

FATIMA COLLEGE (AUTONOMOUS)

MARY LAND, MADURAI -18

DEPARTMENT OF BUSINESS ADMINISTRATION

OFFERS

ONLINE COURSE ON

EVENT MANAGEMENT

ONLINE COURSE FEE : Rs.750

LAST DATE TO APPLY : DECEMBER 2020



RUSH TO JOIN SPLASH IN CAREER





Fatima College
(Autonomous)
Mary Land, Madurai - 625018, Tamil Nadu.

DEPARTMENT OF BUSINESS ADMINISTRATION

ONLINE COURSE -EVENT MANAGEMENT (19UGVACVA1)

SYLLABUS

Course Description:

Event Management course gives an insight about the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions. It involves studying the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event.

COURSE OBJECTIVES:

To make the students aware of the smooth running of the event, to minimize the risks, and to maximize the enjoyment of the event audience.

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

CO1-----Understand & Analyze the concept Designing the event

CO2-----Learn to Plan & organize an event in an effective way.

CO3-----Acquire The knowledge About Risk Management & Enhance the learners to develop

the skills to organize an event

CO4-----Understand Occupational safety , steps for electrical equipment & Work place

CO5----- Understand the Crowd management & Issues related to monitoring & control

UNIT-1 - INTRODUCTION

Meaning-Types of events-Size of events-The event team-Developing the concept-Analyzing the concept Designing the event

UNIT-2 - PLANNING & ORGANISING AN EVENT

Planning process -Staging-steps involved in staging an event-choosing the event site-Developing the theme -Conducting rehearsals -Providing services-Arranging catering -Organizing accommodations -Managing the environment-Developing leadership skills -Group development-Improving communication-Time management

UNIT-3 - MARKETING & RISK MANAGEMENT

Nature of event marketing -Process- of event marketing-The marketing mix -Risk management-meaning-Types of risks relevant to event-Process of risk management -Incident reporting -Logistics-concept-Functional areas

UNIT-4 - SAFETY AND SECURITY

Concept-Occupational safety and health-employer responsibilities-Employee rights – Insurance-Safe lifting techniques, lifting heavy loads-Possible solutions, safety steps for electrical equipment-Work place electrical safety tips, cords, equipments, and tool grounding-Safe use of machinery, safe handling of hazardous substances-Safety-signs, first-aids, incident reporting

UNIT-5 - CROWD MANAGEMENT & MONITORING, CONTROL SYSTEMS

Crowd management-concept-Emergency planning team-Implementing Emergency procedures-Monitoring & Control systems-concept, -Issues related to monitoring & control -Implementation of priority procedures, -Delegation of decision making, -Flexibility in operational procedures, -Assuring customer satisfaction and controlling finances.

TEXT BOOK: Event Management- by Lynn Van Der Wagen& Brenda R.carlos

S.L. Kumari
Head
Department of Business Administration
Fatima College (Autonomous)
Madurai-18



FATIMA COLLEGE (Autonomous), MADURAI - 625 018

(Affiliated to Madurai Kamaraj University)

College with Potential for Excellence (2004-2019) - Re-Accredited with 'A' Grade by NAAC (3rd Cycle)

