

# MGT 257: Event Management

*Full Marks: 100*  
*Pass Marks: 35*

*Lecture Hours: 150*

*Nature of the Course: specialization*

## **Course Objectives**

This course aims to impart the basic event management knowledge and skills to the students so as to enhance their event managerial capabilities and enable them to apply in the practical field. The course provides a comprehensive knowledge to students about the various issues related to event and help them understand the major functions and activities in event management.

## **Learning Outcomes**

Upon successful completion of this course, students will be able to:

- Understand what event management is and why it is important to business management students
- Understand event as a project
- Have developed a working knowledge of fundamental terminology in the event management
- Be able to identify and apply appropriate event management techniques in the event industry
- Have an understanding of the skills, abilities and tools needed to perform a job of event management.
- Understand the concept, principles and issues of event regulation and laws
- Understand the nature and scope of events in different sectors

## **Course Description**

This course contains the introduction to event management, events as project, event planning and team management, activities in event management, development of event strategy, event safety and security, event laws and license, basic event accounting and events in different sectors and project work related to event management.

## **Course Details**

### **Unit1: Introduction to Event Management**

**20 LHs**

Meaning of Event, Characteristics of Event, Historical Perspective of Event, Types of event: On the Basis of size (Local, Major, Hallmark and Mega Events) and On the Basis of Contents (Cultural, Musical, Sports, Private, Political, Corporate, Religious). Event Management: Meaning, Principles, and Challenges, Event Team, Code of ethics, Feasibility analysis, Event Industry: Meaning and Characteristics, Event management and business.

**Unit 2: Events as Project****15 LHs**

Definition, Common Characteristics of Event and Project, Organizational Structure of Event Project, Project Planning, Project Optimization, Project Evaluation and Review Technique, Project Crashing, Project Risk Management, Project Implementation, Project Breakdown and Shutdown

**Unit 3: Event Planning and Team Management****15 LHs**

Concept of event planning, Developing a mission and Establishing Objectives, Setting Event Theme, Event Wow Factor, Event staging and logistics planning, Preparing event proposal, Event Sustainability, Protocols, Dress codes, Staffing, Event Leadership: Traits, characteristics and Roles, Management of event Teams: Team Planning, Team Development, operationalizing Team, Volunteer Management and Meetings management, Event Induction and Acculturation and Communication with event team.

**Unit 4: Activities in Event Management****25 LHs**

Communication Components for Networking (Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Marketing, Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity), Event Sponsorship, Event Branding, Advertising/publicity and Public relations, Event Contracts (Venue Contract, Sponsor and exhibitor contract, Entertainment contract, Other supplier contract) Managing Event Logistics: Costumer Logistics (Ticketing, Queuing, Transportation and Accommodation) and Venue Logistics (Venue/site design, Supplier logistics, Food and beverage, Stewarding and security, Flow and people management, VIPs, Communication procedure), Activities in Event Management (Pre-event Activities, During-event Activities, Post-event Activities), Event Management (Planning, Organizing, Staffing, Leading and Coordination, Controlling), Event Management Information System,

**Unit 5: Development of event strategy****10 LHs**

Setting Vision, Mission and Objectives, Environmental Assessment: Assessment of Business Potential, market attractiveness and event strength, Development of the Strategic Market Plan, Way Forward for Gaining Competitive Advantages,

**Unit 6: Event Safety and Security****10 LHs**

Event Security, Occupational safety and Health, Crowd management and Evacuation, Major Event risks, Event Insurance, Incident reporting, Emergency Planning and Procedures

**Unit 7: Event Finance****10 LHs**

Event Costing, Event Pricing, Budgeting, Calculation of Breakeven point: Flexible and its use to gain advantages in competitive market, Cash flow analysis, Projected Income statement of future events, Panic payments, Financial control system.

**Unit 8: Event Laws, License and Practices in Nepal****15 LHs**

Licenses and Permits, Event Ownership and Duty of Care, stakeholders and official bodies, Event management practices in Nepal, Problems and Prospects of Event Management in Nepal. Way forward to strengthen the event business in Nepal from the policy and economic perspective.

**Unit 9: Events in Different Sectors****20 LHs**

Corporate Events, Types of Corporate Events (Meeting and conferences, Networking events, Corporate hospitality, Exhibitions and trade shows), Events in Public Sector and Non-government sectors, Cultural Events and Festivals, Sports Events, Mega Events: meaning and characteristics, Impact of Mega Event on Tourism, economy and politics, Non-Profit Events (Fundraising events, Political events, Religious events), Private Events.

### **Project Work and Development**

**10 LHs**

The final project work is made an essential academic requirement for the fourth year students in all concentration courses. The faculty will give home/field assignment to students to develop/ design/ evaluate/ analyze/ control/ or similar other task related project to event management, and discuss in classroom so that students learn practicum on event management.

#### ***Suggested Reading:***

Jones, Meegan (2014). *Sustainable Event Management*, Routledge.

[Capell](#), Laura (2013). *Event Management for Dummies*, Wiley.

Lynn Van Der Wagen and Brenda R. Carlos (2020). *Event management*, Pearson/Prentice Hall

Glenn A.J. Bowdin (2010). *Event management*, Oxford.

Bladen, Charles et al. (2012), *Events management: An introduction*, Routledge.