

MES ARTS AND SCIENCE COLLEGE, KUTTIPPURAM

SYLLABUS FOR ADD-ON COURSE

EVENT MANAGEMENT

(Hours per week:3, Total Hours:45)

Module I: Introduction to events (Hrs:8)

Meaning and definition of events – characteristics and advantages – Types – Essential Qualities and skills required for Event Manager –Role of an Event Manager – Five Cs of Event Management - Event Management as a career

Module II: Concept and Design of Events (Hrs:9)

Developing and analyzing event concept – Designing the event – Logistics of event concept

Module III: Staging an Event (Hrs:11)

Choosing an event site – Developing theme- Conducting Rehearsals – Providing Services – Arranging Catering – Managing the environment

Module IV: Event close-down and Evaluation (Hrs:8)

Close-down – Event evaluation – Sources of information for evaluation of event – Event divestment and Legacies

Module V: MICE in India (Hrs:9)

Components, significance and role of MICE – MICE Destinations in India – Current scenario of MICE in India

HOD:

Principal: