



DEPARTMENT OF TOURISM STUDIES

P G D E M

**POST GRADUATE DIPLOMA
IN EVENT MANAGEMENT**

**COURSE STRUCTURE, SYLLABUS
AND REGULATIONS**



**SCHOOL OF MANAGEMENT
PONDICHERRY UNIVERSITY**

POST- GRADUATE DIPLOMA IN EVENT MANAGEMENT

Course Regulations

Eligibility Criteria for Admission

Candidates who wish to join the PG Diploma in Event Management should possess a Degree (10+2+3) in any discipline as recognized by the UGC with a minimum of 45 % of marks.

Duration of the Program

The PG Diploma in Event Management is of one year duration with two Semesters.

Class Timings

Classes will be held for 5 days in a week (Monday to Friday) from 5.30 P.M to 7.30 P.M

Attendance

A minimum of 70 % of attendance is necessary for every student to appear for End-Semester Examination.

Weightage of Marks

The weightage of marks between Internal Assessment and End-Semester Examination shall be 40 marks and 60 marks respectively.

Passing Minimum

A Student is declared to have passed a given subject if only he/she secures a minimum of 40 % of marks in the End-Semester Examination with an aggregate of 50 % of marks secured in Internal Assessment and End-Semester Examination put together. There is no minimum passing marks for the Internal Assessment component.

Grading

Grades will be awarded to each subject by the Program Committee of the respective Department as per the guidelines of the *Choice Based Credit System* (CBCS).

Faculty

Academically highly vibrant and professionally committed core faculty is participating in the program. They have excellent credentials in their own field of specialization through publications and consultant activities.

Faculty	Qualification	Specialization/Interest
G. Anjaneya Swamy Professor & Head	Ph.D. (Andhra University, Vishakapatnam)	General Management, Entrepreneurship Development and Services Marketing
Y.Venkata Rao Reader	Ph.D. (Tezpur University)	Human Resources Management, Organizational Behaviour, International Management
Sampad Kumar Swain Reader	Ph.D. (Utkal University)	Airlines Management and Eco- tourism, Research Methodology
Jitendra Mohan Mishra Assistant Professor	Ph.D. (HNB Garhural University)	Ecotourism, Accounting for Tourism, Tourism Geography, Tourism Law and Event Management
Anuchandran Assistant Professor	M.Phil. (Kerala University)	Destination Marketing, Health and Wildlife Tourism, Travel Agency and Tour Operations Management
Sibi George Assistant Professor	M.Phil. (Maduri Kamaraj University)	Airline Management, Hospitality Management and Tourism Product Development and Management.
Sherry Abraham Assistant Professor	Ph.D. (Bharathidasan University)	Hospitality Management, Ecotourism, Sustainable Tourism, Event Management, Communication Skills & Public Relation

COURSE STRUCTURE

SEMESTER - I

Code No.	Course	Credits
<i>PGDEM 101</i>	Event Management – Principles And Practices	3
<i>PGDEM 102</i>	Event Management Process	3
<i>PGDEM 103</i>	Tourism and Hospitality Management	3
<i>PGDEM 104</i>	Human Resources in Event Management	3
<i>PGDEM 105</i>	Accounting for Event Management	3

SEMESTER – II

Code No.	Course	Credits
<i>PGDEM 201</i>	Distribution Channels for Events Business	3
<i>PGDEM 202</i>	Event Marketing	3
<i>PGDEM 203</i>	Customer Relationship in Event Management	3
<i>PGDEM 204</i>	Event Risk Management	3
<i>PGDEM 205</i>	Event Management Scenario	3

SEMESTER – I

PGDEM -101: EVENT MANAGEMENT – PRINCIPLES AND PRACTICES

Credits: 3

Objectives

- To study the concept and significance of event tourism and event management;
- To understand the various dimensions of event tourism and their impact; and
- To comprehend the linkages of event tourism industry.

Unit- I

Concepts, Nature, Scope, Significance and Components of Events - Relationship between Business and Leisure Tourism - Systems approach to event management - Responsibility of event planners - Identifying suitable venue – Conference - Facility Layout.

Unit – II

Meaning and Functions of MICE Tourism - Meeting, Incentive, Conference and Exhibitions - Need for MICE - Growth of Incentive Travel and Incentive Programs - Motivation for Incentive Travel - Profile of Business & Corporate Travelers - Need of a Business Traveler - Client's Profile, Prospective Customers.

Unit- III

Infrastructure for MICE Tourism - Players in the Event Industry - Convention Centres – Transportation - Accommodation - Logistics - Catering - Human Resource - Civic Amenities and other Supporting Services - Sustainable Policies for MICE.

Unit – IV

Socio-Economic Significance of Event Tourism, Economic, Social and Cultural and Environmental Impact of MICE Tourism - Issues and Challenges.

Unit- V

Technology for Event Management - Providing Services at meetings - Spot Management, Pre and Post Convention Management - Demand and Supply - Organizers of Events - Meeting Planners.

REFERENCES

1. Buhalis & E. Laws (Eds) (2001) Tourism Distribution Channels: Practices, Issues and Transformations, London: Continuum.
2. Lawson, F. (2000). Congress, Convention & Exhibition Facilities: Planning, Design and Management. Oxford: Architectural Press.
3. Rogers, T. (1998). (2003). Conferences and Conventions: A Global Industry. Oxford: Butterworth-Heinemann.
4. Swarbrooke, J., & Horner, S. (2001). Business Travel and Tourism. Oxford: Butterworth-Heinemann.

PGDEM -102: EVENT MANAGEMENT PROCESS

Credits: 3

Objectives:

- To enable students to understand the essentials of planning an event;
- To expose students to practical aspects of organizing events of various forms; and
- To facilitate students to acquire knowledge of legal and ethical issues involved in event management.

Unit-I

Planning, Concept, Nature and Practices in Event Management - Organizing and planning events - Starting and managing event business - Event coordination.

Unit – II

Site Management: Selection, Planning and Development - Infrastructure management - Management of logistics - Crowd Management - Attendee care, Comfort and Control - Participants' Management - Risk Preparedness.

Unit- III

Organizing Events - Planning Check Lists - Organizing Parade.

Unit- IV

Financial management: Procurement of Funds - Investment - Funds Flow Management - Working Capital Decisions - Pricing strategies.

Unit – V

Legal and Ethical Compliance - Statutory and regulatory Obligations - Contracts and Service Levels Agreements - Effective Service Level Agreements (SLAs) - Keys to effective Implementation.

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, Successful Event 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 Wiley & Sons 2003.

PGDEM-103: TOURISM AND HOSPITALITY MANAGEMENT

Credits: 3

Objectives:

- To familiarize the students with the essentials of tourism;
- To help them appreciate various tourism products; and
- To provide basic knowledge of hospitality industry.

Unit-1

Introduction to Tourism – Nature, Importance and characteristics of Tourism - Components and elements of Tourism - Typology of Tourism - Tourism as a business - Overview of Tourism industries - Linkages with Event Management.

Unit- II

Travel Management – Transport and Tourism - Travel services and Products - Travel Distribution System - Travel organizations.

Unit-III

Development and Management of Attractions - Types of Tourism attractions - Process of developing visitor attractions - Business environment and visitor attractions - Visitor attraction Market.

Unit-IV

Hospitality Management- Nature and meaning of Hospitality - Hospitality related services - Characteristics and classification of tourism sectors - the Lodging industry - the Food service industry.

Unit –V

Accommodation Management and Operations - Service departments - Administrative departments - Production departments – Major segments of Hospitality industry.

