Kind Sponsorship, Cause-Related Event Marketing- Focus on E-Event Marketing, Technological Convergence, Web Page Requirements, Web Page Involvement, Web Page Accessibility, Conceptualising Online Marketing, Web Analytics, Innovation in Social Networks, Online Tactics, Online Advertising, The Breadth and Scope of Experiential Marketing <u>UNIT IV</u> Aspects of Festival & Entertainment Events Marketing, Considerations for Marketing First-Time Events, Stunts, Street Promotions, and Guerrilla Marketing, The Celebrity Factor, Appraising Event Performance, Corporate Event Marketing, Social Event Marketing, Future Trends in Event Marketing <u>REFERENCE BOOKS</u> 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 4. Event Marketing second edition by C.A. Preston 5. "Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, R" Schmitt, Bernd H.
2.9	INFORMATION COMMUNICATION TECHNOLOGY (ICT) <u>UNIT I</u> Overview of the Basics of Excel, Working with Functions, Sorting and Filtering Data, Working with Reports, Charts, Final Assignment <u>UNIT II</u> Creating Presentations - Presentation Software - Microsoft Power Point, Prezi Creating a presentation with slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects, Slide Transitions, Timed Presentations.

	<u>UNIT III</u> Using Design Tools I - Introduction to Basics of Photoshop <u>UNIT IV</u> Using Design Tools II - Introduction to Basics of Corel Draw <u>UNIT V</u> Using cloud services for maintaining data, spreadsheets and documents
2.10	EVENT RESOURCE MANAGEMENT <u>LEARNING OBJECTIVE</u> - To learn to manage various resources of an event. <u>UNIT I</u> Types of Entertainment, Purpose for Entertainment, Content in Entertainment, Analyzing Performance – Music, Dance, Theater and other athletic performances, Working with the performers – Mindset, Amenities, Communications, The Special Case: Celebrities, <u>UNIT II</u> Setup Considerations for Décor – Prior to the Event and At the Event, Staging & Seating needs, Knowing Rigging, Objectives of Event Lighting, Video & Projection, Introduction to Audio, Types of Special Effects - Streamers, Confetti, Fog, Smoke, Lasers, etc., Technological Terms - Audio Visual Services & Equipment's Risk and Safety <u>UNIT III</u> Tackling Basic Logistics for Large Events, Accommodating Home-Office Visits, Banquet Room Set up, Hiring Caterers versus Self Catering, Learning Environment Seating Options, Removing Distractions & Potential Hazards, Accommodating Guests with Disabilities <u>UNIT IV</u> Extending and Responding to Invitations, Protocol for Formal Invitations, Unraveling the What-to-Wear Dilemma, Interpreting Business Dress & Formal Attire, Creating Name Tags, Badges, and Security Passes, Basic Principles for Sporting Events. Theater Etiquette and Auditorium Seating, Rock Concerts and Music in the Park, At-Home Entertaining, Family Focused Events, Speaker Preparations, Gratitude & Appreciation, Gifting & Lasting Memento, Gift Selection and Shopping Tips <u>REFERENCE BOOKS</u> - Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc - Special Event Production - Doug Matthews - The Complete Guide to Successful Event Planning - Shannon Kilkenny - Human Resource Management for Events - Lynn Van der Wagen (Author)
2.11	EVENT TEAM & CREW MANAGEMENT <u>LEARNING OBJECTIVE</u> To understand different teams working at events and how to manage them. <u>UNIT I</u> Organisation Manager & the Team during the Event, Simplified Event Structure, Organisational Effectiveness, Volunteer Staffing, Framework for an event

