

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		Details
1.	Mid Term Assessment		It takes place at the mid-point of the semester
2.	Formative Assessment		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		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.