



Goa University

P.O. Goa University, Taleigao Plateau, Goa 403 206, India

PGDBA (Event Management) Programme Implemented from the Academic year 2010-2011

Purpose:

PGDBA (Event Management) program is designed with a view to train students in skills to plan, manage and implement various types of events and to enable them to effectively undertake entry level jobs in event management organizations

Prerequisites

Bachelor degree of a recognized university (10+2+3 or more than 3 year scheme)

Credits (theory, tutorials, practicals)

MINIMUM CREDIT REQUIREMENT

Core Course		Optimal Courses		Internship		Total
Core Business Courses	Soft Skill Courses	Optimal Business Courses	Optimal non-Business Courses	Internship in Organization & Report	Internship Seminar	
14	2	7	2	8	2	35

Number of semesters, how the courses are distributed:

3 Semesters of 15 weeks each with a summer training between 2nd and 3rd semesters and a dissertation term of 3 months after the 3rd semester

Dissertation:

Dissertation work of 3 months after the third semester

Field work:

The program involves extensive field work in the form of practical work with live events

Program Structure PGDBA - Event Management (Dempo College of Commerce and Economics)

Semester I

No. of Subjects	Code	Title	Minimum Credits	Page No.
1	C 1-201	Event Planning and Control	2	6
2	C 1-002	Management Process	2	5
3	C 1-009	Organizational Behavior	2	7
4	C 1-013	Management Accounting I (Financial Accounting)	2	8
5	C 1-019	Legal Aspects of Business	2	9
6	C 1-101	Written Communication Skills	1	10
7	C 1-103	Presentation Skills	1	11

Semester II

No. of Subjects	Code	Title	Minimum Credits	Page No.
1	C 1-202	IT in Event Management	2	13
2	C 1-203	Media Management and Public Relations	2	15
3	E 1-201	Leisure and Tourism Events	2	14
4	C 1-204	Event Marketing	2	17
5	C 1-006	Human Resource Management	2	12
6	E 1-203	Conference Management	2	16

Semester III

No. of Subjects	Code	Title	Minimum Credits	Page No.
1	E 1-202	Evaluation of Cultural Events	2	18
2	C 1-205	Event Logistics	2	20
3	C 1-018	Business Research Methods	2	19
4	<i>Elective - I</i>	Weddings & Special Events	2	21
5	<i>Elective - II</i>	Exhibitions & Trade Fairs	2	22
6	<i>Elective - III</i>	Fundamentals of Professional Photography	2	23

Semester IV**Dissertation of 3 Month****Credit: 5**

C 0-002 – Management Process

Objective:

At the end of the subject, the student should have the ability to understand managerial / organizational situations in terms of processes such as planning, organizing, staffing, leading and controlling. The student should demonstrate this ability through reframing his / her tasks in the educational institution itself

Content:

Planning, organizing, staffing, leading and controlling. Certain amount of overlapping between the two subjects Organizational Behavior and Management Process is possible. Instead of avoiding it at the content level, the different orientations should be brought out through case studies. In Organizational Behavior, understanding behavior in terms of causality should be emphasized. In Management Process, the decision-action–design perspective should be emphasized.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Wehrich, Heinz and Harold Koontz; ‘Essentials of Management: An International Perspective’; McGraw–Hill, Inc.; 2004 or later editions.
2. Robbins, Stephen and Mary Coulter; ‘Fundamentals of Management’; Prentice Hall of India Pvt. Ltd.; New Delhi; Latest edition.
3. Selected articles from Harvard Business Review, Indian Management, etc.

Credits: 2

Minimum contact hours: 30 hours

C 1-201 – Event Planning & Control

Objectives:

At the end of the subject, this course will enable the students to widen their knowledge on organizing events from conception, designing, planning, budgeting and marketing to the final execution.