	organization's performance UNIT II Volunteer Management, Factors influencing the number and type of staff, Itemise your needs, Create job Descriptions, Paid Staff, Typical Event Organisation Communication tool, UNIT III Finding Staff, Job Description Form, Staffing an Event, Running the Event on the Day, Organisation and Briefing of Staff on the day, Creating a Resume and Writing the Cover Letter, Effective Interviewing, Interview Etiquette, After the Interview, Designations UNIT IV Workforce Employment Issues, Personnel Management, Circular Model of Human Resource Management, Orientation Sessions, Instructions, Manuals & Handbooks, Training Programs, Scheduling & Assignments, Motivation, Recognition & Retention UNIT V Workforce Employment Issues, Personnel Management, Circular Model of Human Resource Management, Orientation Sessions, Instructions, Manuals & Handbooks, Training Programs, Scheduling & Assignments, Motivation, Recognition & Retention REFERENCE BOOKS 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 4. Successful Event Management - A Practical Handbook by Anton Shone, Bryn Parry 5. The Complete Guide to Careers in Special Events by Gene 6. Special Events by Joe Goldblatt 7. Professional Event Coordination by Julia Rutherford Silvers
2.12	EVENT COST ACCOUNTING & FINANCE MANAGEMENT LEARNING OBJECTIVE • To familiarize the students with the basic cost, concepts, allocation and control of various costs and methods of costing in an event industry. UNIT I Meaning and Scope of Accounting, Objectives of accounting, Accounting principles: Introductions to Concepts and conventions, Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting, Sources of Finance - Short Term/Long Term, Domestic / Foreign, Equity/Borrowings/Mixed etc. UNIT II Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement. Introduction to Trading Account, Profit and Loss Account and Balance Sheet. Introduction to Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size

	<u>UNIT III</u> Introduction to Event Cost Accounting, Cost Accounting Terms, Objects, Event Costs Classifications, Fixed Cost, Variable Cost, Opportunity Cost, Direct Cost, Indirect Cost, Period Cost, Relevant Cost, Sunk Cost, Marginal Cost, etc., Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads, <u>UNIT IV</u> Making of a Cost Statement and Profit Calculations, Understanding Contribution, Calculating Break Even Points and Target Income, Cost-Volume-Profit Analysis, Sensitivity Analysis, B.E.P. Analysis as Applied to Event Management And Tactical Decisions, Allocating Costs to an Event, Basis of Allocation, Allocating cost of Support Departments, Cost Control, Direct & Indirect Variances, Event Based Costing, Preparing the Budget <u>UNIT V</u> Developing System to Track Expenses, List of Expense Categories, Bifurcating Actual Expenses, Monitoring Expenses, Handling Contingencies & Unplanned Expenses, Markup of Suppliers Cost, Hourly Fees, Budget Layout for Private and Large Public Event, Other Financial Consideration, Angling for Income, Event Revenue Streams, Using Sponsorship, Accounting Styles, Cash Accounting, Accrual Accounting, Event Profit Centre, <u>REFERENCE BOOKS</u> 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 6. Cost Accounting Fundamentals: Essential Concepts and Examples (3rd Edition) Steven M. Bragg (Author) 7. Cost Accounting and Management Essentials You... (Paperback) by Vibrant Publishers, Kalpesh Ashar 8. Time-Driven Activity-Based Costing: A Simpler by Robert S. Kaplan, Steven R. Anderson 9. Event Production - The Process 10. Successful Event Planning with companion, Shannon Kilkenny
2.13	SPECIAL EVENTS – WEDDING PLANNING & LIVE EVENTS <u>LEARNING OBJECTIVE</u> • To understand how to plan wedding & live events. <u>UNIT I</u> About Wedding Industry, Why Wedding Planner Required, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Wedding arrangements, budgeting. <u>UNIT II</u> 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, <u>UNIT III</u> 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. Live Show arrangements, budgeting, live Show Flow, Creating Blue-Print, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show. Live Show arrangements, budgeting, live Show Flow, Creating Blue-Print, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show. REFERENCE BOOKS 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 (Author)
2.14	PROFESSIONAL INDUSTRY ENGAGEMENT (PRACTICAL TRAINING) LEARNING OBJECTIVE Students will be exposed to the practical ground requirements of Event Management. Theoretical concepts shall be made more stronger by their involvement in the making of Live Events in the Industry. Student needs to document their key learning made and shall submit the same in the form of a report for all the Events they have participated.
	SEMESTER III
3.15	MEDIA MANAGEMENT LEARNING OBJECTIVE • To understand how to manage media. This is crucial for events industry. 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 Broadcast Media-Radio-Television-out of Home Media-outdoor 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. Establishing media objectives - Developing and Implementing –Evaluation and Follow up- Computers in Media Planning- Characteristics of Media. REFERENCE BOOKS 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
3.16	PUBLIC RELATIONS LEARNING OBJECTIVE • To prepare students for effective & ethical public communication on behalf of organisations. • To help students acquire basic skills in the practical aspects of Media Relations & Crisis Management. • To equip students with basic skills to write & develop Press Release & other PR communication. • To design a PR campaign. UNIT I Nature & Scope of PR - Stakeholders - Evolution of PR. With special focus on India. PR, Propaganda, Public Opinion & Publicity. PR and Marketing PR & Advertising, PR and Branding UNIT II Objectives, Functions of PR, Skills needed to be a PR Professional. a. In-house PR and PR Consultancy: Advantages & Disadvantages - Internal and External PR: With focus on Corporate Communications, Corporate Image Management UNIT III PR Tools: I. Media tools a. Press release b. Press conference c. Others II. Non-Media a. Seminars b. Exhibitions / trade fairs c. Sponsorship d. Others III. Content Development in PR a. Development of profile: Company / Individual b. Drafting a Pitch note/ Proposal c. Writing for Social Media UNIT IV New age PR: Digital PR (To be taught with contemporary cases). PR process with emphasis on developing a PR campaign. Crisis communication - Preparing a crisis plan - Handling crisis - Social responsibility & PR - Ethics in PR: Code of conduct REFERENCE BOOKS • Excellence in Public Relations and Communication Management - James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates. • Crisis Communications: A Casebook Approach - Kathleen Fearn-Banks; Lawrence Erlbaum Associates. • Strategic Planning for Public Relations - Ronald D. Apr Smith; Lawrence Erlbaum Associates. • Corporate Public Relations: A New Historical Perspective - Marvin N. Olasky; Lawrence Erlbaum Associates.

