



MGM University
Chhatrapati Sambhajanagar

Name of Faculty – Management & Commerce

Name of Institute – Institute of Hotel Management

Name of Department – Hotel Management

CURRICULUM BOOKLET

(With effect from Academic year 2025-26)



MGM University

Vision

- To ensure sustainable human development which encourages self-reliant and self-content society.
- To promote activities related to community services, social welfare and also Indian heritage and culture.
- To inculcate the culture of non-violence and truthfulness through vipassanna meditation and Gandhian Philosophy.
- To develop the culture of simple living and high thinking

Mission

- To impart state of art education and technical expertise to students and give necessary training to teachers to create self-reliant society for future.
- To encourage students to participate in Indian and International activities in sports, literature, etc. so that future generation becomes base for free and liberal society
- To educate students in areas like Management, Finance, Human relations to inculcate philosophy of simple living and high thinking value of simple economic society.
- To inculcate culture of non-violence and truthfulness through Vipassana.
- To sustain activities of Indian culture (viz. classical dance, music and fine arts) through establishing institutes like Mahagami, Naturopathy, etc.



विद्यापीठगीत

अत्त दिप भव भव प्रदिप भव,
 स्वरूप रूप भव हो
 ज्ञान सब्ब विज्ञान सब्ब भव,
 सब्ब दिप भव हो
 अत्ताहि अत्त नो नाथो,
 अत्ताहि अत्त नो गति
 अत्त मार्गपर अप्रमादसे है तुझे चलना
 सब्ब का कल्याण हो,
 वो कार्यकुशल करना
 सब्ब का उत्तम मंगल, पथप्रदर्शक हो
 अत्त दिप भव भव प्रदिप भव,
 स्वरूप रूप भव हो
 ज्ञान सब्ब विज्ञान सब्ब भव,
 सब्ब दिप भव हो
 बुद्धमं शरनं गच्छामि:
 धम्मं शरनं गच्छामि:
 संघं शरनं गच्छामि:



Programs offered at IHM

Undergraduate Programmes	Postgraduate Programmes	PhD Programmes	PG Diploma / Diploma Programmes	Certificate Programmes
B.Sc. (Hotel Operations and Catering Services) / B.Sc. (Hons) / B.Sc. (Hons) with Research	M.Sc. (Hotel Operations and Catering Services)	-	Post Graduate Diploma in Hotel Operations	-
B.Sc. (Culinary Arts) / B.Sc. (Hons) / B.Sc.(Hons) with Research	-	-	Diploma Program in Hotel Operations	-
BBA in Aviation, Hospitality, and Travel & Tourism Studies / BBA (Hons) / BBA (Hons) with Research	-	-	Diploma Program in Bakery & Patisserie	-
-	-	-	Diploma in Event Management	-



Name of Program – Diploma in Event Management

Duration – One Year

Eligibility –

1. Maharashtra State Candidate.

(i) The Candidate should be an Indian National and having domicile of Maharashtra state and/or born in Maharashtra state.

(ii) The candidate should have passed 10+2 examination from recognized board or equivalent, with minimum of 40% marks (at least 35% in case of candidates of backward class categories, Economically Weaker Section and Persons with Disability belonging to Maharashtra State only)

However, preference shall be given to the candidate obtaining non-zero positive score in MGMU-CET over the candidates who obtained non-zero score in PERA CET.

OR

2. All India Candidates –

(i) The Candidate should be an Indian National.

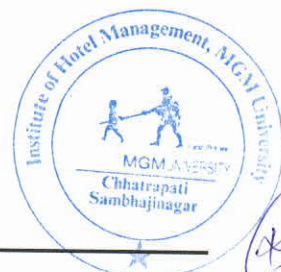
(ii) The candidate should have passed 10+2 examination from recognized board or equivalent, with minimum of 40% marks (at least 35% in case of candidates of backward class categories.

However, preference shall be given to the candidate obtaining non-zero positive score in MGMU-CET over the candidates who obtained non-zero score in PERA CET.



Faculty: Management & Commerce**Institute Name:** Institute of Hotel Management**Program Name:** Diploma in Event Management**Program Type:** Diploma**Duration:** 01 year (02 semesters)

Semester I											
Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
				L	P	Internal	External	Total	Internal	External	Total
25DEM101	Basics in Event Management (Th.)	Theory	4	4	-	60	40	100	-	16	40
25DEM102	Basics in Event Management (Pr.)	Practical	2	-	4	30	20	50	-	8	20
25DEM103	Event Accounts and Financial Management (Th.)	Theory	4	4	-	60	40	100	-	16	40
25DEM104	Event Accounts and Financial Management (Pr.)	Practical	1	-	2	30	20	50	-	8	20
25DEM105	Event Marketing and Promotions (Th.)	Theory	4	4	-	60	40	100	-	16	40
25DEM106	Event Marketing and Promotions (Pr.)	Practical	1	-	2	30	20	50	-	8	20
25DEM107	Managerial Perspectives	Theory	2	2	-	30	20	50	-	8	20
25DEM108	Communication Skills	Theory	2	2	-	30	20	50	-	8	20
Total Hrs / week = 24			20	16	08	-	-	550	-	-	220



