

MNPE-09425068494

In Collaboration with

**Karnataka State Open
University**

Manasagangotri, Mysore-6

Syllabus

Diploma in Event Management

www.maanarmadaedu.org

Diploma in Event Management

ELIGIBILITY - 10th Class pass under 10+2 system.

COURSE PERIOD: 1 YEAR

TOTAL MARKS: 800

SUBJECT TITLE	SUBJECT CODE	MARKS		
		Theory	Practical	Total
INTRODUCTION TO EVENT MANAGEMENT	DEM-101	50	50	100
MARKETING AND RESEARCH	DEM-102	50	50	100
BUSINESS COMMUNICATION	DEM-103	50	50	100
ADVERTISING AND SALES PROMOTION	DEM-104	50	50	100
MICE TOURISM	DEM-105	50	50	100
ENTREPRENEURSHIP IN TOURISM	DEM-106	50	50	100
CUSTOMER RELATIONSHIP MANAGEMENT	DEM-107	50	50	100
EVENT PLANNING AND ORGANIZING	DEM-108	50	50	100
PRACTICAL	DEM-109		100	100

Program Structure (Face to Face)

CODE	COURSE TITLE	CREDITS
DEM-101	INTRODUCTION TO EVENT MANAGEMENT	4
DEM-102	MARKETING AND RESEARCH	4
DEM-103	BUSINESS COMMUNICATION	4
DEM-104	ADVERTISING AND SALES PROMOTION	4
DEM-105	MICE TOURISM	4
DEM-106	ENTREPRENEURSHIP IN TOURISM	4
DEM-107	CUSTOMER RELATIONSHIP MANAGEMENT	4
DEM-108	EVENT PLANNING AND ORGANIZING	4
DEM-109	PRACTICAL- II	4
TOTAL CREDIT		36

DETAILED SYLLABUS

SEMESTER I

DEM 101: Introduction to Event Management

Total Credit : 4

Block 1

Unit 1 Introduction to Meeting and Event Management -

Definitions,
Importance,
Objectives,
Types,
Role of event organizer.

Unit 2 Decision making

Introduction
Programmed Decisions
Identifying a Problem
Developing Alternatives
Group Decisions

Unit 3 Leadership and supervision

Supervision,
Proposal writing.
Leadership,
Goal settings

Unit 4 Categories And Definitions

conferences
corporate meetings,
exhibitions,
conventions,
event festivals & fairs

Block 2

Unit 1 Event decorations

The importance of decorations
Decorating plans

Hiring a decorator
Party themes

Unit 2 Learning your clients' needs

Getting to know your client
Planning correctly for the right type of event
Who, what, when, where, and how?
Initial client contact form

Unit3 Selecting a location

Choosing a location
Steps to selecting the perfect location
Site inspection
Site inspection form
Securing the location

Unit 4 The Art Of Negotiation

Introduction
Definition of Negotiation
The Time Frame For Negotiation
Understanding Different Points Of View
Negotiating Techniques
The Role Of Personalities in Negotiations

Block 3

Unit 1 Corporate event management

Inviting delegates
Managing the corporate event
Monitoring social activities
Sending everyone home

Unit 2. Writing event contracts

Event contract basics
Contract components
Important legal terms

Unit 3 Entertainment and speakers

The purpose of entertainment and speakers
Endless entertainment choices
Entertainment planning
Speaker selection process

Unit 4 Management of Conference

Management of Conference at Site,
Trade shows and exhibitions,
Principal purpose,
Types of shows,
Tenefits,
Major participants

Block 4

Unit 1 Organization and membership

Evaluation of attendees.
Convention/exhibition facilities;
Benefits of conventions facilities,
Inter-related venues,
Project planning and development.

Unit 2 Proposal & Presentation

Introduction
The Proposal
Terms of Reference
The Presentation
The Environment

Unit 3 Conduction of the Event :

Communication and handling skill
Reception
Maintaining the infra structure and facilities
Systematic supervision to ensure proper distribution and discharge of duties
putting things back to the place

Unit 4 Feed back and Evaluation :

Communication processing skill
Gathering the all relevant information
Analysing the existing discrepancies

Adopting the means to plug it
Improvement of overall efficiency for the next event.
Documentation & Record keeping.

DEM 102: Marketing and Research

Total Credit : 4

Block 1 Concept of Marketing

Unit 1

Fundamentals of Marketing-
Introduction to market,
Modern concept of marketing, Concept and Orientation.

Unit 2

Organizing For Marketing- organization of marketing activities,
Organization by market, or by product type, Geography Based
Combination organization.

