

**PRE-REQUISITE**

THM-304 Hospitality Operations

**LEARNING OUTCOMES**

Upon completion of this course the student will be able to:

1. know the kind of events organized in the market
2. know the business approach of an event
3. know the financial and budgeting to organize an event
4. know the human resource management for an event
5. know the marketing tactics of an event
6. practice and managing an event

**COURSE INTRODUCTION AND OBJECTIVES:**

This is a senior level course designed to build the overall an understanding of event management in hospitality and tourism industry. This course will give the students the complete over view to organize an event. Students will be taught the main Strategies in the event industry. They will learn about the key elements to organize a successful event.

**Module-1****Introduction**

- Introduction to Events, Current market demand and organizing an event, Event: a successful business approach

**Module-2,**

- Event Analysis
- Relationship between Hospitality and Event Management
- Role of social, economic and political factors

**Module-3****Event Planning**

- Detailed planning of an event, Event tourism planning
- Marketing of an event
- Financial management and budget control
- Event logistic and Supplies
- Organizing a team during an event

**Module-4****Event Management**

- Time management during an event
- Suitable location for an event
- Complete analysis, Check list of venue requirements
- Complete details about guest, Food and Beverages for an event
- Farewell and follow up

- Event practical
- Writing a Report

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Ferdinand, N., & Kitchin, P. J. (2022). *Events Management: An International Approach* (Third ed.). SAGE Publications Ltd.
2. Conway, D. G. (2020). *The Event Manager's Bible 3rd Edition: The Complete Guide to Planning and Organising a Voluntary or Public Event* (3rd ed.). Robinson.
3. Parry, B., & Shone, A. (2019). *Successful Event Management: A Practical Handbook* (5th edition). Cengage Learning EMEA.
4. Raj, R., Walters, P., & Rashid, T. (2017). *Events management: principles and practice*. Sage.
5. Jones, M. (2017). *Sustainable event management: A practical guide*. Routledge.
6. Pielichaty, H., Els, G., Reed, I., & Mawer, V. (2017). *Events project management*. Routledge..
7. Genadinik, A. (2017). *Event Planning: Management & Marketing for Successful Events*. Createspace independent publishing platform.

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**Module-1: Planning of an Event**

- Pre-planning of an event regarding demands and equipment of an event

**Module-2: Visit of Events**

- Industrial visits regarding marketing and planning of an event.

**Module-3: Organizing an Event**

- Organizing an event on pilot scale to elaborate different parts of event

**Module-4: Post Event Planning**

- Evaluate your event organized by your group draw backs of event and presenting your event on multimedia

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