

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM09 MBM5SEMM09 MFB5SEMM09
Course Title	Events Management

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Explain the basic concepts and relevant issues in Events Management
2. Develop the skills to manage the operational issues in Events Management
3. Design event management strategy

Syllabus

Teaching Hours

Unit I: Introduction to Events Management <ul style="list-style-type: none"> • Event marketing objectives and strategies • Choice of events • Types of events • Evolving scenario 	03
Unit II: Developing Event Management Strategies <ul style="list-style-type: none"> • Concept and design • Planning • Staging • Location management 	05
Unit III: Event Management Mix <ul style="list-style-type: none"> • Event marketing • Financial management • Risk management • Staffing • Operations and logistics management 	05
Unit IV: Managing Profitable Events <ul style="list-style-type: none"> • Monitoring Events • Control and evaluation • Event management careers 	02

Suggested Readings:

1. Wagen, L.V.D., and Carlos, B.R., Event Management: For Tourism, Cultural, Business and Sporting Events, Pearson
2. Shone, A., and Parry, B., Successful Event Management: A Practical Handbook, Thomson Learning
3. Tum, J., Norton, P., and Wright, J.N., Management of Event Operations, Elsevier