Content:

Introduction to Event planning and management, Event Production, Role of event planner and Qualities of good event planner, Importance of organizing events and its components, Techniques, Selections, Coordination, Creativity, Designing, Marketing, Sponsorships and Production of Special, Corporate and Sports events

Pedagogy:

- Class discussions
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Event Planning by Jude Allen
2. Event Management by Lynn Van Der Wagen and Brenda Carlos
3. The Art of Successful Event Management by Tanaz Basrur
4. Successful Event Management – A Practical Handbook by Anton Shone & Bryn Parry 2nd Edition
5. Event Coordination by National Institution of Event Management (NIEM)

Credits: 2

Minimum Contact hours: 30 hours

C 1-009 – Organizational Behavior

Objectives:

At the end of the subject, the student will have the competence to deal with

1. Individuals
2. Interpersonal situations and
3. Groups in organizations and also develop the necessary
4. Leadership qualities to achieve this.

The student would demonstrate the ability in various real life situations within the educational institution itself.

Content:

Perception, personality, attitudes, motivation, learning, interpersonal behavior, group dynamics, conflicts, stress, power and politics, leadership and communication. New trends in organizational behavior from academic literature and practice including critical perspectives.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Robbins, Stephen P; ‘Essentials of Organizational Behavior’; Pearson Education India, Latest edition.
2. Tyson, Shaun and Tony Jackson; ‘The Essence of Organizational Behavior’; Prentice–Hall of India Private Ltd., New Delhi, 1992 or later editions.
3. Luthans, Fred; ‘Organizational Behavior’; McGraw–Hill, Inc, Latest edition.

Credits: 2

Minimum contact hours: 30 hours

C 1-014 – Management Accounting

Objectives:

At the end of the subject, the student would be able to use cost data and management accounting reports for taking effective decisions.

The subject is not meant for preparing the students as cost accountants. Understanding of concepts, principles and techniques and their logic would be given more importance in comparison to mere number crunching ability. Preferably, the problem solving should be based on computer software.

Content:

Basic cost concepts,, cost classification, allocation and absorption of costs, Cost centers etc.; Cost analysis for managerial decisions – Direct costs, Break Even Analysis, Relevant costs etc.; Pricing – Joint costs, Make or buy, relevant fixed costs, sunk costs etc.; Cost analysis and control, standard costing, variance analysis, unit and output costing, budgeting and control.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Accounting for Managers by S. Chand and Shrinavasana
2. Anthony, Robert and David Hawkins; ‘Accounting’; Tata McGraw-Hill; Latest Edition.
3. Chadwick, Leslie; ‘The Essence of Management Accounting’; Prentice-Hall of India; Latest Edition.

Credits: 2

Minimum contact hours: 30 hours.

C 1-019 – Legal Aspects of Business

Objectives:

To provide an in-depth understanding of the necessity of events to legal compliance in India. This will enable the students to understand all legal aspects related to event management.

Content:

Introduction to legal component of event management, relevant legislation, Contract, Agreement, Act., Company and Business Law, Sales Act., Indian Partnership Act., Negotiable Instruments Act., Role of National and State Government including special purpose legislations, Security, Traffic and Pollution Act, Ticketing and Accreditation including Sales & Distribution Methods, Copyrights Act, Patent Rights, Anti-infringement Strategies and Risk and Incident management.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Business Law for Managers by R. K. Bulchandani
2. Company Law by Avtar Singh
3. Labour & Industrial Law by S. N. Misra
4. Intellectual Property Right Law in India by T. Ramappa

Credits: 2

Minimum contact hours: 30 hours.

C 1-101 – Written Communication Skills

Objective:

At the end of the subject, the student will have the competence to deal with

1. What are the key problems in written communication in the work place, and what are some of the ingredients of effective writing.
2. Effective writing of good memos, resumes, covering letters, letters of regret, appreciative letters and messages.
3. Equip students with awareness, tools, confidence for effective business writings.

Content: Effective writing of good memos, resumes, covering letters, letters of regret, appreciative letters, acceptance letters and messages and other Business communication.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Effective Business Communication by Murphy/Hildebrandt/Thomas

Credits: 2

Minimum contact hours: 30 hours.

C 1-103 - Presentation Skills

Objectives:

At the end of the subject, the student will have the competence to deal with

- 1) To develop an action plan to improve oral communication.
- 2) Understand the dynamics of Public speaking.
- 3) Understand the importance of visual aids.
- 4) Make effective presentations present confidently and achieve better outcomes.

