

GOVERNMENT OF PUDUCHERRY
TAGORE ARTS COLLEGE
PUDUCHERRY – 8

CERTIFICATE IN EVENT MANAGEMENT (CEM)

COURSE CURRICULUM AND REGULATIONS

CAREER ORIENTED COURSE SPONSORED BY UGC 2010-2011

CONTENT		TEACHING HOURS
PAPER-CEM-101	INTRODUCTION TO EVENT MANAGEMENT	45-3 CREDITS
PAPER-CEM-102	PLANNING FOR EVENT MANAGEMENT	45-3 CREDITS
PAPER-CEM-103	HUMAN RESOURCES IN EVENT MANAGEMENT	45-3 CREDITS
PAPER-CEM-104	BASIC ACCOUNTING FOR EVENT MANAGEMENT	45-3 CREDITS
PAPER-CEM-105	MARKETING FOR EVENT BUSINESS	45-3 CREDITS
PAPER-CEM-106	DISTRIBUTION CHANNEL IN EVENT BUSINESS	45-3 CREDITS
		TOTAL HOURS 270-18 CREDITS
ELIGIBILITY	: III YEAR STUDENTS OF ALL DISCIPLINES	
DURATION	: 6 MONTHS	

CEM-101 INTRODUCTION TO EVENT MANAGEMENT

OBJECTIVES:

- 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.

UNIT-1

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

UNIT-2

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

UNIT-3

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

UNIT-4

Socio-economic significance of event tourism, economic, social and culture and environments impact of MICE tourism, issues and challenges.

REFERENCES

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

CEM : 102 PLANNING FOR EVENT MANAGEMENT

OBJECTIVES:

- ❖ To enable students to understand the essentials of planning an event
- ❖ To acquaint students with practical aspects of organizing events of various forms
- ❖ To enable students to get knowledge of legal and ethical issues involved in event management

UNIT – 1

Planning, Concept, Nature and Practices in Event Management: Organizing and planning events, Customer relationship management, Starting and managing events business, Event coordination

UNIT – 2

Site Management, Selection, Planning and Development, Infrastructure management, Management of logistics, Crowd Management, Attendee care and comfort, Control, Participants, Management, Risk Preparedness

UNIT – 3

Organizing Events, Planning Check lists, Organizing Parade

UNIT – 4

Financial Management: Raising Funds, Investment, Fund Flow Management and Working Capital Decisions. Pricing strategies

REFERENCES:

1. Lynn Van Der Wagen & Brenda R. Carlos, **Event Management for Tourism, Cultural, Business and Sporting Events**, Pearson Prentice Hall, 2005
2. Anton Shone & Bryn Parry, ‘ **Event Successful Management**’ , Cengage learning 2002
3. Leonard H. Hoyle, Jr, **Event Marketing**, John Willy and Sons, New York 1997
4. Avrich, Barry Event and Entertainment Marketing, Vikas Publishing House New Delhi, 1994
5. Julia Rutherford Silvers **Professional Event Coordination**, John Willey & Sons 2003

CEM : 103 HUMAN RESOURCES IN EVENT MANAGEMENT

OBJECTIVES:

- To understand the importance of human resources in the event management environment
- To acquire the knowledge and skills of human resources practices
- To enlighten and appreciate role of human resource in organizing a successful event

UNIT – 1

Human Resources Planning for Event: Concept of human resources management – context and key issues of people in an event organization – organizing system and function of HR in event management – HR structure and strategy – HRM in the context of both mega events and smaller scale events

UNIT – 2

Human resources planning for event: man power planning – job analysis in event operation – recruitment sources, methods – skills testing and selection of people for specific event

UNIT – 3

Preparing human resources for event: Introduction – training of employees – training needs identification – training methods and evaluation of training – promotions – performance and potential appraisal – career development.

UNIT – 4

Wage and Salary Administration: Meaning – Purpose – Developing Wage and Salary Structure – Job Evaluation – Working Condition – Services. Performance of Evaluation Methods of Evaluation – Employee Morale – Stress Management and Quality of Work Life.