Unit 3

Marketing Environment-Economical forces,
Technological Factors, Socio cultural Factors, Demographical Factors,
Political-legal Environment, Competitive Environment

Unit 4

Review of the Marketing Mix
Research & Decision Making
Overview of the Research Process
Introduction to Market Research

Block 2 Market Analysis

Unit 1

Cluster analysis for identifying market segments
Conjoint analysis for Product research
Multi-dimensional scaling

Unit 2

Advertising research
Market and Sales Analysis
Sales forecasting

Unit 3

Test marketing
Pricing Research

Brand Equity Research

Unit 4

Promotion research
Consumer Behaviour Research
Distribution Research

Block 3 Market Reacherch

Unit 1

Cool hunting – socio cultural trends
Demand Estimation research
Test marketing

Unit 2

Industrial versus consumer marketing research.
Web based marketing research
Using the internet for collecting secondary data

Unit 3

Advantages and limitations in data collection
Analysis
accuracy

Unit 4

Implementation of Marketing Research Project.
Steps in formulating Market Research Projects
Research designs

Block 4 Reasearch Design and Evaluation

Unit 1

Definition of Research Design
Types of Research Design
impact

Unit 2

Exploratory Research
Conclusive Research
Its importance

Unit 3

Research process
Identification of Management Problem
Formulation of Research Problem

Unit 4

Steps in Research Process
Common Research Errors

Evaluation and Control of the Marketing Research Efforts

DEM 103: Business Communication

Total Credit : 4

Block 1 Introduction of communication

Unit 1

An overview of communication
Relationship between communication
and organisation effectiveness
pervasive nature of communication

Unit 2

Media Types- Objectives
Barriers
gateways in communication principles

Unit 3

Structure and layout of letters
Orders
Execution

Unit 4

Complaints and Adjustments
Collection and circular letters
Application letters.

Block 2 Reports

Unit 1

Types of reports
Structure of report
methods of collecting and preparing materials

Unit 2

Drafting of report
Notices
Importance of notices

Unit 3

Agenda
Minutes of Meetings
Reports of the Board of Directors

Unit 4

Press report
Its importance
Impact on audiences

Block 3 Office Circular and Memorandum**Unit 1**

Office circulars
office notes
Suggestions

Unit 2

Complaints
office memorandums
its importance

Unit 3

Presentation of reports
public speaking
negotiations

Unit 4

Body Language
Its importance
Presentation Aids

Block 4 Application of Computer**Unit 1**

Computer applications
Use of computers in business
Use of MS Office

Unit 2

Computers in business communication
Introduction to business communication via use of computers
Use of windows

Unit 3

Use of different application for the use of communication
Market communication with the use of computers
Uses of computers in Indian market as a business point of view

Unit 4

Introduction to Windows-Use of Access
Excel

Power Point and Word

DEM 104 : Advertising and Sales Promotion

Total Credit : 4

Block 1 Introduction to Advertising

Unit 1

Introduction to Advertising-marketing-mix ,
defining advertising,
development of modern advertising.

Unit 2

Classifying Advertising-consumer advertising,
advertising to business and profession,
non-product advertising.

Unit 3

Planning Advertising Campaign-Appraisal of advertising opportunity,
set advertising objectives,
determine advertising budget, decide
media and creative strategy

Unit 4

Budgeting a Conference Exhibition:
Use of Budget preparation,
Estimating,
fixed and variable costs,
cash flow,
sponsorship and subsidies.

Block 2 Advertising management

Unit 1

Client And Advertising Agency-Role of advertiser
Agency structures
Agency Compensation,Agency Evaluation.

Unit 2

Brand Image-Brand Awareness,Brand
Attitude and feelings,
Brand Equity,Brand Marketing.

Unit 3

Media Evaluation-Types of Media,
Establishing media objectives,
Market analysis
Identifying target market,
Transit advertising.

Unit 4

Advertising management
media strategy,
message strategy,
media planning,
media buying

Block 3 Sales Promotion And Marketing

Unit 1

Creative Strategy-Planning and Development-what is creativity
Styles of Thinking,
Planning
Creative Strategy.

Unit 2

Creative Strategy-Execution and Evaluation-
advertising appeals
execution styles, Advertising

Unit 3

Sales Promotion And Marketing Communication
promotion mix,
public relation,
sales force management, communication process

Unit 4

Sales promotion strategy
Methods of sales promotion
Brand strategy
Consumer attitudes and buying patterns
competitive strategy

DEM105: MICE TOURISM

Total Credit : 4

Block 1

Unit 1

Role of events for promotion of tourism
Types of Events-Cultural
festivals, religious, business etc.