REFERENCES

1. John Swarbrooke, The development and Management of visitors , Butterworth Heinemann, 2002.
2. Stephen J Page, Paul Brunt, Graham Busby, JoConnell, Tourism: A Modern synthesis, Thomson Learning, 2006.
3. Charles.R. Goeldner, J.R. Brent Ritchie, Tourism- Principles, practices and philosophies, JohnWiley & Sons, 2005.
4. K.S.Chon, Welcome to Hospitality: An Introduction, Delmar Cengage Learning, 2009
5. Denney G. Rutherford, Michael J. O'Fallon, Hotel Management and operations, Wiley& sons, 2006.

PGDEM – 104: HUMAN RESOURCES IN EVENT MANAGEMENT

Credits: 3

Objectives

- To understand the importance of human resources in the event management environment;
- To acquire the knowledge and skills of human resources practices; and
- To enlighten and appreciate role of human resources in organizing an event.

Unit – I

Human Resource Management for Events: Concept of human resources management - Context and key issues of people in an event organization – organizing system and functions of HR in event management – HR Structure and Strategy - HRM in the context of both mega events and smaller scale events.

Unit – II

Human resources planning for event: Manpower planning – Job analysis in event operations - Recruitment sources, methods - Skill testing and selection of people for specific event.

Unit – III

Preparing human resources for event: Induction.-Training of employees - Training needs identification – Training methods and evaluation of training – Promotions - Performance and potential appraisal - Career development –Personnel empowerment. – Safety, welfare and employees health.

Unit-IV

Wage and salary administration: Meaning – Purpose – developing wage and salary structure – Job evaluation – Working conditions – Services. Performance of Evaluation – Methods of evaluation - Employee morale - Stress management and quality of work life.

Unit – V

Labour Laws Applicable to Event management organizations: Trade Unions – Managing Conflicts – Disciplinary Process – Collective Bargaining - Workmen’s Compensation Act, 1923 – Industrial Disputes Act, 1947 – Trade Union Act, 1926 – PF and Bonus Act.

REFERENCE BOOKS

1. Lynn Van der Wagen, Human Resource Management for Events: Managing the event workforce (Events Management), Butterworth-Heinemann publication, 2006.
2. Venkata 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.Jackson, HRM, South Western Pub, 2005.

PGDEM – 105: ACCOUNTING FOR EVENT MANAGEMENT

Credits: 3

Objectives:

- To acquaint students with fundamental principles of accounting;
- To enable them to analyze and interpret the financial statements; and
- To help them to apply accounting principles and standards in the field of event management.

Unit – I

Accounting: Meaning, Concepts, Definition and Branches - Uses of accounting information.

Unit – II

Financial Accounting: Concepts, Principles and Conventions - Double Entry System - Accounting Equation - Accounting Cycle.

Unit – III

Preparation of Journal and Subsidiary Books, Ledger and Trial Balance.

Unit – IV

Preparation of Final Accounts – Trading, Profit & Loss Accounts, and Balance Sheet - Basic Understanding of Financial Statements - Changes in Financial Positions of a company.

Unit – V

Cost Accounting: Cost Concepts, Types and Elements of Cost - Preparation of Cost Sheet – Overheads – Classification of Overheads – Allocation and Absorption of Overheads.

Reference Books

1. R.L.Gupta & M. Radhaswamy, Advance Accountancy – Vol. I, Sultan Chand & Sons 2006.
2. Jawahar Lal, 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.

SEMESTER – II

PGDEM -201: DISTRIBUTION CHANNELS FOR EVENTS BUSINESS

Credits: 3

Objectives

- To understand the roles and functions of distribution channels for event business;
- To study the linkages and inter-linkages of event business; and
- To be familiar with the distribution networking and inventorying of supply.

Unit – I

Meaning and Functions of Distribution Channel - Concepts and Practices - Business Processes In Distribution Chains - Distribution Network - Organization and Registration.

Unit – II

Inter-relationships and Linkages, Establishing Contact – Performance and Demand Forecasting - Inventory Policy Decisions - Purchasing & Supply, Pre-/Post-Convention Touring - Method of booking Pre-/Post-Convention Touring.