	- Public Relations Writing: Principles in Practice - Donald Treadwell, Jill B. Treadwell; Sage Publications. - Media Writing: Print, Broadcast, and Public Relations - W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates. - New media and public relations - Sandra C. Duhé; Peter Lang. · Online Public Relations - David Phillips, Philip Young; Kogan Page. - Effective Public Relations - Scott Cutlip, Allen Center and Glen Broom; Pearson Education. - PR and Media Relations - Dr. G.C. Banik; Jaico Publishing House. - Public Relations techniques that work- Jim Dunn; Crest Publishing House. - Principles of Public Relations - C.S. Rayudu and K.R. Balan; Himalaya Publishers. - Public Relations for your business - Frank Jefkins; Jaico Publishing House. - The fall of advertising and the rise of PR - Al Ries, Laura Ries; Harper Collins. - Public Relations : The profession and the practice - Dan Latimore, Otis Baskin, Suzette Heiman, Elizabeth Toth; McGraw Hill
3.17	EVENT HOSPITALITY & CATERING <u>LEARNING OBJECTIVE</u> - To understand hospitality and catering for events. <u>UNIT I</u> 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. <u>UNIT II</u> Catering Industry, Catering Segments, Questions Caterers need to ask, Types of Catering, Creativity and the Caterer, The Seven Functions of Catering - Planning, Execution of Tasks, Organising the Event, Equipments, Implementation, Controlling & Risk Management, Beverage Management, <u>UNIT III</u> Hospitality and Service, Spirit of Service, Lodging Sector, Hotel Operations and Careers, Food and Beverage Sector, Restaurant Operations and Careers <u>UNIT IV</u> The Cruise Sector, Cruise Operations, The Entertainment & Gaming Sector, Conventions and Event Planning, The Peaceful Traveler <u>REFERENCES:</u> - Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition By Donald Getz. - Event Correlation: What You Need to Know for It Operations Management by Michael Johnson. - Hospitality Management: An Introduction 2nd Edition Tim Knowles - Professional Catering by Stephen B. Shiring - Services Marketing – S.M. Jha – Himalaya Publishing House. - Services Marketing – Ravishankar – Excel Books.

