DEPARTMENT OF TOURISM STUDIES

PGDEM
POST GRADUATE DIPLOMA
IN EVENT MANAGEMENT

COURSE STRUCTURE, SYLLABUS
AND REGULATIONS

SCHOOL OF MANAGEMENT
PONDICHERRY UNIVERSITY
Course Regulations

Eligibility Criteria for Admission

Candidates who wish to join the PG Diploma in Event Management should possess a Degree (10+2+3) in any discipline as recognized by the UGC with a minimum of 45% of marks.

Duration of the Program

The PG Diploma in Event Management is of one year duration with two Semesters.

Class Timings

Classes will be held for 5 days in a week (Monday to Friday) from 5.30 P.M to 7.30 P.M

Attendance

A minimum of 70% of attendance is necessary for every student to appear for End-Semester Examination.

Weightage of Marks

The weightage of marks between Internal Assessment and End-Semester Examination shall be 40 marks and 60 marks respectively.

Passing Minimum

A Student is declared to have passed a given subject if only he/she secures a minimum of 40% of marks in the End-Semester Examination with an aggregate of 50% of marks secured in Internal Assessment and End-Semester Examination put together. There is no minimum passing marks for the Internal Assessment component.

Grading

Grades will be awarded to each subject by the Program Committee of the respective Department as per the guidelines of the Choice Based Credit System (CBCS).
Faculty

Academically highly vibrant and professionally committed core faculty is participating in the program. They have excellent credentials in their own field of specialization through publications and consultant activities.

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Qualification</th>
<th>Specialization/Interest</th>
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</thead>
<tbody>
<tr>
<td>G. Anjaneya Swamy Professor &amp; Head</td>
<td>Ph.D. (Andhra University, Vishakapatnam)</td>
<td>General Management, Entrepreneurship Development and Services Marketing</td>
</tr>
<tr>
<td>Sampad Kumar Swain Reader</td>
<td>Ph.D. (Utkal University)</td>
<td>Airlines Management and Ecotourism, Research Methodology</td>
</tr>
<tr>
<td>Jitendra Mohan Mishra Assistant Professor</td>
<td>Ph.D. (HNB Garhurai University)</td>
<td>Ecotourism, Accounting for Tourism, Tourism Geography, Tourism Law and Event Management</td>
</tr>
<tr>
<td>Anuchandran Assistant Professor</td>
<td>M.Phil. (Kerala University)</td>
<td>Destination Marketing, Health and Wildlife Tourism, Travel Agency and Tour Operations Management</td>
</tr>
<tr>
<td>Sibi George Assistant Professor</td>
<td>M.Phil. (Maduri Kamaraj University)</td>
<td>Airline Management, Hospitality Management and Tourism Product Development and Management.</td>
</tr>
<tr>
<td>Sherry Abraham Assistant Professor</td>
<td>Ph.D. (Bharathidasan University)</td>
<td>Hospitality Management, Ecotourism, Sustainable Tourism, Event Management, Communication Skills &amp; Public Relation</td>
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</table>
# COURSE STRUCTURE

## SEMESTER - I

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>PGDEM 101</td>
<td>Event Management – Principles And Practices</td>
<td>3</td>
</tr>
<tr>
<td>PGDEM 102</td>
<td>Event Management Process</td>
<td>3</td>
</tr>
<tr>
<td>PGDEM 103</td>
<td>Tourism and Hospitality Management</td>
<td>3</td>
</tr>
<tr>
<td>PGDEM 104</td>
<td>Human Resources in Event Management</td>
<td>3</td>
</tr>
<tr>
<td>PGDEM 105</td>
<td>Accounting for Event Management</td>
<td>3</td>
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</tbody>
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## SEMESTER – II

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Course</th>
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</thead>
<tbody>
<tr>
<td>PGDEM 201</td>
<td>Distribution Channels for Events Business</td>
<td>3</td>
</tr>
<tr>
<td>PGDEM 202</td>
<td>Event Marketing</td>
<td>3</td>
</tr>
<tr>
<td>PGDEM 203</td>
<td>Customer Relationship in Event Management</td>
<td>3</td>
</tr>
<tr>
<td>PGDEM 204</td>
<td>Event Risk Management</td>
<td>3</td>
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<tr>
<td>PGDEM 205</td>
<td>Event Management Scenario</td>
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</tbody>
</table>
PGDEM -101: EVENT MANAGEMENT – PRINCIPLES AND PRACTICES

Credits: 3

Objectives

- To study the concept and significance of event tourism and event management;
- To understand the various dimensions of event tourism and their impact; and
- To comprehend the linkages of event tourism industry.

