

**PANJAB UNIVERSITY, CHANDIGARH**

**FACULTY OF BUSINESS MANAGEMENT  
& COMMERCE**

**OUTLINES OF TESTS SYLLABI AND COURSES OF  
READING**

**FOR**

**Add on courses for B.A./B.Sc./B.Com**

**CERTIFICATE COURSE**

**For the Examination of 2020-21**

**COURSE - 6**

**Event Management**

**(First Year)**

**Paper –I: Fundamentals of Event Management**

- Definition Event Management
- Role of an event manager and the qualities of a good event manager. Introduction to events, various types of events concepts.
- Event Planning and coordination, scheduling of event.
- Human resources in even management.
- Event Team Leadership and goal.
- Team building and work distribution.
- Motivation and leadership studies
- Role of communication
- Team work development, body language.
- Skills, interview techniques and grooming.
- Hospitality and customers relations.
- Basic Principles of event management-functions ,forms and strategic planning
- Basic principles of marketing –Marketing process 7 Ps, brand and image building and management.

**Paper-II: Organization and Management of Events**

- Various types of events and their management, Meetings and conferences, exposition/trade shows wedding planning, sports events, and government civic and political events.
- Organization of events: The importance of organization in event planning. The components of organization and accomplishment of events.
- Methods for effective organization of events.
- Understanding client needs-getting to know your client, planning correctly for the right type of event.
- Plant layout and location, equipments required, Selecting location-steps to selecting the perfect location, site inspection securing the location.
- Event planning event organizers, targeting clients, selecting event categories ,event management and media ,steps of media campaign
- Role of promotion in marketing process

**Suggested Readings**

1. Principles of event management by Bakash, Nagabhushana, Ramchandra (Himalaya publishing house) ;
2. Business of event planning: Behind -the-scenes secrets of success special event by Judy Allen
3. Sustainable event management: A practical Guide by Meegan Jones
4. Event planning: the ultimate Guide to successful meetings, corporate events, fundraising, galas, conferences, conventions by Judy Allen
5. Special events: A new generation and the next frontier by Joe Goldblatt ;
6. Into the heart of meetings: basic principles of meeting design by Mikevan Der Vijver and Eric De Groot
7. Planning and management of meetings, expositions, events and conventions by George G. Fenich

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**Add-on-Courses for B.A./B.Sc./B.Com.**

**DIPLOMA COURSE**

**For the Examinations of 2014-2015**

**Diploma  
In  
EVENT MANAGEMENT  
(Second Year)**

**Paper-I: Events Marketing and Finance Management**

- Event marketing and event promotions.
- Event marketing strategies. Event proposal invitations.
- Brand management. Publicity.
- Client servicing.
- Sponsorship, advertising for events.
- Sales promotion and decision making studies.
- Financing for events-funds planning
- Identification of sources of funds, funds raising.
- Budgeting for an events- revenue and expenditure report.
- Cost accounting and cost control, event analysis.
- Charitable events. Special business events, retail events.
- Concept of pricing in events, risk rating.

**Paper-II: Managing event Business**

- Event organizers. Tips to better Management and Organization.
- Event team leadership. Time management
- Creative thinking-case studies, development of themes and projects.
- Presentations and event communication.
- Computer Operational skills, Internet Operational skills.
- Managing Logistics (sound, lights, catering, law, sponsorship etc.)
- Hospitality management. Product and Services, consumer care skills.
- Managing catering. Event catering basics. Catering tips.
- Managing event decorations. Importance of Decorations.
- Special events and promotion of Tourism
- Entertainment and speakers. Entertainment planning. Speaker selection choice.
- Market attractiveness and business strength.
- Event Management scenario in India. A developing market.
- Modern event management scenario assignments and case studies.