Unit – III

Types of Suppliers: Accommodations - Transportation, Entertainment - Catering, Strategic, Tactical, and Operational Decisions in Distribution Channels - Distribution Modeling.

Unit – IV

Supply Chain Performance Measures: Inventory Management - Scheduling Decisions Performance Modeling - Supply Chain Planning, Design - and Optimization. Best Practices - Customer Service Order - Processing & Information Systems.

Unit – V

Internet enabled Supply Chains: E-Market Places - E-Procurement - E-Logistics, E-Fulfillment - Customer Relationship Management - Web Services - ERP and Supply Chains - Supply Chain Automation and Supply Chain Integration.

REFERENCES

1. Buhalis & E. Laws (Eds) (2001) Tourism Distribution Channels: Practices, Issues and Transformations, London: Continuum.
2. Holloway, J.C (2002) The Business of Tourism, Prentice Hall, Edinburgh.
3. Swarbrooke, J., & Horner, S. (2001). Business Travel and Tourism. Oxford: Butterworth-Heinemann.
4. Tum, J., Norton, P & Wright, J.N. (2006) Management of Event Operations, London, Butterworth-Heinemann.

PGDEM -202: EVENT MARKETING

Credits: 3

Objective:

- To help the students understand events market;
- To enable them to acquaint with event marketing processes; and
- To equip them with the necessary event marketing skills.

UNIT-I

Introduction to Event Marketing: Nature, need and importance - Marketing for events - Special features of event marketing - Event marketing mix: Product, Price, Promotion, Distribution, Partnership, Physical Evidence, Packaging, Programming - Market Research.

UNIT-II

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-III

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-IV

Concept of Pricing in Events: Setting pricing objectives in tune with marketing and business strategies - Feedback from the market - Skills required for negotiating the best price - Assessment of internal systems and overheads - Understanding of the discounting techniques - Checklist for pricing of events.

UNIT-V

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

Reference Books

1. Leonard H. Hoyle, Event Marketing: How to Successfully Promote Events, Festivals.
2. Conventions and Expositions, John Wiley and Sons, New York, 2002.
3. Gaur, Event Marketing and Management, Vikas Publishing House, 2003.
4. Allison Saget, the Event Marketing Hand Book, Dearborn Trade Publishing, 2006.
5. Judy Allen, Marketing your event planning business, John Wiley & Sons, Canada, 2004.
6. Kotler, Philip, Marketing Management, PHI, New Delhi, 2006.
7. Avrich, Barry, Event and Entertainment Marketing, Vikas, New Delhi, 2000.

PGDEM -203: CUSTOMER RELATIONSHIP IN EVENT MANAGEMENT

Credits: 3

Objectives:

- To help the students appreciate importance of customer relationship;
- To familiarize them with CRM practices; and
- To enable them apply CRM practices in event management.

Unit-I

Customer Relationship Management – Definition, Determinants of CRM - Stages in the development of Customer Relationship - Functions of CRM - Role of CRM - Significance of CRM.

Unit-II

Customer Relationship Management Value chain - Goals of CRM - Stages of CRM value - Customer Acquisition and Retention.

Unit-III

Managing and sharing customer data - Customer information data bases - Tools for capturing customer information - Data integration, Warehousing, Data mining and Data analysis.

Unit-IV

Customer portfolio strategy - Customer life cycle - Concepts of customer satisfaction and loyalty - Customer loyalty programs.

Unit-V

Information technology for CRM - Origin of CRM technology - CRM applications - Technology for the CRM value chain.

REFERENCES

1. Francis Buttle, Customer Relationship Management ; Concepts and Tools, Butterworth-Heinemann, 2008.
2. Simon Knox, Stan Maklan, Customer Relationship Management: Perspectives from the market place, Butterworth-Heinemann, 2003.
3. Jill Dyché, The CRM hand book: A business guide to customer relationship Management, Addison-Wesley, 2001.
4. Kristin Anderson, Carol Kerr, Customer Relationship Management, Mc.Graw Hills, 2001.
5. Judith W. Kincaid, Customer Relationship Management; Getting it right, Prentice Hall, 2003.

