



RAIPUR | INDIA

# KALINGA UNIVERSITY

SCHEME & SYLLABUS FOR

# Bachelor of Vocational Studies (B.Voc.)

# Event Management



Kalinga University, Naya Raipur, Chhattisgarh

# B.VOC IN EVENT MANAGEMENT

Semester-01								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVEM101	Communication Skills	3	3	0	0	30	70	100
BVEM102	Fundamentals of Information Technology	3	3	0	0	30	70	100
BVEM103	Introduction to Event Management	3	3	0	0	30	70	100
BVEM104	Event Management Process	3	3	0	0	30	70	100
BVEM105P	Industrial Training/On Job Training/Workshop	18	0	0	36	50	150	200
<b>Total</b>		<b>30</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester-02								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVEM201	Principles of Event Management	3	3	0	0	30	70	100
BVEM202	Environmental Studies	3	3	0	0	30	70	100
BVEM203	Basic Event Accounting	3	3	0	0	30	70	100
BVEM204	Event Management in Hospitality and Catering	3	3	0	0	30	70	100
BVEM205P	Industrial Training/On Job Training/Workshop	18	0	0	36	50	150	200
<b>Total</b>		<b>30</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester-03								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVEM301	Marketing Management	3	3	0	0	30	70	100
BVEM302	Event Production Process	3	3	0	0	30	70	100
BVEM303	Event Logistics	3	3	0	0	30	70	100
BVEM304	Human Resources in Event Management	3	3	0	0	30	70	100
BVEM305P	Industrial Training/On Job Training/Workshop	18	0	0	36	50	150	200
<b>Total</b>		<b>30</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester-04								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVEM401	Event Cost Accounting and Finance Management	3	3	0	0	30	70	100
BVEM402	IT for Event Management	3	3	0	0	30	70	100
BVEM403	Customer Relationship in Event Management	3	3	0	0	30	70	100
BVEM404	Distribution Channels for Events Business	3	3	0	0	30	70	100
BVEM405P	Industrial Training/On Job Training/Workshop	18	0	0	36	50	150	200
<b>Total</b>		<b>30</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester-05								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVEM501	Event Marketing Campaign	3	3	0	0	30	70	100
BVEM502	Brand Management	3	3	0	0	30	70	100
BVEM503	Special Events	3	3	0	0	30	70	100
BVEM504	Event Risk Management	3	3	0	0	30	70	100
BVEM505P	<b>Industrial Training/On Job Training/Workshop</b>	18	0	0	36	50	150	200
<b>Total</b>		<b>30</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>170</b>	<b>430</b>	<b>600</b>

Semester-06								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVEM601	Event Team and Crew Management	3	3	0	0	30	70	100
BVEM602	Event Hospitality, Law and Permissions	3	3	0	0	30	70	100
BVEM603	Event Marketing and Sponsorship	3	3	0	0	30	70	100
BVEM604	Community Connect	3	3	0	0	30	70	100
BVEM605P	<b>Industrial Training/On Job Training/Workshop</b>	18	0	0	36	50	150	200
<b>Total</b>		<b>30</b>	<b>12</b>	<b>0</b>	<b>36</b>	<b>170</b>	<b>430</b>	<b>600</b>

# SEMESTER-01

# BVEM101

## COMMUNICATION SKILLS

### Course Objective:

- The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

### Course outcomes:

- The purpose of this course is to introduce students to the theory, fundamentals and tools of communication
- To develop vital communication skills which should be integral to personal, social and professional interactions.
- One of the critical links between human beings.
- An important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.
- In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

### Unit - 1

06

- **Introduction:** Theory of communication, types and modes of communication, mediums and channels of communication, barriers to communication, English as a global language, the lingua franca, social influences on English

### Unit - 2

06

- **Language of Communication:** Verbal and non-verbal (spoken and written) personal, social and business barriers and strategies intra-personal, inter-personal and group communication, varieties of English, language, accent, dialect, colloquialism, historical influences on English

### Unit - 3

06

- **Speaking Skills:** Monologue dialogue group discussion effective communication/mis-communication interview public speech, regional influences on English, convergence and divergence, linguistic imperialism

### Unit - 4

06

- **Reading and Understanding** Close reading, reading analysis of a text - audience and purpose, content and theme, tone and mood, stylistic devices, structure comprehension- analysis and interpretation translation (from Indian language to English and vice-versa) literary/knowledge texts.

**Unit - 5**

**06**

- **Writing Skills:** Documenting report writing making notes letter writing, writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters it will enhance language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. while, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. it is hoped that after studying this course, students will find a difference in their personal and professional interactions.

**References:**

- Fluency in English - Part II, Oxford University Press, 2006.
- Business English, Pearson, 2008.
- Language, Literature and Creativity, Orient Blackswan, 2013.
- Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas

# BVEM102

## FUNDAMENTALS OF INFORMATION TECHNOLOGY

### Course objective:

- This is a basic course for commerce students to familiarize with computer and its applications in the relevant fields and exposes them to other related courses of IT.

### Course Outcomes:

- Gain a foundational understanding of key IT concepts, including hardware, software, and networks.
- Develop proficiency in using common computer applications, such as word processing and spreadsheet software.
- Explore the ethical and security considerations in IT, emphasizing responsible digital behavior.
- Acquire problem-solving skills by applying IT knowledge to real world scenarios.
- Prepare for further studies in IT or related fields by establishing a strong IT knowledge base.