Unit- I


Unit – II

Meaning and Functions of MICE Tourism - Meeting, Incentive, Conference and Exhibitions - Need for MICE - Growth of Incentive Travel and Incentive Programs - Motivation for Incentive Travel - Profile of Business & Corporate Travelers - Need of a Business Traveler - Client’s Profile, Prospective Customers.

Unit- III


Unit – IV


Unit- V

Technology for Event Management - Providing Services at meetings - Spot Management, Pre and Post Convention Management - Demand and Supply - Organizers of Events - Meeting Planners.

REFERENCES

Objectives:
- To enable students to understand the essentials of planning an event;
- To expose students to practical aspects of organizing events of various forms; and
- To facilitate students to acquire knowledge of legal and ethical issues involved in event management.

Unit-I

Unit – II

Unit- III
Organizing Events - Planning Check Lists - Organizing Parade.

Unit- IV

Unit – V
Legal and Ethical Compliance - Statutory and regulatory Obligations - Contracts and Service Levels Agreements - Effective Service Level Agreements (SLAs) - Keys to effective Implementation.

REFERENCES
PGDEM-103: TOURISM AND HOSPITALITY MANAGEMENT

Credits: 3

Objectives:
- To familiarize the students with the essentials of tourism;
- To help them appreciate various tourism products; and
- To provide basic knowledge of hospitality industry.

Unit-I
Introduction to Tourism – Nature, Importance and characteristics of Tourism - Components and elements of Tourism - Typology of Tourism - Tourism as a business - Overview of Tourism industries - Linkages with Event Management.

Unit-II
Travel Management – Transport and Tourism - Travel services and Products - Travel Distribution System - Travel organizations.

Unit-III

Unit-IV
Hospitality Management- Nature and meaning of Hospitality - Hospitality related services - Characteristics and classification of tourism sectors - the Lodging industry - the Food service industry.

Unit –V
Accommodation Management and Operations - Service departments - Administrative departments - Production departments – Major segments of Hospitality industry.

REFERENCES
PGDEM – 104: HUMAN RESOURCES IN EVENT MANAGEMENT

Credits: 3

Objectives

- To understand the importance of human resources in the event management environment;
- To acquire the knowledge and skills of human resources practices; and
- To enlighten and appreciate role of human resources in organizing an event.

Unit – I

Human Resource Management for Events: Concept of human resources management - Context and key issues of people in an event organization – organizing system and functions of HR in event management – HR Structure and Strategy - HRM in the context of both mega events and smaller scale events.

Unit – II

Human resources planning for event: Manpower planning – Job analysis in event operations - Recruitment sources, methods - Skill testing and selection of people for specific event.

Unit – III


Unit-IV


Unit – V


REFERENCE BOOKS

PGDEM – 105: ACCOUNTING FOR EVENT MANAGEMENT

Credits: 3

Objectives:
• To acquaint students with fundamental principles of accounting;
• To enable them to analyze and interpret the financial statements; and
• To help them to apply accounting principles and standards in the field of event management.

Unit –I
Accounting: Meaning, Concepts, Definition and Branches - Uses of accounting information.

Unit – II

Unit – III

Unit – IV

Unit – V

Reference Books
SEMESTER – II
PGDEM-201: DISTRIBUTION CHANNELS FOR EVENTS BUSINESS

Credits: 3

Objectives

• To understand the roles and functions of distribution channels for event business;
• To study the linkages and inter-linkages of event business; and
• To be familiar with the distribution networking and inventorying of supply.

Unit – I

Unit – II
Inter-relationships and Linkages, Establishing Contact – Performance and Demand Forecasting - Inventory Policy Decisions - Purchasing & Supply, Pre-/Post-Convention Touring - Method of booking Pre-/Post-Convention Touring.

