

Department of Tourism and Travel Management
School of Business Studies, Central University of Jammu

Teaching Plan

Academic Session : 2017-2018

Programme: MBA (TTM)

Semester: 3rd

Credits: 02

Course Title: Event Management

Course Code: PGTTM3F001T

Course Objective: The purpose of this course is to familiarize the students with the essentials of event management and the potential of MICE in the industry.

Course Incharge: Dr. Poonam Sharma

1st Week	Day	Title of Topic to be taught	No. of Hours	References
	1	Unit-I History and Growth of Events	1	Shone Anton and Parry Bryn, 'Successful Event Management A Practical Handbook' , p: 7-11. Bladen, Charles et al, 'Event Management A Handbook', p: 9-11
	2	History and Growth of Events	1	Shone Anton and Parry Bryn, 'Successful Event Management A Practical Handbook' , p: 7-11. Bladen, Charles et al, 'Event Management A Handbook', p: 9-11.
	3	Meaning of Events	1	Bladen, Charles et al, 'Event Management A Handbook', p: 2-8.
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2nd Week	1	Characteristics of Events	1	Getz Donald, 'Event Studies Theory Research and Policy for Planned Events', p: 36-51. Shone Anton and Parry Bryn, 'Successful Event

				Management A Practical Handbook', p: 15-20.
	2	Types of Events	1	Shone Anton and Parry Bryn, 'Successful Event Management A Practical Handbook' , p: 5-7.
	3	Social Implications of Events	1	Getz Donald, 'Event Studies Theory Research and Policy for Planned Events', p: 311-316. Shone Anton and Parry Bryn, 'Successful Event Management A Practical Handbook'
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3rd Week	1	Economic Implications of events	1	Getz Donald, 'Event Studies Theory Research and Policy for Planned Events', p: 317-320. Shone Anton and Parry Bryn, 'Successful Event Management A Practical Handbook'
	2	Political and Developmental Implications of Events	1	Getz Donald, 'Event Studies Theory Research and Policy for Planned Events', p: 311-316. Shone Anton and Parry Bryn, 'Successful Event Management A Practical Handbook'
	3	Case Study	1	Shone Anton and Parry Bryn, 'Successful Event Management A Practical Handbook', p:8.
	4			
	5			
4th Week	1	Unit-II Event Planning and Organizing	1	Williams David, 'Events Management A Practical Guide', p: 1-30
	2	Event Preparation	1	Bladen, Charles et al, 'Event Management A Handbook', p:

				23-36.
	3	Event Logistics and Support Services	1	Bladen, Charles et al, 'Event Management A Handbook', p: 93-107.
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5th Week	1	Financial Management	1	Williams David, 'Events Management A Practical Guide', p: 41-110. Bladen, Charles et al, 'Event Management A Handbook', p: 137-161.
	2	Event Marketing	1	Bladen, Charles et al, 'Event Management A Handbook', p: 162-190.
	3	Event Sponsorship	1	Williams David, 'Events Management A Practical Guide', p: 41-80.
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	5			
6th Week	1	Risk Management	1	Bladen, Charles et al, 'Event Management A Handbook', p: 202-208.
	2	Post Event Assessment	1	Williams David, 'Events Management A Practical Guide', p: 209-214.
	3	Case study of ITPO	1	Indiatradefair.com
	4			
	5			
7th Week	1	Seminar	1	
	2	Unit-III Components of MICE	1	Bladen, Charles et al, 'Event Management A Handbook', p: 300-325.
	3	Components of MICE	1	Bladen, Charles et al, 'Event Management A Handbook', p: 300-325.
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	5			
8th Week	1	Economic Significance of MICE	1	Bladen, Charles et al, 'Event Management A Handbook', p:

				300-325
	2	Social Significance of MICE	1	Bladen, Charles et al, 'Event Management A Handbook', p: 300-325
	3	Introduction to Professional Meeting Planning	1	Bladen, Charles et al, 'Event Management A Handbook', p: 300-325
	4			
	5			
9th Week	1	Convention Visitor Bureaus-ICPB	1	icpb.in
	2	ICCA	1	Iccaworld.org
	3	Travel Industry Fairs-Benefits	1	Bladen, Charles et al, 'Event Management A Handbook', p: 326-357.
	4			
	5			
10th Week	1	ITB	1	itb-berlin.de
	2	WTM	--	london.wtm.com
	3	BTF	1	
	4			
	5			
11th Week	1	PATA Travel Mart	1	pata.org/ptm
	2	KTM	1	keralatravelmart.org
	3	IITM	1	iitmindia.com
	4			
	5			
12th Week	1	Seminar	1	
	2	Seminar	1	
	3	Seminar	1	
	4			

	5			
Total Hours = 36				

Note: Subject to change as per the classroom requirements.

Suggestive Readings:

- Bladen Charles, Kennell James, Abson Emma and Wilde Nick (2012), Events Management An Introduction, Routledge.
- Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
- Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.
- Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
- David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.