### Unit - 1

06

- **Computer characteristics:** Speed, storage, accuracy, diligence; digital signals, binary system, ASCII; historic evolution of computers;
- **Classification of computers:** microcomputer, minicomputer, mainframes, supercomputers;
- **Personal computers:** desktop, laptops, palmtop, tablet; hardware & software; von Neumann model.

### Unit - 2

06

- **Hardware:** CPU, memory, input devices, output devices.
- **Memory units:** RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory;
- **Auxiliary storage:** Magnetic devices, optical devices; floppy, hard disk, memory stick, CD, DVD, CD/DVD-Writer;
- **Input devices** - keyboard, mouse, scanner, speech input devices, digital camera, touch screen voice input, joystick, optical readers, bar code reader;
- **Output devices:** Display device, size and resolution; CRT, LCD, LED;
- **Printers:** Dot-matrix, inkjet, laser; plotters, sound cards & speaker.

**Unit - 3** **06**

- **Software:** System software, application software; concepts of files and folders, introduction to operating systems, different types of operating systems: single user, multitasking, time-sharing multi-user; booting, POST;
- **Basic features of two GUI operating systems:** Windows & Linux (Basic desk top management); Programming Languages, Compiler, Interpreter, Databases;
- **Application software:** Generic features of word processors, spread sheets and presentation software; generic introduction to latex for scientific typesetting; utilities and their use; computer viruses & protection, free software, open source.

**Unit - 4** **06**

- **Computer Networks and Internet:** Connecting computers, requirements for a network: server, workstation, switch, router, network operating systems; internet: brief history, world wide web, websites, URL, browsers, search engines, search tips; internet connections: isp, dial-up, cable modem, well, dsl, leased line wireless and Wi-Fi connectivity ; email, email software features (send receive, filter, attach, forward, copy, blind copy); characteristics of web-based systems, web pages, web programming languages.

**Unit - 5** **06**

- **Information Technology and Society:** Indian IT Act, intellectual property rights, issues. application of information technology in railways, airlines, banking, insurance, inventory control, financial systems, hotel management, education, video games, telephone exchanges, mobile phones, information kiosks, special effects in movies.
- **Programming Concepts & Techniques:** Program concept, characteristics of programme, stages in program development, tips for program designing, programming aids, algorithms, pseudo code, notations, design, flowcharts, symbols, rules, compiler & interpreter. introduction to programming techniques, top-down & bottom-up approach, unstructured, & modular programming, cohesion, coupling, debugging, syntax & logical errors, linking and loading, testing and debugging, documentation.

**References:**

- Programming in C, R.S. Salaria, Khanna Publishing House
- Computer Concepts and Programming in C, R.S. Salaria, Khanna Publishing House
- Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House

# BVEM103

## INTRODUCTION TO EVENT MANAGEMENT

### Course Objectives:

- Understand the foundational principles and concepts of event management and public relations (PR).
- Explore the role and significance of effective event management in various industries.
- Develop skills in planning and organizing events, considering logistics, budgeting, and timelines.
- Gain insights into the strategic use of public relations in enhancing the success of events.
- To study the concept & significance of event tourism and event management
- To understand the various dimensions of event tourism & their impact
- To comprehend the linkages of event tourism industry.

### Course Outcomes:

- Acquire foundational knowledge of event management and PR.
- Develop practical skills in planning and organizing events effectively.
- Analyze case studies to understand successful event management strategies.
- Appreciate the strategic role of public relations in ensuring the success of events

### Unit - 1

08

- Nature, scope, significance and components of event tourism, relationship between business and leisure tourism, Responsibility of event planners, identifying suitable venue, layout.

### Unit - 2

08

- Meaning and functions of MICE tourism – meeting, incentive, conference and exposition, need for miche growth of incentive travel and incentive program, motivation for incentive travel, profile of business & corporate travelers.

### Unit - 3

07

- Infrastructure for miche tourism, players in the event industry, convention centres Transportation, accommodation, logistics catering, human resources, civic amenities and other supporting services.

### Unit - 4

07

- Socio-economic signification of event tourism, economic, social and culture and environments impact of miche tourism, issues and challenges.

**References:**

- BUHALIS & e. Laws (EDS) (2001) tourism distribution channels: Practices, issues and transformation London: continuum.
- Lawson, F (2000). Congress, convention & exhibition facilities: Planning, Design & Management Oxford: Architectural press.
- Rogers, T. (1998, 2003). Conference & Conventions: A Global industry. Oxford: Butterworth – Heinemann
- Swarbrook, J & Horner, S. (2001). Business Travel and a Tourism. Oxford: Butterworth – Heinemann.

# BVEM104

## EVENT MANAGEMENT PROCESS

### Course Objectives:

- Understand the fundamental principles and components of the management process.
- Develop skills in planning and organizing events through effective management techniques.
- Explore the key elements of decision-making and problem-solving within the event management context.
- Learn to apply management processes to ensure the successful execution of diverse events.
- To enable students to understand the essentials of planning an event
- To expose students to practical aspects of organizing events of various forms, and
- To facilitate students to acquire knowledge of legal and ethical issues involved in event management.

### Course Outcomes:

- Gain a solid understanding of the core principles underlying the management process.
- Develop proficiency in planning and organizing events through the application of effective management techniques.
- Acquire skills in making informed decisions and solving problems within the unique challenges of event management.
- Apply management processes to ensure the successful execution of diverse events, meeting client expectations and industry standards.