3.18	LEGAL ASPECTS OF EVENT MANAGEMENT <u>LEARNING OBJECTIVE</u> - To expose the students to the objects & broad framework of legislative enactments within which business operates. <u>UNIT I</u> 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. <u>UNIT II</u> 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. <u>UNIT III</u> 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 be Acts of all these laws can be obtained from, Permissions/Law for using animals, Approvals for Fire Usage, Insurance <u>UNIT IV</u> Forming Your Own Event Company - Self Marketing your own event company, Event Company set – up. <u>REFERENCES:</u> - Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition By Donald Getz. - Event Correlation: What You Need to Know for It Operations Management by Michael Johnson. - Hospitality Management: An Introduction 2nd Edition Tim Knowles - Professional Catering by Stephen B. Shiring - Services Marketing- S.M. Jha – Himalaya Publishing House. - Services Marketing – Ravishankar – Excel Books. - Indian Contract Act - Shop & Establishment Act
3.19	E-C OMMERCE & DIGITAL MARKETING <u>LEARNING OBJECTIVE</u> To gain insight on the different channels of marketing events. <u>UNIT I</u> Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce • E-commerce Environmental Factors: Economic, Technological, Legal , Cultural & Social • Factors Responsible for Growth of E-Commerce, Issues in Implementing ECommerce, Myths of E-Commerce • Impact of E-Commerce on Business, Ecommerce in India • Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government,

	Education • Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce UNIT II E-Business: Meaning, Launching an E-Business, Different phases of Launching an EBusiness • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management , Supply Chain Management, Enterprise Resource Planning • Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks & Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, E-Delivery, E-Auction, E-Trading. • Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI. • Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website UNIT III Issues Relating to Privacy and Security in E-Business • Electronic Payment Systems: Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer. • Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway. • Types of Transaction Security • E-Commerce Laws: Need for E-Commerce laws, E-Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000 UNIT IV Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. • Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts & Vodcasts. • Digital Marketing on various Social Media platforms. • Online Advertisement, Online Marketing Research, Online PR • Web Analytics • Promoting Web Traffic • Latest developments and Strategies in Digital Marketing. REFERENCE BOOKS: 1. D Nidhi ,E-Commerce Concepts and Applications, ,Edn 2011, International Book house P.ltd 2. Bajaj Kamlesh K,E-Commerce- The cutting edge of Business 3. Whiteley David, E-Commerce Technologies and Applications-2013 4. E-Business & E-Commerce Management 3rd Ed, Pearson Education 5. Kalokota & Robinson,E-Business 2.0 Road map for Success, Pearson Education 6. Elias M. Awad ,Electronic Commerce, 3rd Edition, Pearson Education 7. Erfan Turban et.al ,Electronic Commerce - A Managerial Perspective, Pearson Education 8. R. Kalokota, Andrew V. Winston, Electronic Commerce - A Manger's Guide, Pearson Education 9. Tripathi, E-Commerce, Jaico Publishing House, Mumbai, Edn. 2010.
3.20	SPECIAL EVENTS - SPORTS & RECREATION SERVICES LEARNING OBJECTIVE • To understand how the sports events are managed. UNIT I Introduction to Sports Event Industry : Evolution of Sports Events; Variety of Sports events; Role of Event organizations and sports event manager; Challenges of

	event management; Sports events vs. Non-sports events; Sports Tourism; Future Trends in Event Management and Marketing UNIT II Event Conceptualization and Planning Process: SWOT Analysis; Defining and developing objectives for the event; Planning components – type of sport requirements, concept and design, event flow, setting operational timelines, creating Checklists, Logistics plans, safety and security planning; Selecting and soliciting host City / Venues – understanding and managing expectations; Event planning process – finding the right people, identify and analyze management tasks for Staff, Vendors and Volunteers; Identify Sponsors and teaming up with them – understand event-sponsor relationship and managing expectations, Designing sponsorship programme and finalize the deal; Promotion planning – media partnerships, campaign for the event, media coverage and media partners; Designing the execution of the event marketing plan UNIT III Event Management Commercials: Stages of Budgeting Process; Identifying costs – Facility cost, Event operations cost, Marketing expenses, sponsor fulfillment expenses, Guest Management and Hospitality expenses, event presentation expenses, capital investment and amortization, miscellaneous expenses; Cash Flow and Management; Controlling costs and Contingency planning;; Identifying revenue streams – Ticket Sales, Hospitality partnerships; Sponsorships and Advertising; Merchandising and Barter; Broadcasting, tournament and participation fees, Media partnerships; Grants and Donations, miscellaneous revenues UNIT IV Implementation of Event Services and Logistics: Event Permits and licenses; Event registration; Engaging community; Accommodating and managing guests, Event Presentation – Production planning, scheduling rehearsals, Working with Broadcasters; ; Staff and Volunteer Management; Ticket Sales; Food and Beverage Operations; Waste Management; Transportation services; Lighting; Vendor Relations; Facility operations; Customer Service; Servicing media at event site; Media Center facilities; Awards Ceremonies. Media Partnerships and leveraging media: Requirements of Media Partners from organizers; Requirement of Organizers from Media Partners; Sports celebrities; Broadcasting Rights; Promotion Mix – advertising, personal selling and social media; Event Marketing; Media contracts, Connecting with media REFERENCE: 1. Managing Sporting Events – Jerry Solomon (Human kinetics)- Human Kinetics Publishers (Jan. 2002) 2. Managing Major Sports Events: Theory and Practice, By Milena M. Parent, Sharon Smith-Swan - Routledge (26 Nov. 2012)
3.21	PROFESSIONAL INDUSTRY ENGAGEMENT (PRACTICAL TRAINING) Students will be exposed to the practical ground requirements of Event Management. Theoretical concepts shall be made more stronger by their involvement in the making of Live Events in the Industry. Student needs to document their key learning made and shall submit the same in the form of a report for all the Events they have participated