PGDEM – 204: EVENT RISK MANAGEMENT

Credits: 3

Course objectives

- To aware need of risk management in event operations;
- To know the fundamental issues and application of risk management in event; and
- To understand the risk management models.

Unit – I

Risk Management for Events: concept and scope of risk management in events - Nature of risk in different events - Role of risk management for meetings and events - Integration of risk management and event management - Risk and opportunity.

Unit – II

Risk identification: Describe challenges in the risk identification process - Select suitable risk identification mechanisms - Identify event and associated risks - Risk analysis and methods of analysis - Alcoholism and drugs, crowd control, fire safety and emergency medical services, food and water safety, outdoor events.

Unit – III

Risks in events: Emergencies and emergency preparedness - Critical issues for event safety - Outdoor events: Stage safety - Pyrotechnics, parades, and demonstrations.

Unit-IV

Risk Mitigation – Process, tools, techniques – Risk mitigation - Practices, procedures, and safeguards associated with the identification - Analysis, response planning, and control of the risks surrounding events of all types - Administrative Safeguards – Early warning system.

Unit – V

Health and safety codes - Public health issues - Occupational health and safety - Legal issues, contracts, Duty care - Future of Event Risk Management – Relevant case studies.

REFERENCE BOOKS

1. Julia Rutherford Silvers, Risk Management for Meetings and Events, Butterworth Heinemann, 2007.
2. Neil A. Doherty, Integrated Risk Management: Techniques and Strategies for Managing Corporate Risk (required), McGraw-Hill Professional Publishing, 2000.
3. Peter E. Tarlow, Event Risk Management and Safety, Wiley; 1st Edition (July 15, 2002).
4. Ian Cameron, Raghu Raman Process Systems Risk Management Elsevier Academic Press (2005).
5. Sadgrove, Kit, Complete guide to business risk management, Jaico Publication (1997).
6. Marrison, Chris, Fundamentals of risk measurements, Tata Mc Graw Hil, Delhi, (2002).
7. Hans Buhlmann, Mathematical Methods in Risk Theory, Springer – Verlag Berlin Heidelberg (1970).

PGDEM – 205: EVENT MANAGEMENT SCENARIO

Credits: 3

Objectives

- To enable the students to understand the contemporary trends and practices in event management; and
- To instill the abilities for effectively managing event management companies.

UNIT- I

Event Management trends, practices and issues - the Scope and challenges of event business in the domestic and global context – Need for strategic planning in organizing events - Creating and developing events.

UNIT-II

Socio-Cultural dynamics of event management - Legal environment - Economic environment - Event Information Systems - Operational use of technology in event promotion including internet marketing.

UNIT-III

Essentials of conferences, conventions, congresses, trade fairs, product launch, entertainment shows, sports events - Case Studies of premier event management companies - Acme Events, Miracle Magic, Angel Events, Progressive Event Management.

UNIT-IV

Event communications and presentation skills: Team building – Leadership - Communication and Presentation skills - Customer service - Innovative techniques.

UNIT-V

Managing events in the corporate world: Role and scope of corporate events - Unique elements of corporate culture - Roles and responsibilities of a Corporate Event Manager - Events as tools to implement corporate strategies.

REFERENCE

1. John Allen, Event Planning, John Wiley and Sons, Canada, 2000.
2. William O Toole, Phyllis Mikolaitis, Corporate Event Project Manager, John Wiley and Sons, New York, 2002.
3. Neil Thomas, the Concise Adair on Communication and Presentation Skills Thorogood, 2003.
4. Bill Wiley, Essential System Requirements: A Practical Guide to Event-driven Methods (IT), Addison Wesley, 2000.
5. Panwar J.S., Marketing in the New Era, Sage, 1998.
6. A.K. Bhatia, Event Management, Sterling, New Delhi, 2001.