### Unit - 1

08

- **Introduction:** Planning, Concept, Nature and Practices in Event Management - Organizing and planning events - Starting and managing event business - Event coordination Apply and improve the practices of Event Management with proper co-ordination.

### Unit - 2

08

- **Site Management:** Selection, Planning and Development - Infrastructure management - Management of logistics - Crowd Management - Attendee care, Comfort and Control - Participants' Management - Risk Preparedness Clear understanding of infrastructure management including crowd control with safe methods.

### Unit - 3

07

- **Organizing Events:** Planning Check Lists - Organizing Parade – Staff Requirement, Identification of Technical staff – Accommodation & Responsibility of the Technical staff Thoroughness of check list and its implementations in a responsible manner.

**Unit - 4**

**07**

- **Financial management:** Procurement of Funds - Investment - Funds Flow Management - Working Capital Decisions - Pricing strategies Understand the need of fund rising with pricing strategies.
- **Legal and Ethical Compliance:** Statutory and regulatory Obligations - Contracts and Service Levels Agreements - Effective Service Level Agreements (SLAs) - Keys to effective Implementation Implementation of legal and ethical aspects with effective service level agreement.

**References:**

- Lynn Van Der Wagen & Brenda R. Carlos, Event Management for Tourism, Cultural, Business and Sporting Events, Pearson Prentice Hall, 2005
- Anton Shone & Bryn Parry, 'Successful Event Management', Cengage Learning 2002
- Leonard H. Hoyle, Jr, Event Marketing, John Willy and Sons, New York 1997
- Avrich, Barry Event and Entertainment Marketing, Vikas Publishing House New Delhi, 1994
- Julia Rutherford Silvers Professional Event Coordination, John Wiley & Sons 2003

**BVEM105P**  
**INDUSTRIAL TRAINING/ON JOB TRAINING/  
WORKSHOP**

# SEMESTER-02

# BVEM201

## PRINCIPLES OF EVENT MANAGEMENT

### Course Objectives:

- To study the concept and significance of event tourism and event management
- To understand the various dimensions of event tourism and their impact
- To comprehend the linkages of event tourism industry

### Unit - 1

- **Introduction to Event Management:** Event – Meaning, Concepts, Nature, Scope, Significance and Components of Events – Relationship between Business and Leisure Tourism – Systems Approach to Event Management – Responsibility of Event Planners, Identifying Suitable venue, Conference, Facility Layout,
- **Socio-Economic:** Significance of Event Tourism (Comprehensive understanding of Event Management in a responsible manner for business promotions).

### Unit - 2

- **Conduct of an Event & Event Management Procedure:** Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event – Checklist, Computer Aided Event Management, Roles and Responsibilities of Event Managers for Different Events.

### Unit - 3

- **MICE Tourism:** Infrastructure for MICE Tourism, Players in the Event Industry, Convention Centers, Transportation, Accommodation, Logistics, Catering, Human Resource, Civic Amenities and other Supporting Services, Sustainable Policies for MICE Clear concept of MICE for the grand success of the event.

### Unit -4

- **Corporate Events:** Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blueprint, Need for Entertainment in Corporate Events and Reporting.
- **Event Management:** Technology for Event Management, Providing Services at meetings, Spot Management, Pre and Post Convention Management, Demand and Supply, Organizers of Events, Meeting

### References:

- Event Management: For Tourism, Cultural, Business and Sporting Events, Lynn Van Der Wagen, Pearson, 2005.
- Event Marketing & Management – Sanjaya Singh Gaur & Sanjay V. Saggere, Vikas Publication House, 2003.
- Successful Event Management; Anton Shone: Thomson, 2004

# BVEM202

## ENVIRONMENTAL STUDIES

### Course Outcomes:

- Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.
- Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
- Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

### Unit - 1

06

#### Introduction to Environmental Studies:

- Multidisciplinary nature of environmental studies, Scope and importance; concept of sustainability and sustainable development.

#### Ecosystems:

- What is an ecosystem? Structure and function of the ecosystem;
- **Energy flow in an ecosystem:** food chains, food webs and ecological succession.
- **Case studies of the following ecosystems:** Forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### Unit - 2

06

#### Natural Resources:

- **Renewable and Non--renewable Resources:** Land resources and land use change; Land degradation, soil erosion and desertification.
- **Deforestation:** Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- **Water:** Use and over--exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter--state).
- **Energy resources:** Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

**Unit - 3** **06**

**Biodiversity and Conservation:**

- **Levels of biological diversity:** genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots, India as a mega-biodiversity nation; Endangered and endemic species of India
- **Threats to biodiversity:** Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;
- **Conservation of biodiversity:** In-situ and Ex-situ conservation of biodiversity.
- **Ecosystem and biodiversity services:** Ecological, economic, social, ethical, aesthetic and Informational value.

**Unit - 4** **06**

**Environmental Pollution:**

- Types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks
- **Solid waste management:** Control measures of urban and industrial waste. Pollution case studies.

**Environmental Policies & Practices:**

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- **Environment Laws:** Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

**Unit - 5** **06**

**Human Communities and the Environment:**

**Human population growth:** Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies.

**Disaster management:** floods, earthquake, cyclones and landslides.

**Environmental movements:** Chipko, Silent valley, Bishnois of Rajasthan.

**Environmental ethics:** Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

### References:

- Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
- Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
- Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
- Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
- Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
- Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--37.
- McCully, P. 1996. *Rivers no more: the environmental effects of dams*(pp. 29--64). Zed Books.
- McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
- Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
- Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
- Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
- Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
- Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.
- Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
- Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
- Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
- Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
- Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
- Wilson, E. O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
- World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University Press.