	SEMESTER IV
4.22	TOURISM MARKETING <u>LEARNING OBJECTIVE</u> - To understand how the tourism marketing takes place in context of events. <u>UNIT I</u> Basic concepts of Tourism services- Tourism marketing- meaning – components of Tourism product – Users of Tourism services – Behavioural profile of users- <u>UNIT II</u> Product planning and Development –Tour Planning & Costing- market segmentation for Tourism – Bases - Growth of Tourism services in India. – Problems and prospects of tourism services. -Latest trend in domestic and international Tourism products- Global overview <u>UNIT III</u> Marketing Information system for Tourism – Tourist organization – marketing mix – product mix formulation of marketing mix for the Tourist organization. Tourism product- Features- designing a package Tour-Brand Decisions launching new product <u>UNIT IV</u> 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. <u>REFERENCE BOOKS</u> - Services Marketing- S.M. Jha – Himalaya Publishing House. - Services Marketing – Ravishankar – Excel Books.
4.23	BUSINESS NEGOTIATION SKILLS <u>LEARNING OBJECTIVE</u> To understand skills of negotiation in context of the business of events. <u>UNIT I</u> Types of Negotiations in Business - business to business, with distributors, customers, vendors - in marketing, operations, HR, finance etc, bankers & equity funds, employees, future employees, etc. Understanding the Dynamics of Cooperative and Competitive Interaction in Negotiation <u>UNIT II</u> Defining negotiations - difference between lose - lose, lose - win, win - lose, win - win. Setting a context for win-win for both parties <u>UNIT III</u> Preparing for a negotiation - Researching the opposite party, defining BATNA - best alternative to a negotiated agreement, ZOPA - zone of possible agreement, defining multiple variables in a negotiation, defining needs and wants, benefits & value, setting the opening price, ideal price and walk away price <u>UNIT IV</u> Communicating value to the other party. Ways to justify price. Handling tactics with counter-tactics - how to understand and respond to tactics like "good cop bad cop", personal attacks, asking for more, trade-offs, tapering discounts, reluctant seller reluctant buyer etc.