Unit 2

Need of event management
key factors
Case studies

Unit 3

CONCEPT OF MICE
Introduction of meetings,
incentives

Unit 4

conference/conventions
exhibitions
its impact on market

Block 2

Unit 1

Definition of conference
components of the conference market
nature of conference markets

Unit 2

demand for conference facilities
The impact of conventions on local communities
The impact of conventions on national communities

Unit 3

Trade shows and exhibitions
Management of Conference at Site
principal purpose

Unit 4

Type Of shows

Benefits
major participants,

Block 3

Unit 1

evaluation of attendees
Convention/exhibition facilities
Benefits of conventions facilities

Unit 2

Inter-related venues
Project planning
Development

Unit 3

Use of Budget preparation
Estimating
fixed and variable costs

Unit 4

cash flow
sponsorship
subsidies

Block 4

Unit 1

Registration, Seating Arrangements in conferences
Documentation
interpreting press relation

Unit 2

Computer Graphics
Teleconferencing
Recording and Publishing Proceedings

Unit 3

Interpretation and language
Role of travel sector
Role of travel Agency in the management of conferences

Unit 4

Hotel Convention Service Management
Human Resources Management Transportation
Roles and function of ICIB

DEM 106:Entrepreneurship in tourism

Total Credit : 4

Block 1

Unit 1

ENTREPRENEURSHIP DEVELOPMENT
Definition of entrepreneurship
emergence of entrepreneurial classes

Unit 2

role of socio-economic environment
characteristics of entrepreneur leadership, risk taking,
decision-making & business planning

Unit 3

External environmental analysis (economic, social & technological)
competitive factors-legal requirements for establishment of
a new unit related to tourism & raising of funds venture capital sources & documentation
required

Unit 4

venture capital sources & documentation required
Entrepreneurial prospect in tourism
Travel sector

Block 2

Unit 1

Documentation
Ticketing
Packaging

Unit 2

Insurance
Hospitality
Fast food, Inn Management

Unit 3

Indoor Catering
Outdoor Catering
Its importance

Unit 4

Entrepreneurial development Program
EDPs & their role,
relevance and achievements roles

Block 3

Unit 1

role of Government in organizing EDP
evolution of EDP
Importance

Unit 2

Social responsibility
Business responsible for social responsibility
Social responsibility in market

Unit 3

Role of entrepreneur
Scope of entrepreneurship
Importance of entrepreneurship in India

Unit 4

Growth for entrepreneurship
Impact on Indian markets
Essentials of Entrepreneurship

Block 4

Unit 1

entrepreneur in economic growth
entrepreneur as an innovator
generation of employment opportunities

Unit 2

complementing economic growth
impact on social stability
balanced regional development

Unit 3

development of industries
growth with the help of entrepreneurship
importance in this regard

Unit 4

emphasis on tourism
major roles in entrepreneurial tourism
foreign earnings

DEM 107:Customer relationship management

Total Credit : 4

Block 1

Unit 1

An Overview of Consumer Behavior
Buying Process,
The Buying Situation
Determinants of Consumer

Unit 2

Consumer Loyalty And Profitability
Customer Portfolio Management
choice criteria

Unit 3

Customer Relationship Management
emotional engagement
customers, relationship marketing

Unit 4

Analytical CRM: Managing and sharing customer data –
Customer information databases,
Ethics and legalities of data use.
Data Warehousing and Data Mining concepts.
Data analysis:

Block 2

Unit 1

post purchase evaluation
creating need of purchase,
problem reorganization.

Unit 2

Information search, evaluation of Alternatives,
Analysing situations,
implementing best strategy

Unit 3

CRM Implementation:
Defining success factors,
preparing a business plan - requirements,
justification, processes. Choosing CRM tools:
Defining functionalities, Homegrown versus out-sourced approaches

Unit 4

Managing customer relationships:
conflict, complacency,
Resetting the CRM strategy. Selling CRM .internally:
CRM development Team,
Scoping and prioritizing,
Development and delivery, Measurement.

Block 3

Unit 1

Evolution of Web marketing
Promotion of web-brands
web advertising-
Choosing an ideal ISP- Producing

Unit 2

Cross Selling and Up-selling- Customer Retention, Behaviour Prediction
Customer Profitability and Value modelling-
Channel Optimisation personalization-Event Based Marketing

Unit 3

Supplier Relationship Management
Partner Relationship Management
Supply Chain Management (SCM)

Unit 4

Preparing the CRM Business Plan
Choosing the CRM Tool- CRM Implementation
CRM Road Blocks

Block 4

Unit 1

Customer relationship management:
Software and Implementation Modules
CRM links in e-Business: E-Commerce and Customer Relationships.