# BVEM203

## BASIC EVENT ACCOUNTING

### Course Objectives:

- To acquaint students with fundamental principles of accounting.
- To enable them to analyze and interpret the financial statements, and
- To help them to apply accounting principles and standards in the field of event management.

### Unit - 1

08

**Accounting:** Meaning, Concepts, Definition and Branches - Uses of accounting information. Understand the Basic concepts of Accounting & uses of the Accounting information

### Unit - 2

08

- **Financial Accounting:** Concepts, Principles and Conventions - Double Entry System - Accounting Equation - Accounting Cycle-Preparation of Journal and Subsidiary Books, Ledger and Trial Balance  
Practical knowledge on preparation of journal, ledger & Trial Balance

### Unit - 3

07

- **Finance manager:** Role of Financial Manager in organizing event - Application of CVP analysis in events – Break- even point. Learn the role of Financial Management in organizing an Event and the significance of BEP

### Unit - 4

07

- **Finance:** Sources of Finance- Price of admission –sponsorship –Financial Management. Make aware of various sources of finance for conducting any event
- **Concept of Budgeting:** Budget related – Transportation, venue, entertainment, photos, videos, Food & Beverage budget planning. Through knowledge upon the Budget planning and fund allocations various heads of Event

### References:

- Shrivastava R.M.: Financial Management.
- Prasanna Chandra, 'Financial Management'
- Pandey I.M.: Financial Management.
- Hampton .J , 'Financial Decision Making', Prentice Hall India, Delhi
- R.L.Gupta& M. Radhaswamy, Advance Accountancy – Vol. I, Sultan Chand & Sons 2006
- JawaharLal, Accounting for Management Himalayan Publishing House, New Delhi 2006
- T.P.Ghosh, Fundamentals of Accounting, Sultan Chand and Sons, 2006

# BVEM204

## EVENT MANAGEMENT IN HOSPITALITY AND CATERING

### Course Objectives:

- To provide basic knowledge of Hospitality & Catering Industry
- To familiarize the Food Production Equipments and Service Equipments to the learners.
- To have a comprehensive idea of menu planning pertaining to the event.

### Unit - 1

10

- **Major Departments in Hotel Industry:** Role & Functions of Front office, House Keeping, Food Production, Food & Beverage, Safety and Security, HR, Finance, Marketing Departments. Types of Hotels - Classification of Catering Establishments (Commercial & Non-Commercial) - Role F & B catering service in Events - Food & Beverage Operations (Types of F&B Outlets in Hotels) understand the major departments and its functions in hotel industry.

### Unit - 2

10

- **Food & Beverage Service Personnel:** Hierarchical Structure of F & B Service Staff with job Profile in various F&B outlets - Attitudes & Attributes of F&B personnel - Importance of hygiene in F&B Service - Basic Etiquettes. Menu Planning: Introduction – Rules for waiting at a Table. Beverages offered in Events- Classification into Non Alcoholic & Alcoholic Beverages. Know the Hierarchical structure of F&B service staff in various outlets.

### Unit - 3

10

- **Food & Beverage Service Equipments:** Types & Usage of Equipment - Furniture, Chinaware, Silverware, Glassware, Linen & Special Equipment. F & B Service Considerations - Types of Food & Beverage Service - Specialized Service - Buffet service and Banquet procedures etc. Practical understanding on the utilization of the Food & Beverage service equipment's like chinaware Silverware, Glassware.

### References:

- Food and Beverage Services Paperback – 17 Jun 2016 by Singaravelavan
- Food and Beverage Management Paperback – 1 Jul 2017 by Sudhir Andrews
- Food and Beverage: Operations to Management Paperback – Import, 30 Mar 2016 by Tarun Bansal

**BVEM205P**  
**INDUSTRIAL TRAINING/ON JOB TRAINING/  
WORKSHOP**

# SEMESTER-03

# BVEM301

## MARKETING MANAGEMENT

### Course Outcomes:

- Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.
- Recognize various elements marketing mix for effective functioning of an organization.
- Critically analyze an organization's marketing strategies.
- Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.
- Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.

### Unit - 1

08

- **Introduction:** Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept;
- Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. Types of marketing (B2C, B2G, B2B, C2C)

### Unit - 2

08

- **Segmentation, Targeting and Positioning:** Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer.

### Unit - 3

07

- **Product decisions:** Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price.
- **Promotion Decisions:** Factors determining promotion mix, Promotional Tools Fundamentals of advertisement, Sales Promotion, Public
- **Relations & Publicity and Personal Selling. Marketing Channel Decision:** Channel functions, Channel Levels,
- **Types of Intermediaries:** Wholesalers and Retailers, Introduction to Retail Management.

#### Unit - 4

07

- **Marketing of Services:** Unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

#### References:

- Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.
- Aaker, D. A. and Moorman Christine., Strategic Market Management: Global Perspectives. John Wiley & Sons.
- Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | Marketing Management. Pearson Higher Education
- Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education.
- Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6th edition). Sage Publications India Pvt. Ltd.
- Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform?: Fresh Perspectives on the Future. Routledge.
- Percy, L. Strategic Integrated Marketing Communications. Routledge.
- Chaffey, D., & Ellis-Chadwick, F. Digital Marketing (7th edition). Pearson Higher Education.

