



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS)**  
**Academic Year (2015-2017)**

**Programme Name:** MMS

Semester: - **II**

**Name of the Course:** Event Management

**Maximum marks:** 100

**No. of Sessions:** 15

**Name of the Faculty:** DR.Bedi

**Mobile No:**

**Email:** [s.bedi@vpmthane.org](mailto:s.bedi@vpmthane.org)

**Weblink:** NA

**Learning Objectives:**

- 1 To familiarize students the basic concepts and decision making processes involved in Event Management
- 2 To develop the conceptual & management skills at various levels in the area of overall event management; which will enable students to analyze, develop, conceptualize and formulate strategies in marketing of events

**Reference Books:**

- 1 Event Management - Lynn Van Der Wagen, Brenda R. Carlos [Pearson Education]
- 2 Event Planning & Management – Diwakar Sharma [deep & Deep Publication Pvt. Ltd.]
- 3 Event Management – Dr. Ashutosh Chaturvedi [Global india publications Pvt. Ltd.]



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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>References-Print/Online</b>	<b>Learning outcomes</b>
1	Introduction of Event Management concepts, Advantages, Types of events, Role of events in business promotion; MICE elements	Lectures	To understand basic concepts of event management
2	Event Concept & Design – SWOT analysis, PESTEL Analysis, Elements of event, Establishing viability of the concept, Designing of the event.	Lectures/ Case Study Discussion	Developing a conceptual framework for events.
3	Event Planning (operational perspective): Event Objective(s), Theme based event conceptualization, Event proposal, Event protocol, Planning Tools, Legal compliance;	Lectures/ Assignment	To understand various aspects of planning events from the perspective of execution.
4	Event Financial Planning – Budgeting, Break-even projection, Contingency fund & Profitability analysis.	Lectures/ Fieldwork/ Assignment	To understand the financial aspects of conducting an even
5	Focus on Standard operating Procedures & Checklists: Venue; Timing; Guest list; Invitations; Venue dressing; Equipment and facilities; Guest of honor; Speakers; Media; Photographers; Podium etc.; Celebrity endorsement; Staff recruitment and training; Catering; Health and safety issues; Insurance; Delegation and vendor management.	Lectures/ Fieldwork	Compliance of requirements for successfully organizing an event.
6	Event Marketing: Characteristics of Event Marketing, Event Sponsorship	Lectures/ Case Study/ Role play	To develop an understanding of event marketing
7	Event Coordination and Control - Event Staffing – Recruitment & Selection;	Lectures/ Role Play/ Field visits	To understand how event management companies align their



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	Training & briefing; Crowd Management; Operations & Logistics; Event Evaluation – Tools, Steps and Reason for event evaluation.		capabilities to deliver customer satisfaction
8	Trade Fairs - Objectives, Importance in B2B/B2C marketing, Branding and Communication	Lectures/ Trade fair Visi	Students will get practical exposure to all aspects of trade fair(s)



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	Multiple choice question test	20
Presentation	Group presentation	10
Case Study	Group Discussion	5
Participation		
Others	Attendance	5

**II) External:**  
**(Sample questions)**

- How would you deliver an outstanding **event** on a limited budget?
- How do you go about sourcing suitable and reliable partners and suppliers for an **event**?
- Can you tell me about an **event** that was at risk of going over-budget?
- What marketing techniques do you use?
- What **event** software do you normally use?

**Signature of Faculty**

**Signature of the Co-ordinator**