

Branch Name:	MANAGEMENT
Program Code:	MS201
Course Name:	Event Management and Leadership
Course Code:	2MS2010292T
Pre-requisite Course:	None

Course Objectives:

- 1) The course has been introduced with an objective of imparting practical knowledge of various management functions.
- 2) Most importantly, events create a sense of fun and vibrancy, resulting in a strong sense of community connectivity, pride and a sense of place
- 3) Inspiring vision and goals, Humility and willingness to change, Trust and delegation, Open Communication & Transparency, Positive Mindset and Motivation Emotional intelligence and composure in adversity.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
-	2	-	-	-	-	-	-	-

Course Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Event management: Introduction , Objectives ,Definition of Events , Classification of Events, Categories ,Types of Events, Benefits of Events ,Event Management Strategy Objectives of Event Management ,Role of Creativity Event Committee	12	25%
2	The Big Event Committee Structure ,Coordination among Committees ,Functions of Event Management	12	25%
3	Leadership: Introduction to Leadership, Leadership Styles. Interpersonal Relation, Importance of Communication, Motivation, Stress management, Time Management. Case: Time Management Matrix & 6 D	12	25%
4	Group Dynamics & Team Building, Ethical Leadership and Other Emerging Issues:	12	25%

Text Books:

Sr. No.	Books
1	Event Management by Sitaram Sing: published by Anita Books

Reference Books:

Sr. No.	Books
1	Musgrave J. Moving towards responsible events management. Worldwide Hospitality and Tourism Themes 2011
2	Fyall A, Wanhill GD. Tourism: Principles and Practice, 2008
3	Leadership Development, by John Mitchell, Natalie Mitchell and Bogdan Gudzenko, 2012
4	The 5 Levels of Leadership: Proven Steps to Maximize Your Potential, by John C. Maxwell, 2011
5	How to Grow Leaders: The Seven Key Principles of Effective Development by John Adair, 2009

List of Open Source Software/learning website:

1. “Management Concepts and Applications/Management” available on
2. https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management
3. <http://www.managementconcepts.com/>
4. http://www.managementstudyguide.com/planning_function.htm

LAB/Practical

1. Students should be taken to Industrial Visit to understand management process
2. Expert talk from Managers can be arranged for students to understand Manager’s role
3. Case studies and discussions Lecture and exercise Videos, Discussions

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom’s Taxonomy Level
CLO1	To be agile and able to jump in the trenches whenever needed.	3 .Apply
CLO2	Ability to stay calm under pressure	4.Analyse
CLO3	To build trust amongst your team.	5.Evaluate
CLO4	To communicating your creative vision properly.	4.Analyse
CLO5	TO keep a level head, inspire confidence, and get behind their team at the worst times	6.Create
CLO6	Whilst trusting and empowering those who are stronger will help a team to perform at its best, the ultimate end goal.	5.Evaluate & 6.Cretae

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2
CLO1						H	H		H	H
CLO2			M							
CLO3					H					
CLO4	H								H	
CLO5									H	
CLO6	H	M	H						H	

H: High, M: Medium, L: Low