

MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MBA - TOURISM AND TRAVEL MANAGEMENT(MBA TTM)

TMH -503: EVENT MANAGEMENT

Credits: 4

Learning Objectives

1. To acquire an in-depth knowledge about the specialized field of "Event Management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events
2. To help the students with the skills necessary for interacting with the various players involved in the Management of Events.

Learning Outcome:

1. Prepare the students to plan manage and run an event.

Pedagogy: Assignments, cases, projects, presentation and Lecture-cum-discussions.

UNIT I Concept of Events - Definition, Scope of Event Management, Advantages of events - to the Organizer, Event Planners, Participants, Economy and Society; Broad classification of Events. Conceptual foundations of events; Major characteristics, Five C's of Event Management.

UNIT II MICE Tourism - Evolution of MICE (Meeting, Incentives, Conferences and Exhibitions) industry; Components of MICE, Trade shows exhibitions/expositions: types of shows, benefits of exhibitions, Economic and social significance of MICE. Introduction to professional meeting, planning- definition, types and roles; associate, corporate & independent meeting planners; F& B management – services provided at meetings- meeting space- seating style..

UNIT III Event Activities -pre event – during event – post event activities, onsite management, principles of event management. Events and Tourism, Business tourist, Tourism & Culture, Incentive tours Risk Management, Safety and Global Issues in Event Management - Developing meeting plans – Check list - Gantt model – PERT. Programming: Agenda – developing agenda.

UNIT IV Events Venues - Concept and types; Conference venues - facilities, Selection of venue, factors determining the venue selection; check-in and check-out procedures, requirements; conference room lay-outs; Convention manager. Conference facilities in India - Role and functions of ICPB and ICCA.

UNIT V Event Promotions and Marketing – Interrelation between events & tourism industry- planning publicity – evaluation of meeting – post meeting evaluation. Contract negotiations - principles; negotiation with hotels, airlines and ground handlers and decision making.

UNIT VI Case studies of Events: Tourism festivals: Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals. Trade Fairs: World Travel Mart, ITB, TTW , PTW, Commonwealth games, Asian Games, Olympic, World cup Cricket, Soccer and other mega events.

Practical Skill Development

2. Organise various types of events in the university campus
3. Volunteering few programmes outside the campus of some Clubs, Associations, Companies etc.

References:

1. Avrieh, Barry (1994), Event & Entertainment Marketing, Vikas Publications, New Delhi,
2. Brenda R. Carlos Lynn Van Der Wagen (2005), Event Management.
3. C. A. Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, The Wiley Event Management Series.
4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
5. Gaur Sanjay Singh (2001), Event Marketing & Management, Vikas Publications, New Delhi.
6. Hoyle, Dorf & Jones (1995), Meeting conventions & Group business Educational institute of AH & MA.
7. Hoyle, L.H., TJA Jones (1995) Managing Conventions and Group Business, Educational Institute of AM & MA.
8. Julia Rutherford Silvers, Risk Management for Meetings and Events (Events Management.
9. Montgomery, R.J. (1994), Meeting, Conventions and Expositions, VNR, New York.
10. Peter Robinson (Editor), Debra Wale (Editor), Geoff Dickson (Editor), Events Management (CABI Tourism Texts)
11. Sandra K Strick , Meetings, conventions & exposition – An introduction to the industry, Rhonda Montgomery