Contents:

Understand the dynamics of public speaking, learn how to research an audience, know how to prepare for a presentation, find how to rehearse, recognise the value of visual aids, learn the point turn and talk technique, understand how to use rhetorical techniques, know how to prepare for questions and answers.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Effective Business Communication by Murphy/Hildebrandt/Thomas.

Credits: 1

Minimum Contact Hours: 15 hours.

C 1-006 - Human Resource Management

Objective:

At the end of the subject, the student will have the competence in understanding the human resource challenges, problems and opportunities faced by an organization in planning and execution of an event and see where recruiting the right people, training them and motivating them can make all the difference in this customer service oriented environment.

Content:

The field of HRM covers the relationship between the management of a company and its employees Employee Relations and covers Recruitment and Selection Benefits and Compensation Performance and Reward Training and Development, Decision making, and HRM Techniques

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Human Resource Management by Gary Desler
2. Human resource and Personnel Management: Text and Cases by K. Aswathappa

Credits: 2

Minimum contact hours: 30 hours

C 1-202 - IT in Event Management

Objectives:

At the end of the subject the Students will be enabled to use various computer applications common in the Event and Media industry.

Content:

Topics include: hardware and software; data processing systems; input-output devices; storage devices .Students will learn and use word processing software such as Microsoft Word Processing - Level 1 - Microcomputer Operation and Operating Environment; Creating Documents; Editing Documents; Formatting Text; Saving, Retrieving and Printing; Proofing Documents and spread sheet programs such as Excel., Usage of technology in presentations of varied events across the industry through designing applications like Coral Draw and Photoshop.

Pedagogy:

- Class discussions
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Using Information Technology by Williams, Sawyer
2. Computer application in Business by S Sudalai Muthu and S Anthony
3. Fundamentals of computers by P K Sinha
4. Management Information Systems by Laudon Kenneth C.& Jane P. Laudon

Credits: 2

Minimum Contact hours: 30 hours

E 1-201 - Leisure and Tourism Events

Objectives:

At the end of the course, the students will have competence to develop professional expertise and strategize in the Leisure, tourism and events management sectors; the program focuses on tourism and events planning, monitoring and evaluation, drawing upon the inter-relations between Leisure and Tourism.

Content:

The course focuses on leisure, tourism and events planning, monitoring and evaluation, drawing upon the inter-relations between tourism and arts, sports, cultural and business events in contexts to local, national and international tourism thus enabling students to prepare for employment in both the public and private sectors.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Tourism Concepts and Practices by John Walker, Josielyn Walker
2. Leisure: An Introduction by Stephen Page, Joanne Connell
3. Introduction to Tourism & Hospitality Industry by Sudhir Andrews
4. Hospitality Management by Tim Knowles
5. Events Management (Hospitality Leisure & Tourism) by [Glenn Bowdin](#) , [Ian McDonnell](#), [Johnny Allen](#), [William O'Toole](#)
6. Marketing for Hospitality & Tourism International Edition - 5th Edition by Philip Kotler, John Bowen, James Makens

Credits: 2

Minimum contact hours: 30 hours

C 1-203 - Media Management and Public Relation

Objectives:

At the end of the subject, this course will introduce students to the key elements of public relations for use in the areas of event management and/or marketing communications. Having a greater knowledge of Public Relation will help student to understand various fundamentals of successful event management with an introduction to core public relations disciplines and practical skills.

Content:

Introduce students to the PR function and its associated activities and practices such as sponsorship and news release writing. Key points will be applied in relation to the role and impact PR can have in an event environment. The course will also cover communications practices, which are required to plan, organize and stage any event. This subject will ensure that a student can prepare and deliver professional presentations and ensure optimal use of communication tools to correctly match the audience and situation.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Handbook of Public Relations & Communication by Philip Lesly
2. PR & Media Relations by Dr. G. C. Banik
3. Public Relations Principles & Practices by Iqbal S Sachdeva
4. The Art & Science of Public Relations – Creativity in Public Relations Vol.-8 by Andy Green
5. The Art & Science of Public Relations – Effective Writing Skills Vol.-7 by Andy Green
6. Successful Event Management – A Practical Handbook by Anton Shone & Bryn Parry 2nd Edition
7. The Art of Successful Event Management by Tanaz Basrur

Credits: 2

Minimum contact hours: 30 hours.