Unit 2

Sales Force Automation:
Sales Process Activity Management
Sales & territory management-

Unit 3

Contact Management- Lead Management
Configuration Support- Knowledge Management
Field Force Automation

Unit 4

Warehousing and Data Mining concepts.

Data analysis: Market Basket Analysis (MBA),
Click stream Analysis, Personalization and Collaborative Filtering.

DEM 108: Event Planning and Organizing

Total Credit : 4

Block 1

Unit 1 An introduction to event planning

The role of an event planner
The qualities of a good event planner
Unexpected circumstance or poorly planned?

Unit 2 Organization

The importance of organization in event planning
The components of organization
Organization techniques

Unit 3 Organization deterrents and behavior

Tips for better organization
Organization deterrents
Organisation behaviour

Unit 4 Corporate event planning

Planning and organizing
Creating an event program
Creating an event schedule.

Block 2

Unit 1 Planning

Developing a party diary
Creating the perfect party
Party planning timeline and 'to do' list
Hosting a children's party

Unit 2 Planning a dream wedding - Part one

The role of the Wedding planner
The planning process
Wedding budgeting

Unit3 Planning a dream wedding - Part two

The wedding timeline
Guest list and invitations
Photos and videos
The wedding cake

Unit 4 Planning a dream wedding - Part three

Wedding flowers
Ceremony music
The final phase wedding timeline

Block 3

Unit 1 Marketing your event planning business

Marketing your event planning business
The importance of a phone number
Printed materials

Unit 2 Print ads

Print ads
Create a website
Networking
The importance of networking

Unit 3 Writing event proposals

Outlining an event proposal
Event proposal format
Sample event proposal

Unit 4 Financial Plan

Key Financial Indicators
Break-even Analysis
Projected Profit and Loss
Projected Cash Flow

Block 4

Unit 1 Planning, Scheduling and Organising

Arrangement of infra structure and facilities
Venue, Material ,Transport facilities ,
P A system ,decoration, tenting, Furniture, fooding,

Unit 2 Safety requirement

Fire fighting requirement,
First aid ,
Electrical safety ,
Refreshment and recreation,

Unit 3 General amenities

Legal formalities & Permission from competent authority,
Cost estimation.
Team Building & Work Distribution

Unit 4 Time Management

Maintaining patience,
Responding and moving on,
Asking questions and offering help, summarizing, interrupting politely, using by
name,
meeting dead lines & target within time frame.

DEM 109 : Practical

Total Credit : 4

Block 1 EVENT MANAGEMENT LAB

Unit 1

Safety and fire fighting practice, Security arrangement.

Unit 2

Cross occupational skills:-Dealing with enquiries, complaint , problem solving, listening to the problem.

Unit 3

Designing & Development of print of display material for an exhibition along with publicity & promotional material for the event.

Unit 4 Designing & implementation of Pre-testing / Evaluation tools for audio, video, print, display & publicity material.

Block 2 COMPUTER OPERATIONAL SKILLS

Unit 1

Demonstration and identification of different input output devices – CPU, VDU, Keyboard, Interconnecting Cords, Hard disk, floppy disk, CD ROMs etc. Key Boarding Skills.

Unit 2

Demonstration on Window O.S. :- Booting practice, Use of task bar, start button, title bar, mouse menu and window's help, using My Computer and Recycle bin etc. Opening and closing different windows, creating and renaming files and folder Hands on practice of basic files.

Unit 3

Demonstration practice on MS office, Work sheet (MS Excel), Data-based Management system.

Unit 4

Internet operation:- Networking concept, LAN WAN, Services on Internet Websites(www) e-Mails, Voice Mails, Browser and search engines. Searching, Downloading, Printing, Saving portion of webpage. Email addressing, Inbox, outbox viewing, sending and saving mails. Sending same mails to various users (multi-address) sending attachment and enclosures, Web Page Transaction.

Block 1

Unit 1

Identify key elements in planning a successful meeting or event.

Unit 2

Understand the relationship between proper etiquette and business meeting or business social even.

Unit 3

Determine meeting financial goals and objectives; understand cost-control methods.

Unit 4

Identify basic site selection process; understand value of knowing meeting objectives, history, audience, physical requirements and expectations before site selection.

Block 2

Unit 1

Recognize different types of transportation necessary for all types of meetings or events.

Unit 2

Develop and implement marketing plan including timelines, budgets and means of marketing.

Unit 3

Understand the pros and cons of destination management, importance of communication.

Unit 4

Complete case study and present to class.