# BVEM302

## EVENT PRODUCTION PROCESS

### Course Objective:

- Understand the stages and processes involved in event production.
- Explore the technical and creative aspects of event production.
- Develop skills in coordinating and managing various elements of event production.
- Gain insights into the importance of teamwork and collaboration in successful event production.

### Course Outcomes:

- Gain a comprehensive understanding of the stages and processes of event production.
- Acquire knowledge about the technical and creative aspects involved in event production.
- Develop practical skills in coordinating and managing different elements of event production.
- Recognize the significance of teamwork and collaboration in achieving successful event production.

### Unit - 1

- Overview of Event Production Processes

08

### Unit - 2

- Technical Aspects of Event Production

08

### Unit - 3

- Creative Elements in Event Production

07

### Unit - 4

- Coordinating and Managing Event Production
- Importance of Teamwork in Event Production

07

# BVEM303

## EVENT LOGISTICS

- Unit - 1** **08**
- **Event Elements Assessment:** Key Elements, Event evaluation-need and parameters
  - **Event Space Considerations:** Purpose, Cost, suitability, capacity, resource availability, parking, Space Layouts
- Unit - 2** **08**
- **Tented Events:** Suitability, event suitable timings, contingency planning-weather, hygiene and sanitation, post event operations
  - **Event Technology** - Latest trends, Audio Visual Aids, lighting, special effects, event security technology
- Unit - 3** **07**
- **Entertainment:** Types of entertainment, purpose, content, analyzing performance – music, dance, theater and other creative performances, working with the performers – mindset, amenities, communications, the special case: celebrities.
  - **Production Planning:** compliances, site layout, venue management, set ups, production schedules, supervising events, team and client coordination; Pre-show, the show and postshow- follow up with team & clients
- Unit - 4** **07**
- **Event Design, Venue Design, Site Design, Audio-** Visual production, Budgeting & Negotiation, Technical Design, Health & Safety, Adaptation and Coordination, Follow-up with events coordinators, Run Charts, Flight booking of Artists & Guest, Visa assistance, Hotel booking, Airport and hotel transfers
  - Booking of facilities and technical equipment i.e. Sound, Lights, Audio Visual facilities, hiring of interpreters, Catering services, Secretarial support, preparation of Badges, Name plates, Conference kits, brochures, Posters, Backdrop, Panels, Standees, Banners etc.
- References:**
- Sonder, Mark. “Event Entertainment and Production” Wiley, ISBN:
  - Matthews, Doug. “Special Event Production - The Process”, A ButterworthHeinemann Title
  - Halsey, Troy. “Freelancers Guide to Corporate Design”, A Butterworth-Heinemann Title
  - Wagen, Lynn. And Carlos, Brenda. “Event Management: For Tourism, Cultural, Business and Sporting Events”
  - Shone, Anton and Parry, Bryn. “Successful Event Management - A Practical Handbook”

# BVEM304

## HUMAN RESOURCES IN EVENT MANAGEMENT

### Course Objectives:

- To understand the importance of human resources in the event management environment;
- To acquire the knowledge and skills of human resources practices; and
- To enlighten and appreciate role of human resources in organizing an event.

### Unit - 1

08

- **Human Resource Management for Events:** Concept of human resources management - Context and key issues of people in an event organization – organizing system and functions of HR in event management – HR Structure and Strategy - HRM in the context of both mega events and smaller scale events.

### Unit - 2

08

- **Human resources planning for event:** Manpower planning – Job analysis in event operations - Recruitment sources, methods - Skill testing and selection of people for specific event.

### Unit - 3

07

- **Preparing human resources for event: Induction.**-Training of employees - Training needs identification – Training methods and evaluation of training – Promotions - Performance and potential appraisal - Career development –Personnel empowerment. – Safety, welfare and employees health.

### Unit - 4

07

- **Wage and salary administration:** Meaning – Purpose – developing wage and salary structure – Job evaluation – Working conditions – Services. Performance of Evaluation – Methods of evaluation - Employee morale - Stress management and quality of work life.
- **Labour Laws Applicable to Event management organizations:** Trade Unions – Managing Conflicts – Disciplinary Process – Collective Bargaining - Workmen’s Compensation Act, 1923 – Industrial Disputes Act, 1947 – Trade Union Act, 1926 – PF and Bonus Act.

### References:

- Lynn Van der Wagen, Human Resource Management for Events: Managing the event workforce (Events Management), Butterworth-Heinemann publication, 2006.
- Venkata Ratnam CS & Srivatsava BK, Personnel Management and Human Resources, (Tata Mc-Graw Hill, New Delhi, 2003.
- Dessler, A Framework for HR Management, Pearson Edn India, 2001.
- S.K.Chakravarthy, Managerial Effectiveness and Quality and Work Life, TMH, New Delhi, 1987.
- Robert L.Mathis & John.H.Jackson, HRM, South Western Pub, 2005.

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# SEMESTER-04

# BVEM401

## EVENT COST ACCOUNTING AND FINANCE MANAGEMENT

### Course Objective:

- Develop proficiency in cost accounting specific to the field of event management.
- Understand financial management principles relevant to planning and executing events.
- Acquire skills in budgeting and financial forecasting for diverse event scenarios.
- Explore strategies for effective financial resource allocation in event projects.

### Course Outcomes:

- Apply cost accounting principles to effectively manage event-related finances.
- Demonstrate an understanding of financial management concepts in the context of event planning.
- Develop practical skills in budgeting and financial forecasting for various event scenarios.
- Implement resource allocation strategies to optimize financial resources in event projects.