	<u>REFERENCE</u> 1. Power Negotiating by Roger Dawson 2. Rules of Negotiation (Bench Family #1) by Inara Scott 3. Bargaining for Advantage: Negotiation Strategies for Reasonable People by G. Richard Shell 4. Essentials of Negotiation by Roy J. Lewicki, Bruce Barry, David M. Saunders
4.24	EXPERIENTIAL MARKETING & TECHNOLOGY <u>LEARNING OBJECTIVE</u> • To gain an insight into the world of experiential marketing and gain exposure to the latest technology used for events. <u>UNIT I</u> Experiential Marketing : The differentiator - The Experience as the Brand - Experiential Marketing Frameworks - Experiential Marketing Campaigns - Developing Experiential Marketing Campaigns - Reaching the Target Audience - Measuring Campaign Effectiveness - The Consumer Experience - Marketing the Event - Activations <u>UNIT II</u> Online PUBLIC RELATIONS - Social Media Landscape - Internet as a Media - Online PR building blocks - Social Media and PR strategy - Online Influences on present PR practices- <u>UNIT III</u> Innovative uses of Technology in Events - Wearables- RFID - Personalisation and a Transition Towards Platforms - Mobile Payments - Ticketing & Registration Software - API Integrations - Social Media <u>UNIT IV</u> Personalised Experience - Passive Attendee to Active Participant - Live Streaming - Wearable Technology - VR & AR Technology - Display Technology - Robots & Drones - 3D Printing - Kiosks - Virtual Events - Hybrid Events - Event Apps - Crowdsourcing content - Data Collection - Data and User Privacy <u>REFERENCE</u> 1. The Complete Idiots Guide to Meeting & Event Planning 2. The Complete Guide to Successful Event Planning 3. Experiential Marketing - A practical Guide to Brand experiences - Shaz Smilansky Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions (The Wiley Event Management Series)
4.25	EVENT SAFETY & RISK MANAGEMENT <u>LEARNING OBJECTIVE:</u> • To give brief introduction of different types of risk. • To help students understand how to manage different types of Risk in the Events Industry. <u>UNIT I</u> Event Safety & Planning - Creating an accessible event and a risk management plan - Venue stability -Creating an accessible event - risk management - emergency management -Medical first aid & public health considerations

	<u>UNIT II</u> Operational considerations - public building approvals - management of alcohol - drug related issues - reducing impact on the surroundings - amenities <u>UNIT III</u> Review of Crowd Disasters- Planning for Crowd Management strategy & arrangements - Execution of Plan - Role of Media - Role of Science & Technology <u>UNIT IV</u> Legal Provisions - Capacity Building - Roles & Responsibilities of Important stake holders - Outline for Crowd management plan for event & venues. <u>REFERENCE</u> 1. Event Safety risk assessment & event management plan - The District Council of Elliston 2. Guidelines for concerts, events and organised gatherings - Government of Western Australia - Department of Health 3. Managing Crowd at Events & Venues of Mass Gathering - National Disaster Management Authority of India
4.26	ENTREPRENEURSHIP MANAGEMENT <u>LEARNING OBJECTIVE:</u> • To expose students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own company. <u>UNIT I</u> Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Entrepreneur - Role of entrepreneurship in economic development. Factors affecting entrepreneur growth - economic –non-economic. Entrepreneurship Development programmes - need - objectives – phases - evaluation. Institutional support to entrepreneurs. <u>UNIT II</u> 1. Leadership – Meaning, Traits and Motives of an Effective Leader, Styles of Leadership. 2. Theories – Trait Theory, Behavioural Theory, Path Goal Theory. 3. Transactional v/s Transformational leaders. 4. Strategic leaders – meaning, qualities . 5. Charismatic Leaders – meaning of charisma, Qualities, characteristics, types of charismatic leaders (socialized, personalized, office-holder, personal, divine) <u>UNIT III</u> 1. Great leaders, their style, activities and skills (Ratan Tata, Narayan Murthy, Dhirubhai Ambani, Bill Gates, Mark Zuckerberg, Donald Trump) 2. Characteristics of creative leaders and organization methods to enhance creativity (Andrew Dubrein). 3. Contemporary issues in leadership – Leadership roles, team leadership, mentoring, self leadership, online leadership, finding and creating effective leader. <u>UNIT IV</u> Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager. - Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report. - Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

	<u>REFERENCE BOOKS</u> 1. Entrepreneurial Development : S.S.Khanka 2. Entrepreneurial Development : C.B.Gupta& N.P. Srinivasan 3. Project Management : S.Choudhury 4. Project Management : Denis Lock 5. Stephen P. Robbins, Timothy A. Judge (Author) - Organizational behaviour (15th Edition), Prentice Hall Publication. 6. Niraj Kumar- Organisational Behaviour: A New Looks (Concept, Theory & Cases), Himalaya Publishing House 7. Strategic Leadership – Sahu & Bharati – Excel Books 8. Peter I. Dowling & Denise E. (2006). International HRM (1st ed.). New Delhi 9. French Wendell, Bell Cecil and Vohra Veena. (2004). 10. Organization Development, Behavioral Science Interventions for Organization Improvement. (6th ed.)
4.27	SPECIAL EVENTS - MICE & CORPORATE EVENTS <u>LEARNING OBJECTIVE:</u> • To learn about MICE & corporate event industry. <u>UNIT I</u> Special events – what are special events? Reasons for special events? Categories of special events, The players in special events, Tips for producing special events. MICE – Meaning, Industry, Important statistics, India as MICE Destination, MICE Services, Types of MICE Services India offers <u>UNIT II</u> 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. <u>UNIT III</u> 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. <u>UNIT IV</u> 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. <u>REFERENCE BOOKS</u> 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

