

New Paper

**Mata Jijabai Govt Post Graduate Girls' College,  
Moti Tabela, Indore**  
**M.H.Sc. Food & Nutrition/Human Development/Resources Management**  
**II Semester 2017-18**  
**Paper IV – Principles of Event Management**

Credits : 5

Hours : 60

Marks : 80

**Unit I :**

- Events, Types of Events and Event Management
- Needs & Scopes of Events Management
- Events as a communication tool
- Events as a marketing tool

**Unit II :**

- Principles of management, forms of organization, event objectives and strategies

**Unit III :**

- Human resources for event management
- Leadership and Goal setting
- Team Building and Motivation

**Unit IV :**

- Event Finance
- Budgeting
- Cost Control
- Brief event analysis

**Unit V :**

- Key elements of events
- Activities in Event Management
- Pre event during and post event activities

**Books :**

- Event Planning and management by Diwakar Sharma Deep & Deep Publication.
- Event Marketing and Management by Sanjay Singh Gam. Vikas Publication House.
- Event Management by Van Des Wager and Lynn Prentice Hall.
- Event Management by Bow Din, Glen Mc Donnell, Butterworth Heinemann.

**Sessional**

**Marks : 25**

Participate in any one event and write its assignment.

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