E 1-203 - Conference Management

Objectives:

At the end of the subject, the student will have the competence to deal with

1. Organising Conference.
2. Designing, Planning, Budgeting and Marketing to the final execution of Conference

Content:

Introduce students to key elements of conference management, Types of conference, Details Planning of Why, What and Where the conference, Executive checklist, Session Planning and Timing, Type of Presentation, Role of delegates/audience, Policies related to conference, Promotion of Conference, Documentation and administration related to organization of Conference.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Conferences and Conventions: A global industry (Events Management)

Credits: 2

Minimum contact hours: 30 hours.

C 1-204 – Event Marketing

Objectives:

At the end of the subject, the student will have the competence to deal with

1. To understand the marketing function of an Event.
2. To explore some of the key marketing issues of event management including budgetary.
3. To suggest appropriate marketing and advertising techniques which event's organizers can use.

Content:

Marketing Concept, Marketing Mix, Product, Price, Place and Promotion, Marketing Planning, Marketing Budget, Merchandises, Marketing Control, Brand Promotion and Catchment Area.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Event Marketing and Management by Sanjaya Singh Gaur & Sanjay V Saggere
2. Marketing Management by Philip Kotler/Kevin Lane Keller/ Abraham Koshy/ Mithileshwar Jha
3. Event Marketing and Advertising – Product Launch & Branding by National Institute of Event Management (NIEM)

Credits: 2

Minimum contact hours: 30 hours.

E 1-202 - Evaluation of Cultural Events

Objectives:

At the end of the subject, the students will have the competence to deal with

1. Activities related to evaluation of cultural events.
2. Issues involved in closing down an event.
3. Use of research approach to approach to evaluate the success of an event.

Content:

To develop and implement preventative and feedback control system, Plan an evaluation strategy, Use research approaches to identify the composition of an event audience, Use research approach to evaluate the success of an event from the customers, staff and management viewpoints. Write an event evaluation report.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Successful Special Events: Planning, Hosting and Evaluating by Barbara R Levy, Levy, Barbara Marion
2. Event Management: For Tourism, Cultural, Business and Sporting Events By Lynn Van Der Wagen, Brenda R. Carlos

Credits: 2

Minimum contact hours: 30 hours.

C 1-018 – Business Research Methods

Objectives:

At the end of the subject, the students will have the competence to deal with

1. To have consistency between decision problem, Research Problem, Research design, Conclusions, Recommendations and implementation of research results.
2. To develop the ability to differentiation between those parts of decision based on research and those parts based on assumptions.

Content:

Introduction to Business Research, Design of Business Research, Sources of Data Collection, Analysis and Presentation of Data.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Business Research Methods by Donald R Cooper and Pamela S Schindler
2. Business Research Methodology By P.K. Sachdeva

Credits: 2

Minimum contact hours: 30 hours.

C 1-205 – Event Logistics

Objectives:

At the end of the subject, the students will have the competence to deal with

1. To develop the creative, technical and logistical elements that help an event succeed.
2. To develop the Negotiation, Designing and Coordination skills.

Content:

Venue Design, Site Design, [Audio-Visual](#) production, Budgeting & Negotiation, Technical Design, Health & Safety, Adaptation and Coordination, Follow-up with events coordinators, Run Charts, Flight booking of Artists & Guest, Visa assistance, Hotel booking, Airport and hotel transfers, Booking of conference facilities and technical equipment i.e. Sound, Lights, Audio Visual facilities, Hiring of interpreters, Catering services, Secretarial support, preparation of Badges, Name plates, Conference kits, brochures, Posters, Backdrop, Panels, Standees, Banners etc.