REFERENCE:

1. Lynn van Der Wagen, Human Resource Management for events: managing the event workforce (Events Management), Butterworth – Heinemann publication, 2006
2. Vengata Ratnam CS & Srivatsava BK, Personnel Management and Human Resources', (Tata Mc – Graw Hill, New Delhi,2003
3. Dessler, 'A Framework for HR Management', Pearson Edn India,2001
4. S.K.Chakravarthy, 'Managerial Effectiveness and Quality and Work Life', TMH, New Delhi,1987
5. Robert. L. Mathis & John. H. Jocsou, ' HRM' South Western Pub,2005

CEM : 104 BASIC ACCOUNTING AND FINANCE FOR EVENT MANAGEMENT

UNIT – 1

Accounting; Meaning, Concepts, Definition and Branches. Users of accounting information

UNIT – 2

Financial Accounting – concepts, principles and conventions. Double Entry System, accounting equation, accounting cycle

UNIT – 3

Preparation of journal entry, subsidiary book, ledger and trial balance

UNIT – 4

Cost accounting – concept, types and elements of cost, preparation of cost sheet

REFERENCE

1. R.L Gupta & M. Radhaswamy, Advance Accountancy – vol.I, Sultan Chand & sons 2006
2. Jawaharlal, Accounting for Management Himalayan Publishing House, New Delhi 2006
3. T.P.Ghosh, Fundamentals of Accounting, Sultan Chand and Sons, 2006
4. S.N. Maheswari & S.K. Maheswari Fundamentals of Accounting, Vikas Publishing House New Delhi, 2006
5. Gareth Owen Accounting for Hospitality, Tourism & Leisure, 2nd Edition, Prentice hall 1998

CEM : 105 MARKETING FOR EVENT BUSINESS

OBJECTIVES:

- ✳ To equip the students with marketing skills
- ✳ To know the principle of marketing
- ✳ To study the significance of event marketing

UNIT – 1

Introduction to Event Marketing: Nature, need and importance – Marketing for event – Special feature of event marketing – Event Marketing Mix: Product, Price, Promotion, Distribution, Partnership, Physical Evidence, Packaging, Programming – Market Research

UNIT -2

Understanding the Event Market: Concept of market in events – segmentation and targeting of the market for events – Positioning in events and the concept of Event Property – Repositioning of events

UNIT – 3

Event Promotion: Trends and Challenges – Marketing Communication: image, Branding, advertisement, Publicity, Public Relations – The five ‘W’s of Event Marketing – Marketing equipments and tools.

UNIT – 4

Marketing skills for Event Management: Creativity, Self Motivation, Emergency Preparedness, Team Building, Networking, Leadership and Coordination

REFERENCES:

1. Leonard H.Hoyle, ‘Event Marketing: How to successfully Promote Events, Festivals, Conventions and Expositions’, John Wiley and Sons, New York,2002
2. Gaur, ‘Event Marking and Management’, Vikas Publishing House, 2003
3. Allison Saget, ‘ The Event Marketing Hand Book’, Dearborn Trade Publishing,2006
4. Judy Allen, ‘ Marketing Your Event Planning Business’, John Wiley & Sons, Canada, 2004
5. Kotler, P, ‘ Marketing Management’, PHI, New Delhi,2006
6. Avrich, Berry, ‘ Event and Entertainment Marketing’, Vikas, New Delhi,2000

CEM : 106 DISTRIBUTION CHANNEL IN EVENT BUSINESS

As it is a certificate course, one more paper may be added in lieu of the project on event management. The name of paper is suggested as “Distribution Channel in Event Business” since this proposed course has much relevance in the context of event business scenario.

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DEPARTMENT OF TOURISM AND TRAVEL
MANAGEMENT

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STRUCTURE OF EXAMINATION

S.No	SUBJECT	HOURS	MARKS	ASSIGNMENTS
1.	INTRODUCTION TO EVENT MANAGEMENT	2	75	25
2.	PLANNING FOR EVENT MANAGEMENT	2	75	25
3.	HUMAN RESOURCES IN EVENT MANAGEMENT	2	75	25
4.	BASIC ACCOUNTING FOR EVENT MANAGEMENT	2	75	25
5.	MARKETING FOR EVENT BUSINESS	2	75	25
6.	DISTRIBUTION CHANNELS IN EVENT BUSINESS	2	75	25

MODEL QUESTION PAPER

TAGORE ARTS COLLEGE, PUDUCHERRY – 8

Certificate course in Event Management

PAPER –I CEM-101: INTRODUCTION TO EVENT MANAGEMENT

Time: 2 Hours

Marks: 75

PART-A

All Questions carry equal marks

(3 x 20 = 60)

1. Discuss briefly the functions of events.
(OR)
Elaborate the role of co-ordination in events
2. Discuss the role of event management incorporate world
(OR)
Explain the organizational skills essential for conducting an event.
3. Evaluate the socio-economic significance of Event tourism
(OR)
Briefly explain the role of infrastructure for MICE Tourism

PART-B

All Questions carry equal marks

(5 x 3 = 15)

1. MICE
2. Logistics
3. Business Traveler
4. Ethics of Events
5. Who is an Event Planner?