### Unit - 1

- Cost Accounting Principles for Event Management

08

### Unit - 2

- Financial Management in Event Planning

08

### Unit - 3

- Budgeting Techniques for Events

07

### Unit - 4

- Financial Forecasting in Event Scenarios
- Resource Allocation Strategies in Event Projects

07

# BVEM402

## IT FOR EVENT MANAGEMENT

- Unit - 1** **08**
- **Computer Fundamentals:** Data and Information, Characteristics of Computers, Various Fields of applications of computers, Input–Output Devices (Hardware, Software, human ware and Firmware) Advantage of limitations of Computer, Classification of Computers.
  - **Data Representation:** Different Number system (Decimal, Binary, Octal and Hexadecimal) and their Inter Conversion.

- Unit - 2** **08**
- **Computer Software:** Types of Software, Application software and system software, compiler and Interpreter.
  - **Computer Memory:** Primary Memory & Secondary Memory. Storage Media.
  - **Introduction to Windows, Operating System:** Renaming Coping and Deleting the directory File
  - **Manipulation:** Creating a file, Deleting, Coping, renaming a File.

- Unit - 3** **07**
- **MS-Word:** Creating, Saving, Opening, Importing, Exporting and Inserting documents, Formatting pages, Alignment, Paragraphs and Sections. Indents and Out dents, Creating lists and numberings,
  - **Formatting Commands:** Headings, Styles, Font and Size editing, viewing Text, Finding and Replacing Text, Headers and Footers, Inserting Page Breaks, Page Numbers, Special Symbols and Dates Mails Merge, Preview and Printings Command.
  - **MS-Power Point:** History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto content wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting Pictures and graphics and Printing Slides.

- Unit - 4** **07**
- **MS-Excel:** Introduction, Creating, Saving, Opening, Spread Sheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

### References:

- Ram,B. (2018).Computer Fundamentals Architecture and Organization. New Delhi: Age Publications
- [Sinha, P.K. and Sinha, P. (2017).Foundation of computing. New Delhi: BPB Publications.
- Arora, A. (2015) Computer fundamentals and applications. Vikas Publishing.
- Rajaraman,V. (2014).Fundamentals of Computers. Delhi: Prentice-Hall.
- Roger,J. (2010). Microsoft Access 2010. Delhi: Pearson Education.
- Forouzan, (2009). Basics of Computer Science. India: Cengage Learning

# BVEM403

## CUSTOMER RELATIONSHIP IN EVENT MANAGEMENT

### Course Objectives:

- To help the students appreciate importance of customer relationship;
- To familiarize them with CRM practices; and
- To enable them apply CRM practices in event management.

### Unit - 1

08

- **Customer Relationship Management** – Definition, Determinants of CRM - Stages in the development of Customer Relationship - Functions of CRM - Role of CRM - Significance of CRM.

### Unit - 2

08

- **Customer Relationship Management Value chain** - Goals of CRM - Stages of CRM value - Customer Acquisition and Retention.

### Unit - 3

07

- **Managing and sharing customer data** - Customer information data bases - Tools for capturing customer information - Data integration, Warehousing, Data mining and Data analysis.

### Unit - 4

07

- **Customer portfolio strategy** - Customer life cycle - Concepts of customer satisfaction and loyalty - Customer loyalty programs.
- **Information technology for CRM** - Origin of CRM technology - CRM applications - Technology for the CRM value chain.

### References:

- Francis Buttle, Customer Relationship Management; Concepts and Tools, Butterworth-Heinemann, 2008.
- Simon Knox, Stan Maklan, Customer Relationship Management: Perspectives from the market place, Butterworth-Heinemann, 2003.
- Jill Dyché, The CRM hand book: A business guide to customer relationship Management, Addison-Wesley, 2001.
- Kristin Anderson, Carol Kerr, Customer Relationship Management, McGraw Hills, 2001.
- Judith W. Kincaid, Customer Relationship Management; getting it right, Prentice Hall, 2003.

# BVEM404

## DISTRIBUTION CHANNELS FOR EVENTS BUSINESS

### Course Objectives:

- To understand the roles and functions of distribution channels for event business;
- To study the linkages and inter-linkages of event business; and
- To be familiar with the distribution networking and inventorying of supply.

### Unit - 1

08

- **Meaning and Functions of Distribution Channel** - Concepts and Practices - Business Processes In Distribution Chains - Distribution Network - Organization and Registration.

### Unit - 2

08

- **Inter-relationships and Linkages, Establishing Contact** – Performance and Demand Forecasting - Inventory Policy Decisions - Purchasing & Supply, Pre-/Post-Convention Touring - Method of booking Pre-/Post-Convention Touring.

### Unit - 3

07

- **Types of Suppliers:** Accommodations - Transportation, Entertainment - Catering, Strategic, Tactical, and Operational Decisions in Distribution Channels - Distribution Modeling.

### Unit - 4

07

- **Supply Chain Performance Measures:** Inventory Management - Scheduling Decisions Performance Modeling - Supply Chain Planning, Design - and Optimization. Best Practices - Customer Service Order - Processing & Information Systems.
- **Internet enabled Supply Chains:** E-Market Places - E-Procurement - E-Logistics, E-Fulfillment - Customer Relationship Management - Web Services - ERP and Supply Chains - Supply Chain Automation and Supply Chain Integration.

