



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF MANAGEMENT SCIENCE (PG)

VALUE ADDED COURSE – SYLLABUS

17VMBEM – EVENT MANAGEMENT

PAPER I – EVENT MANAGEMENT

UNIT I		4 Hours
What is Event Management - Need -Role - Qualities of an event manager - Introduction to events- Types of events- Meetings and conferences- exposition/trade shows - Wedding planning-Sports events- Cultural events - Government, civic and political events.		
UNIT II		4 Hours
Skills. Traits for Event Managers- Team management, Planning, Customer Relationship Management, Leadership, presentation skills – Negotiation.		
UNIT III		4 Hours
Concept development-Needs Analysis - Requirement Gathering- Event Planning- Resources mobilization & coordination-Bidding - Scheduling of event- Organization of events - Importance of organization in event planning -The components of organization, organization techniques- Location Planning.		
UNIT IV		4 Hours
Event promotion- Media Planning – Media campaign & management - Sponsor management – Accounting - Impact Assessment.		
UNIT V		4 Hours
Case Study Analysis – Event Management- Event promotion & Media Campaign		
Total Hours		20 Hours



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PAPER-II : CORPORATE MANAGEMENT AND COMMUNICATION

UNIT I		4 Hours
Management: - The Patterns Of Management – Management and Society: The External Environment, Social Responsibility and Ethics – Global and Corporate Management.		
UNIT II		4 Hours
Management Functions: Planning – Organizing – Staffing – Directing – Controlling - Decision Making & Coordination.		
UNIT III		4 Hours
Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations Business meetings – Business Etiquette.		
UNIT IV		4 Hours
Corporate Communication in Brand Promotion – Financial Communication – Crises Communication. - Business Presentation.		
UNIT V		4 Hours
Issues and Challenges in Corporate Management.		
Total Hours		20 Hours

Course Outcome: On Completion of this course the students will be able to

- Describe basis on various event and qualities of event manager.
- Exhibit awareness on event planning, concept development and location planning.
- Gain exposure on scheduling, organisation of events and its presentation.
- Acquire knowledge on event promotion, media campaign and sponsor management.
- Handle the event management and corporate communication effectively.



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