

	Event Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30	70	100	03	40

OBJECTIVE: The purpose of this paper is to acquaint the students with the concepts, which are helpful in developing sound sales, distributions policy and in organizing, managing sales forces and marketing channels

- Introduction to event management, concept & design, feasibility, legal compliance. **(7Hours)**
- Marketing, promotion, financial management & risk management. **Case Study1:** Emerging knowledge and innovation in event management **(8Hours)**
- Protocol, Staging & Staffing. **(9Hours)**
- Leadership, operation & logistics, safety & security. **Case Study 2:** Events Management: An International Approach **(7Hours)**
- Crowd management & Evacuation, monitoring, control and Evaluation. **(9Hours)**

SUGGESTED READINGS:

1. Denvy, D. (2001). Organizing Special Events and Conference. Pineapple Press, Sarasota, Florida.
2. Getz, D. (1993). Event Management and Event Tourism. Cognizant communication corporation, New York.
3. Wagen & Carlos, (2005). Event Management- Pearson Education, New Delhi.
4. **Case Study 1:** Lockstone-Binney, L. and Junek, M.R.a.O. (2013), "Emerging knowledge and innovation in event management", *International Journal of Event and Festival Management*, Vol. 4 No.3. <https://doi.org/10.1108/IJEFM-06-2013-0010>
5. **Case Study2:** Hay, B. (2019), "Events Management: An International Approach", *Journal of Tourism Futures*, Vol. 5 No. 1, pp. 104-105. <https://doi.org/10.1108/JTF-03-2017-0008>

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time

MBE II Year	MBE-E324/424	Semester-III/IV
	International Marketing Management	