### References:

- Buhalis & E. Laws (Eds) (2001) *Tourism Distribution Channels: Practices, Issues and Transformations*, London: Continuum.
- Holloway, J.C (2002) *The Business of Tourism*, Prentice Hall, Edinburgh.
- Swarbrooke, J., & Horner, S. (2001). *Business Travel and Tourism*. Oxford: Butterworth-Heinemann.
- Tum, J., Norton, P & Wright, J.N. (2006) *Management of Event Operations*, London, Butterworth-Heinemann.

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# SEMESTER-05

# BVEM501

## EVENT MARKETING CAMPAIGN

### Course Objective:

- Understand the concept and importance of event marketing campaigns in the field of event management.
- Develop skills in planning, executing, and evaluating successful event marketing campaigns.
- Explore various promotional strategies and tools used in event marketing campaigns.
- Learn to adapt event marketing campaigns to different types of events and target audiences.

### Course Outcomes:

- Gain a comprehensive understanding of event marketing campaigns.
- Develop practical skills in planning, executing, and evaluating successful campaigns.
- Familiarity with various promotional strategies and tools used in event marketing.
- Ability to adapt event marketing campaigns to different types of events and target audiences.

### Unit - 1

- Introduction to Event Marketing Campaigns

08

### Unit - 2

- Planning and Execution of Event Marketing Campaigns

08

### Unit - 3

- Evaluation and Measurement of Event Marketing Campaigns

07

### Unit - 4

- Adaptation of Event Marketing Campaigns to Different Events and Audiences

07

# BVEM502

## BRAND MANAGEMENT

### Course Objectives:

- Understand the fundamental concepts and principles of brand management in the context of event management.
- Develop skills in creating and maintaining a strong and consistent brand image for events.
- Explore strategies for effective brand communication and engagement in the event industry.
- Learn to analyze and manage brand reputation during events.

### Course Outcomes:

- Gain a solid understanding of brand management principles specific to the event industry.
- Acquire practical skills in building and sustaining a strong brand image for events.
- Familiarity with various strategies for effective brand communication and engagement.
- Ability to analyze and manage brand reputation in the dynamic environment of events.

### Unit - 1

- Introduction to Brand Management in Event Context

08

### Unit - 2

- Creating and Maintaining a Strong Brand Image for Events

08

### Unit - 3

- Strategies for Effective Brand Communication and Engagement

07

### Unit - 4

- Analysis and Management of Brand Reputation during Events

07

# BVEM503

## SPECIAL EVENTS

- Unit - 1** **08**
- **Weddings:** Introduction to Wedding Planning and Special Events, Types of Special Events/Wedding, Arranging a Special Event, Arranging a Wedding, Budgeting & Planning, Venue, Wedding Themes, Catering, The Wedding Dress, Flowers, Transport, Invitation, Photographer, Weddings Hire and Entertainment.
- Unit - 2** **08**
- **Staging Events:** Introduction- The Stage, Themes and design, Programming, Choice of venue, Audience and guests, Logistic, Power, lights, sound, audio visual, Props and decoration, Catering, Performers and hospitality
- Unit - 3** **07**
- **Exhibitions & Trade Fair:** Introduction to Exhibitions and Trade Fairs, Scope of exhibition and trade fair, Types of exhibitions and fairs, element of exhibition planning, duties and responsibilities of key trade fair and exhibition personnel, Players of exhibition, Exhibition fees, Shipping methods and Marketing and promotional plan for exhibitions.
- Unit - 4** **07**
- **Conceptualizing the Event:** Introduction, Stakeholders in event, The host organization and the host community, Sponsors and media, Co-workers, participants and spectators, Sourcing events- Bidding, Franchising, Developing and creating new events
  - **Conference Management:** Introduce students to key elements of conference management, Types of conference, Details Planning of Why, What and Where the conference, Executive checklist, Session Planning and Timing, Type of Presentation, Role of delegates/audience, Policies related to conference, Promotion of Conference, Documentation and administration related to organization of Conference.
- References:**
- Barry Avrich: Event and Entertainment Marketing: A Must Guide for Corporate Event Sponsors and Entertainment Entrepreneurs, Probus Professional Publication.
  - Koontz and Wechrich H, Essentials of Management, Tata McGraw-Hill, New Delhi.
  - Stoner, Freeman, and Gilbert, Management, Prentice Hall of India, New Delhi.
  - Tanaz Barur: Successful Event Management, Rupa & Co.

# BVEM504

## EVENT RISK MANAGEMENT

### Course objectives:

- To aware need of risk management in event operations
- To know the fundamental issues and application of risk management in event
- To understand the risk management models.

### Unit - 1

08

- **Risk Management for Events:** concept and scope of risk management in events - Nature of risk in different events - Role of risk management for meetings and events - Integration of risk management and event management - Risk and opportunity.

### Unit - 2

08

- **Risk identification:** Describe challenges in the risk identification process - Select suitable risk identification mechanisms - Identify event and associated risks - Risk analysis and methods of analysis - Alcoholism and drugs, crowd control, fire safety and emergency medical services, food and water safety, outdoor events.

### Unit - 3

07

- **Risks in events:** Emergencies and emergency preparedness - Critical issues for event safety - Outdoor events: Stage safety - Pyrotechnics, parades, and demonstrations.