Unit – III
Types of Suppliers: Accommodations - Transportation, Entertainment - Catering, Strategic, Tactical, and Operational Decisions in Distribution Channels - Distribution Modeling.

Unit – IV

Unit – V

REFERENCES
PGDEM -202: EVENT MARKETING

Objective:
- To help the students understand events market;
- To enable them to acquaint with event marketing processes; and
- To equip them with the necessary event marketing skills.

UNIT-I

UNIT-II
Understanding the Event Market: Concept of market in events - Segmentation and targeting of the market for events - Positioning in events and the concept of Event Property - Repositioning of events.

UNIT-III

UNIT-IV
Concept of Pricing in Events: Setting pricing objectives in tune with marketing and business strategies - Feedback from the market - Skills required for negotiating the best price - Assessment of internal systems and overheads - Understanding of the discounting techniques - Checklist for pricing of events.

UNIT-V

Reference Books
PGDEM -203: CUSTOMER RELATIONSHIP IN EVENT MANAGEMENT

Credits: 3

Objectives:
- To help the students appreciate importance of customer relationship;
- To familiarize them with CRM practices; and
- To enable them apply CRM practices in event management.

Unit-I
Customer Relationship Management – Definition, Determinants of CRM - Stages in the
development of Customer Relationship - Functions of CRM - Role of CRM - Significance of
CRM.

Unit-II
Customer Relationship Management Value chain - Goals of CRM - Stages of CRM
value - Customer Acquisition and Retention.

Unit-III
Managing and sharing customer data - Customer information data bases - Tools for
capturing customer information - Data integration, Warehousing, Data mining and Data
analysis.

Unit-IV
Customer portfolio strategy - Customer life cycle - Concepts of customer satisfaction
and loyalty - Customer loyalty programs.

Unit-V
Information technology for CRM - Origin of CRM technology - CRM applications -
Technology for the CRM value chain.

REFERENCES

2. Simon Knox, Stan Maklan, Customer Relationship Management: Perspectives from
5. Judith W. Kincaid, Customer Relationship Management; Getting it right, Prentice Hall,
2003.
Course objectives

- To aware need of risk management in event operations;
- To know the fundamental issues and application of risk management in event; and
- To understand the risk management models.

Unit – I
Risk Management for Events: concept and scope of risk management in events - Nature of risk in different events - Role of risk management for meetings and events - Integration of risk management and event management - Risk and opportunity.

Unit – II
Risk identification: Describe challenges in the risk identification process - Select suitable risk identification mechanisms - Identify event and associated risks - Risk analysis and methods of analysis - Alcoholism and drugs, crowd control, fire safety and emergency medical services, food and water safety, outdoor events.

Unit – III
Risks in events: Emergencies and emergency preparedness - Critical issues for event safety - Outdoor events: Stage safety - Pyrotechnics, parades, and demonstrations.

Unit-IV
Risk Mitigation – Process, tools, techniques – Risk mitigation - Practices, procedures, and safeguards associated with the identification - Analysis, response planning, and control of the risks surrounding events of all types - Administrative Safeguards – Early warning system.

Unit – V

REFERENCE BOOKS

PGDEM – 205: EVENT MANAGEMENT SCENARIO

Credits: 3

Objectives

• To enable the students to understand the contemporary trends and practices in event management; and
• To instill the abilities for effectively managing event management companies.

UNIT- I
Event Management trends, practices and issues - the Scope and challenges of event business in the domestic and global context – Need for strategic planning in organizing events - Creating and developing events.

UNIT-II
Socio-Cultural dynamics of event management - Legal environment - Economic environment - Event Information Systems - Operational use of technology in event promotion including internet marketing.

UNIT-III
Essentials of conferences, conventions, congresses, trade fairs, product launch, entertainment shows, sports events - Case Studies of premier event management companies - Acme Events, Miracle Magic, Angel Events, Progressive Event Management.

UNIT-IV
Event communications and presentation skills: Team building – Leadership - Communication and Presentation skills - Customer service - Innovative techniques.

UNIT-V
Managing events in the corporate world: Role and scope of corporate events - Unique elements of corporate culture - Roles and responsibilities of a Corporate Event Manager - Events as tools to implement corporate strategies.

REFERENCE


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