



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2016-2017)

Programme Name: PGDM

Term: V

Name of the Course: Public Relations & Event management

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Krunal Punjani

Mobile No: 9819613639

Email: kpunjani@vpmthane.org

Weblink:

Learning Objectives:

To understand the importance of managing events in corporate environment.

Reference Books:

: Event Management By Lynn Van Der Wagen & Brenda R Carlos.



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to event Management, Size & type of event, Event Team, Code of ethics Principles of event Management, concept & designing. Analysis of concept,	Event Management By Lynn Van Der Wagen & Brenda R Carlos.	How to design and plan an event	discussion
2	Logistics of concept	Event Management By Lynn Van Der Wagen & Brenda R Carlos.	Importance of logistic management in events	case
3	Feasibility, Keys to Success, SWOT Analysis Event Planning & Team Management	Event Management By Lynn Van Der Wagen & Brenda R Carlos.	Understanding internal and external enviornment and doing feadibility study.	Role play



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4	<p>Develop a mission</p> <p>Establish Objectives</p> <p>Preparing event proposal</p>	Event Management By Lynn Van Der Wagen & Brenda R Carlos.	How to be more focussed by fixing objectives	discussion
5	<p>Protocols, Dress Codes, Staging and Staffing</p> <p>Leadership Traits and Characteristics</p> <p>Event Marketing & Advertising</p> <p>Nature of Marketing</p>	Event Management By Lynn Van Der Wagen & Brenda R Carlos.	Marketing activities	Case study
6	<p>Process of Marketing</p> <p>Marketing Mix</p> <p>Sponsorship</p> <p>Image, Branding, Advertising, Publicity & Public Relations</p> <p>Event Leadership & Communication</p> <p>Leadership skills</p>	Event Management By Lynn Van Der Wagen & Brenda R Carlos.	Tactical marketing in promotions	Role play



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7	<p>Managing team</p> <p>Group development, Managing meetings</p> <p>Written communications (Official, demi-official, Invoice)</p> <p>Verbal Communications</p> <p>Event Safety & Security</p> <p>Security, Occupational safety,</p>		Organising the effort	Case study
8	<p>Security, Occupational safety, Crowded management</p>	Event Management By Lynn Van Der Wagen & Brenda R Carlos.	Crisis management	discussion
9	<p>Major risks and emergency planning, Incident reporting, emergency procedures</p>	Event Management By Lynn Van Der Wagen & Brenda R Carlos.	Crisis management	quizz
10	Case Studies and Presentations.	Presentations	Analysis of various events	discussion



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2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play	<u>Event planning , Marketing</u>	How to manage events	nn Van Der Wagen & Brenda R Carlos.
2	Industry Visit	<u>Over all Event managing</u>	<u>Strategies</u> for events	<u>Local</u> event
3	Academic Projects	<u>quizz</u>	Over all knowledge gaining and sharing with respect to events	<u>Media, Internet</u>
4	Book Review			
5	Group Discussion	<u>case</u>	<u>Logistics</u> and planning areas	Van Der Wagen & Brenda R Carlos.
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	objective	10
Presentation	Analysis of various events	10
Case Study	Strategy	10
Participation	attendance	10
Others		

Signature of Faculty

Signature of the Co-ordinator