Pedagogy:

- Class discussions
- Case Studies
- Audio/Visual class presentations
- Role plays
- Experimental Group Exercise
- Seminars
- Industry based guest lectures

Minimum Depth of Coverage:

1. Event Management: For Tourism, Cultural, Business and Sporting Events By Lynn Van Der Wagen, Brenda R. Carlos
2. Successful Event Management - A Practical Handbook by Anton Shone/ Bryn Parry

Credits: 2

Minimum contact hours: 30 hours.

Elective 1 - WEDDING'S AND SPECIAL EVENTS

Objectives:

At the end of the subject, the students will have the competence to deal with

1. The necessary guidelines and procedures to coordinate execute and evaluate a Wedding and Special Event.
2. The course will be centered on the coordination of a special event/Wedding in the hospitality sector, from idea conception to implementation of the same.
3. To develop a planning process, this aids the delivery of a special event/wedding.

Content:

Introduction to Wedding Planning and Special Events, Types of Special Events/Wedding, Arranging a Special Event, Arranging a Wedding, Budgeting & Planning, Venue, Wedding Themes, Catering, The Wedding Dress, Flowers, Transport, Invitation, Photographer, Weddings Hire and Entertainment.

Pedagogy:

- Class discussions.
- Case Studies.
- Audio/Visual class presentations.
- Assignment and Project.
- Experimental Group Exercise.
- Seminars.
- Industry based guest lectures.

Minimum Depth of Coverage:

1. The Everything Outdoor Wedding Book – Kim Knox Beckius
2. Special Events: The roots and wings of celebration. Fifth edition, By Dr. Joe Goldblatt, CSEP – Wiley Publications
3. Special Events: Event Leadership for the new world. Fourth edition, By Dr. Joe Goldblatt, CSEP – Wiley Publication

Credits: 2

Minimum contact hours: 30 hours.

Elective 2 - EXHIBITIONS & TRADE FAIR

Objectives:

At the end of the subject, the students will have the competence to deal with

1. To describe the scope of exhibits and trade shows, and identify types of exhibits.
2. To identify and discuss the elements of exhibition planning, including the duties and responsibilities of key trade fair and exhibition personnel.
3. Defining the Players of Exhibition.

Content:

Introduction to Exhibitions and Trade Fairs, Scope of exhibition and trade fair, Types of exhibitions and fairs, element of exhibition planning, duties and responsibilities of key trade fair and exhibition personnel, Players of exhibition, Exhibition fees, Shipping methods and Marketing and promotional plan for exhibitions.

Pedagogy:

- Class discussions.
- Audio/Visual class presentations.
- Experimental Group Exercise.
- Projects.
- Industry based guest lectures.

Minimum Depth of Coverage:

4. Expositions & Trade Shows by Deborah Robbe
5. Expo: Trade Fair Stand Design by Conway Lloyd Morgan

Credits: 2

Minimum contact hours: 30 hours.

Elective 3 - FUNDAMENTALS OF PROFESSIONAL PHOTOGRAPHY

Objective:

At the end of the subject, the students will have the competence to deal with:

1. Able to use camera operation, composition and design to produce photographs.
2. To learn the basic concepts of Digital Photography and Flash.
3. To be able to use the basic Digital Darkroom Techniques.
4. Able to use exposure and output.
5. Able to use displaying photographic work.

Content:

Introduction to Professional Photography, Types of Camera, Camera Operations, Digital Photography, Exposure, Digital Darkroom Techniques, Composition, Flash Usage, Use of Exposure Meters and Filters, Camera Basics, Tao, Critiquing Photos, Basic Flash, Studio Lighting and Display of Photographic Work.

Pedagogy:

- Class Discussion.
- Audio/Visual Class Presentations.
- Demonstrations.
- Experimental Group Exercise.
- Industry based guest lectures.
- Field Work.
- Contest.

Minimum Depth of Coverage:

1. The Digital Photography Book by Scott Kelby Publisher Peachpit Press
2. Basics Photography Composition by David Praker Publisher Ava Publishing
3. The Art Of Photography: An Approach To Personal Expression by Bruce Barnbaum Publisher Rocky Nook

Credits: 2

Minimum Contact Hours: 30 Hours.