### Unit - 4

07

- **Risk Mitigation** - Process, tools, techniques - Risk mitigation - Practices, procedures, and safeguards associated with the identification - Analysis, response planning, and control of the risks surrounding events of all types - Administrative Safeguards - Early warning system.
- **Health and safety codes** - Public health issues - Occupational health and safety - Legal issues, contracts, Duty care - Future of Event Risk Management - Relevant case studies.

### References:

- Julia Rutherford Silvers, Risk Management for Meetings and Events, Butterworth Heinemann, 2007.
- Neil A. Doherty, Integrated Risk Management: Techniques and Strategies for Managing
- Corporate Risk (required), McGraw-Hill Professional Publishing, 2000.
- Peter E.Tarlow, Event Risk Management and Safety, Wiley; 1st Edition (July 15, 2002).
- Ian Cameron, Raghu Raman Process Systems Risk Management Elsevier Academic Press (2005).
- Sadgrove, Kit, Complete guide to business risk management, Jaico Publication (1997).
- Marrison, Chris, Fundamentals of risk measurements, Tata Nc Graw Hil, Delhi, (2002).
- Hans Buhlimann, Mathematical Methods in Risk Theory, Springer – Verlag Berlin Heidelberg (1970).

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# SEMESTER-06

# BVEM601

## EVENT TEAM AND CREW MANAGEMENT

### Course Objectives:

- Understand the roles and responsibilities of different team members and crew in event management.
- Develop skills in assembling and managing an efficient event team.
- Learn effective communication and coordination techniques for a cohesive event crew.
- Acquire knowledge of leadership and problem-solving strategies in team and crew management.

### Course Outcomes:

- Grasp the various roles and responsibilities within an event management team.
- Develop skills in team assembly and management for successful events.
- Master effective communication and coordination techniques within a crew.
- Acquire leadership and problem-solving abilities crucial for team and crew management in event scenarios.

### Unit - 1

- Roles and Responsibilities in Event Management Teams

08

### Unit - 2

- Assembling and Managing an Efficient Event Team

08

### Unit - 3

- Effective Communication and Coordination Techniques

07

### Unit - 4

- Leadership and Problem-Solving in Team and Crew Management

07

# BVEM602

## EVENT HOSPITALITY, LAW AND PERMISSIONS

### Course Objectives:

- Comprehend the legal aspects and regulations related to event hospitality and permissions.
- Develop a thorough understanding of the legal obligations in the context of event management.
- Acquire knowledge about permissions and licenses required for different types of events.
- Learn to navigate the legal landscape to ensure compliance and successful event execution.

### Course Outcomes:

- Understand the legal dimensions of event hospitality and permissions.
- Gain knowledge about the legal obligations associated with event management.
- Familiarity with the types of permissions and licenses required for diverse events.
- Develop skills to navigate the legal landscape for ensuring compliance and successful event planning.

<b>Unit - 1</b>	<b>08</b>
• <b>Overview of Event Hospitality:</b> Legal Considerations	
<b>Unit - 2</b>	<b>08</b>
• Legal Obligations in Event Management	
<b>Unit - 3</b>	<b>07</b>
• Permissions and Licenses for Events	
<b>Unit - 4</b>	<b>07</b>
• Navigating the Legal Landscape for Successful Event Execution	

# BVEM603

## EVENT MARKETING AND SPONSORSHIP

### Course Objectives:

- Understand the principles of event marketing and sponsorship in the context of event management.
- Develop skills in creating and implementing effective event marketing strategies.
- Explore different types of sponsorships and how to attract and manage sponsors.
- Learn to analyze and measure the success of event marketing and sponsorship efforts.

### Course Outcomes:

- Demonstrate an understanding of event marketing and sponsorship principles.
- Apply skills to create and implement effective event marketing strategies.
- Identify and attract different types of event sponsors.
- Analyze and measure the success of event marketing and sponsorship efforts.

### Unit - 1

- Principles of Event Marketing in Event Management

08

### Unit - 2

- Developing and Implementing Event Marketing Strategies

08

### Unit - 3

- Types of Event Sponsorship and Attracting Sponsors

07

### Unit - 4

- Analyzing and Measuring the Success of Event Marketing and Sponsorship

07

# BVEM604

## COMMUNITY CONNECT

### Course Objectives:

- Understand the concept and importance of community engagement in media communication.
- Explore various strategies for fostering community connections.
- Develop skills in creating and maintaining positive relationships with diverse communities.
- Understand the role of media in building and sustaining community partnerships.
- Gain insights into the ethical considerations of community engagement in media.
- Learn effective communication methods for community outreach.
- Explore case studies and best practices in successful community connect initiatives.
- Develop practical skills in designing and implementing community-oriented media projects.

### Course Outcomes:

- Comprehensive understanding of community engagement in media communication.
- Proficiency in devising strategies for effective community connections.
- Skills in building positive relationships with diverse communities.
- Understanding the role of media in fostering community partnerships.
- Ethical awareness in community engagement practices.
- Effective communication methods for successful community outreach.
- Knowledge of case studies and best practices in community connect initiatives.
- Practical skills in designing and implementing community-oriented media projects.

### Unit - 1

08

- Introduction to Community Connect in Media Communication
- Strategies for Fostering Community Connections

### Unit - 2

08

- Building Positive Relationships with Diverse Communities
- Media's Role in Building and Sustaining Community Partnerships

### Unit - 3

07

- Ethical Considerations in Community Engagement
- Effective Communication Methods for Community Outreach

### Unit - 4

07

- Case Studies and Best Practices in Community Connect Initiatives
- Designing and Implementing Community-Oriented Media Projects

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