4.28	FINAL PROJECT Each student needs to submit a project on the Topic allotted to them by their Mentor. Project Topics shall be related to the one of few types or segment of Events. Student shall be mentored to come-up with unique ideas / concept for an event. They shall be made to undertake brainstorm session to explore the various ideas generated and shall be logically driven to selecting a viable and feasible idea considering multiple constraints. Further to it a detailed report shall be prepared to highlight the various stages of delivering successful event.
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UNIVERSITY OF MUMBAI'S
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
Ordinances, Regulations and Syllabus Relating to
MASTER OF MANAGEMENT STUDIES
(EVENT MANAGEMENT & PUBLIC RELATIONS) MMS(EM&PR)

R. 9478 – A Standard of Passing :-

- 1) The minimum percentage required for passing will be 50% in each paper (Internal & External).

R.9478-B PASSING STANDARD AND PERFORMANCE GRADING :

The PERFORMANCE GRADING of the learners shall be on the ten point scale be adopted uniformly for all courses.

MARKS	GRADE POINTS	GRADE
75 TO 100	7.5 TO 10.0	O
65 TO 74	6.5 TO 7.49	A
60 TO 64	6.0 TO 6.49	B
55 TO 59	5.5 TO 5.99	C
50 TO 54	5.0 TO 5.49	D
0 TO 49	0.0 TO 4.99	F (FAILS)

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner:

$SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course/Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner :

$CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

R. 9478 – C PASSING STANDARD FOR ALL COURSES :

Passing 50% in each subject /Course combined Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination taken together. i.e. (Internal plus External Examination)

R.9478 - D

- A. Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- B. A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

R. 9478-E ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

OR

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III
- F. A learner shall be allowed to keep term for Semester V wherever applicable if he/she passes each of Semester I, Semester II, Semester III and Semester IV.

OR

- G. A learner shall be allowed to keep term for Semester V wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, and Semester IV.
- H. The result of Semester VI wherever applicable OR final semester shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV, Semester V wherever applicable.

OR

- I. A learner shall be allowed to keep term for Semester VI wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, Semester IV and Semester V.

New ordinances 6735 & 6736 relating to the
MA (Event Management & Public Relations)

- i) **Necessity of starting these courses:** - The University of Mumbai's Garware Institute of Career Education & Development plans to introduce two years Full time Master Degree Course MA (Event Management & Public Relations). Event Management is looked upon as a sunrise industry in the service sector. Event Management has gained importance due to the sudden spurt in Live Entertainment shows (domestic and international), corporate events, exhibitions, seminars, conferences, regional and national festivals. The MA(EM&PR) course will help students to develop the skill to design, plan, create, implement, manage and market events.
- ii) **Whether UGC has recommended to start the said courses:** - UGC encourages the incorporation of skill oriented and value added courses to develop skilled manpower.
- iii) **Whether all the courses have commenced from the academic year 2017-18:** - Yes, it would be commencing from the Academic year 2017-18.
- iv) **The Courses started by the University are self-financed, whether adequate number of eligible permanent Faculties are available?** - Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
- v) **To give details regarding duration of the course and is it possible to compress the course? :-** The duration of the course in Two years (Four Semester). It cannot be further compressed.
- vi) **The intake capacity of each course and no. of admissions given in the current academic year (2017-18):** - The intake capacity of this course 300 students each batch and admitted students 87.
- vii) **Opportunities of Employability / Employment available after undertaking these courses:** - The students completing this course have amends scope in national and international market. They are in demand for big events like exhibitions, seminars, conferences, events etc.



I/c. DIRECTOR