B.B.A. DEGREE EXAMINATIONS

STATEMENT OF MARKS AND GRADES



NAME : REYANA J					CENTRE CODE 603			REGISTER No. : 2018BB46 EXAM - M & Y : APR. 2021 PUBLICATION DATE : 07.07.2021										
PROGRAMME : B.B.A.																		
SEM	PART	COURSE CODE	CHOICE BASED CREDIT SYSTEM COURSE TITLE ENGLISH MEDIUM	CREDITS	MAXIMUM			MARKS SECURED			GRADE POINT	GRADE	RESULT	M & Y				
					INT.	EXT.	TOT.	INT.	EXT.	TOT.								
I	I	TSUC1	PART I LANGUAGE - TAMIL	3	25	75	100	20	56	76	7.6	D	P	A 19				
I	II	ELC1	PART II LANGUAGE - ENGLISH (ADVANCED)	3	25	75	100	21	62	83	8.3	D+	P	N 18				
I	II	ELC2	PART II LANGUAGE - ENGLISH (ADVANCED)	3	25	75	100	22	51	73	7.3	A++	P	A 19				
I	III	U1CC1	BUSINESS COMMUNICATION	3	25	75	100	18	37	55	5.5	B+	P	N 18				
I	III	U1CC2	FUNDAMENTALS OF MANAGEMENT	4	25	75	100	21	56	77	7.7	D	P	N 18				
I	III	U1AC1	BUSINESS STATISTICS	5	25	75	100	19	61	80	8	D+	P	N 18				
II	III	U2CC3	FINANCIAL ACCOUNTING	5	25	75	100	23	64	87	8.7	D++	P	A 19				
II	III	U2CC4	MANAGERIAL ECONOMICS	4	25	75	100	21	52	73	7.3	A++	P	A 19				
II	III	U2AC2	MATHEMATICS FOR MANAGEMENT	5	25	75	100	23	74	97	9.7	O+	P	A 19				
III	III	U3CC5	ORGANISATIONAL BEHAVIOUR	4	25	75	100	24	60	84	8.4	D+	P	N 19				
III	III	U3CC6	MARKETING MANAGEMENT	4	25	75	100	23	58	81	8.1	D+	P	N 19				
III	III	U3CC7	COST ACCOUNTING	4	25	75	100	25	60	85	8.5	D++	P	N 19				
III	III	U3CC8	FINANCIAL SERVICES	4	25	75	100	24	60	84	8.4	D+	P	N 19				
III	III	U3ACK3	BANKING LAW AND PRACTICE	5	25	75	100	21	50	71	7.1	A++	P	N 19				
IV	III	U4CC9	HUMAN RESOURCE MANAGEMENT	4	70	30	100	64	24	88	8.8	D++	P	A 20				
IV	III	U4CC10	OPERATIONS MANAGEMENT	4	70	30	100	53	23	76	7.6	D	P	A 20				
IV	III	U4CC11	MANAGEMENT ACCOUNTING	4	70	30	100	62	24	86	8.6	D++	P	A 20				
IV	III	U4CC12	SERVICES MARKETING	3	70	30	100	62	24	86	8.6	D++	P	A 20				
IV	III	U4ACK4	MANAGEMENT INFORMATION SYSTEMS	5	25	75	100	22	66	88	8.8	D++	P	A 20				
V	III	U5CC13	FINANCIAL MANAGEMENT	4	25	75	100	23	66	89	8.9	D++	P	N 20				
V	III	U5CC14	TAX LAWS	4	25	75	100	23	71	94	9.4	O	P	N 20				
V	III	U5CC15	CASE ANALYSIS	4	25	75	100	24	67	91	9.1	O+	P	N 20				
V	III	U5CC16	BUSINESS LAW	4	25	75	100	24	59	83	8.3	D+	P	N 20				
V	III	USME1	INTERNATIONAL BUSINESS MANAGEMENT	5	25	75	100	23	58	81	8.1	D+	P	N 20				
VI	III	U6CC17	OPERATIONS RESEARCH	4	25	75	100	18	55	73	7.3	A++	P	A 21				
VI	III	U6CC18	ENTREPRENEURSHIP	4	25	75	100	21	57	78	7.8	D	P	A 21				
VI	III	U6CC19	ENVIRONMENT OF BUSINESS	4	25	75	100	22	58	80	8	D+	P	A 21				
VI	III	U6ME3	RETAIL MANAGEMENT	5	25	75	100	20	62	82	8.2	D+	P	A 21				
VI	III	U6ME5	INDUSTRIAL RELATIONS	5	25	75	100	21	56	77	7.7	D	P	A 21				
I	IV	JM1NME1	EVENT MANAGEMENT	2	50	50	100	38	62	100	7.6	D	P	N 18				
II	IV	W2NME2	ENGLISH FOR COMPETITIVE EXAMINATIONS	2	50	50	100	46	54	100	9.2	O	P	A 19				
III	IV	U3SB1	ESSENTIALS OF COMMUNICATIVE SKILLS	2	50	50	100	47	53	100	8.6	D++	P	N 19				
IV	IV	U4SB2	INTERPERSONAL SKILLS AND TEAM BUILDING	2	50	50	100	46	54	100	9.2	O	P	A 20				
V	IV	U5SB3	LEADERSHIP SKILLS	2	50	50	100	47	53	100	8.7	D++	P	N 20				
V	IV	U5SB4	EMPLOYABILITY SKILLS - I	2	50	50	100	49	49	98	9.8	O+	P	N 20				
VI	IV	U6SB5	EMPLOYABILITY SKILLS - II	2	50	50	100	42	47	89	8.9	D++	P	A 21				
VI	IV	U6SB6	PSYCHOLOGICAL INPUTS FOR SELF DEVELOPMENT	2	50	50	100	48	40	88	8.8	D++	P	A 21				
II	IV	G2VE1	VALUE EDUCATION	2	100	100	200	88	112	200	8.8	D++	P	A 19				
V	IV	G4EE1	ENVIRONMENTAL EDUCATION	2	100	100	200	94	106	200	9.4	O	P	A 20				
V	V		WOMEN'S CELL	1	100	100	200	53	147	200	5.3	B	P	A 20				
ADD ON CREDITS																		
I			FOUNDATION COURSE - ARTS	3	50	50	100	48	52	100	9.6	O+	P	A 19				
II			FOUNDATION COURSE - SCIENCE	3	50	50	100	48	52	100	9.6	O+	P	A 19				
III			TALLY 9	2	100	100	200	94	106	200	9.4	O	P	A 20				
V			HUMAN RIGHTS	2	100	100	200	88	112	200	8.8	D++	P	N 20				
VI			OUTREACH PROGRAMMES	3	100	100	200	95	105	200	9.5	O+	P	A 21				
VI			PROJECT	4	40	60	100	34	66	100	8.3	D+	P	A 21				
VI			ETHICAL STUDIES	2	100	100	200	92	108	200	9.2	O	P	A 21				
VI			READING CULTURE	1														
ONLINE COURSES																		
VI			EVENT MANAGEMENT	5	100	100	200	79	121	200	7.9	D	P	A 21				
<<END OF STATEMENT>>																		

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GRADE POINT AVERAGE (GPA)

CREDITS

SEM	Part I	Part II	Part III	Part IV	Part V	SEM	Part I	Part II	Part III	Part IV	Part V	Required	Earned
I	--	8.3	7.3	7.6	--	IV	--	--	8.5	9.3	5.3		
II	7.6	7.3	8.7	9	--	V	--	--	8.7	9.2	--		
III	--	--	8.1	8.6	--	VI	--	--	7.8	8.9	--		
CUMULATIVE GRADE POINT AVERAGE (CGPA)							7.6	7.8	8.2	--	--		
CLASS							ID	ID	ID	--	--		

SIGNATURE OF THE CANDIDATE

Note: Any alteration or forgery in this Statement of Marks and Grades Invalid.