Semester II											
Course Code	Course Title	Nature of Course	No. of Credits	Teaching (Contact hrs/ week)		Evaluation Scheme (Marks)			Minimum Passing (Marks)		
				L	P	Internal	External	Total	Internal	External	Total
25DEM201	Event Production and Operations (Th.)	Theory	4	4	-	60	40	100	-	16	40
25DEM202	Event Production and Operations (Pr.)	Practical	1	-	2	30	20	50	-	8	20
25DEM203	Venue and Hospitality Management (Th.)	Theory	4	4	-	60	40	100	-	16	40
25DEM204	Venue and Hospitality Management (Pr.)	Practical	1	-	2	30	20	50	-	8	20
25DEM205	Legal Aspects and Risk Management in Events (Th.)	Theory	4	4	-	60	40	100		16	40
25DEM206	Legal Aspects and Risk Management in Events (Pr.)	Practical	1	-	2	30	20	50		8	20
25DEM207	Legal Trends in Event Management (Th.)	Theory	4	4	-	60	40	100		16	40
25DEM208	Legal Trends in Event Management (Pr.)	Practical	1	-	2	30	20	50		8	20
Total Hrs / week = 24			20	16	08	-	-	600	-	-	240

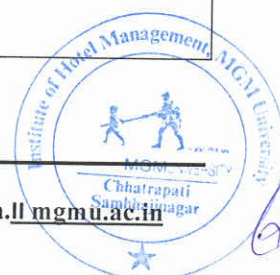


Syllabus
Diploma in Event Management (DEM)
SEMESTER - I

Course Code: 25DEM101	Course Name: Basics in Event Management (Th.)
Course Category: -	Credit: 4 Teaching Scheme: L - 4 / P - 0
Evaluation Scheme: CA - 60/ ESE - 40	Duration: 2 Hours
Prerequisites: - Should go through the provided notes.	
Course Objectives: The course aims to introduce students to the fundamental concepts of event management, equipping them with essential knowledge and skills to plan, organize, and execute various types of events successfully.	
Course Outcome: CO1: Students will learn about the concept of Event Management. CO2: Students will understand the event planning process. CO3: Students will learn the importance of coordination in event management. CO4: Students will learn the tool and techniques required for the execution of the event.	

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours
1	<u>Introduction to Event Management</u> 1.1 Definition and Scope of event management 1.2 Types of events: corporate, social, entertainment, and educational 1.3 Role and responsibilities of an event manager	5
2	<u>Event Planning Process</u> 1.1 Steps involved in Event planning 1.2 Importance of setting objectives 1.3 Budgeting and resources allocations	5
3	<u>Event Coordination</u> 1.1 Team Building and its importance in event management 1.2 Vendor Management 1.3 Time management and its importance during event management	10
4	<u>Tools and Technologies</u> 1.1 Types of software's 1.2 Software's and its use 1.3 Digital tools and its importance in modern event management	5



5	<u>Marketing and Promotion of Events</u> 1.1 Event marketing strategies 1.2 Social media and digital marketing 1.3 Public relations and media coordination 1.4 Sponsorship and partnership development	5
6	<u>Event Staffing and Volunteer Management</u> 1.1 Recruitment and training of event staff 1.2 Roles and responsibilities of staff members 1.3 Volunteer management and coordination 1.4 Team management and communication	10
7	<u>Event Technology and Innovations</u> 1.1 Use of event management software 1.2 Virtual and hybrid events 1.3 Event technology tools (ticketing, registration, etc.) 1.4 Integration of emerging technologies	10
8	<u>Sustainability in Event Management</u> 1.1 Eco-friendly event practices 1.2 Sustainable sourcing and waste management 1.3 Social responsibility and community engagement 1.4 Green certifications and standards for events	10
	TOTAL	60

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



Course Code: 25DEM102	Course Name: Basics in Event Management (Pr.)	
Course Category: -	Credit: 2	Teaching Scheme: L - 0 / P - 4
Evaluation Scheme: CA - 30 / PR-20		Duration: 2 hours
Prerequisites: - Should go through the provided notes.		
Course Objectives: The course aims to introduce students to the practical aspects of fundamental concepts of event management, equipping them with essential knowledge and skills to plan, organize, and execute various types of events successfully		
Course Outcome: CO1: Students will learn about the concept of Event Management. CO2: Students will understand the event planning process practically. CO3: Students will learn the importance of coordination in event management. CO4: Students will learn the tool and techniques required for the execution of the event.		

CURRICULUM:

Unit No.	Title & Contents	Hours
1	Introduction to event management	4
2	Identification and categorization of different types of events in your locality.	4
3	Role Play: Different exercises and responsibilities of an event manager.	4
4	Introduction to the event management planning process.	4
5	Detailed creation of an event proposal, including objectives and budget.	4
6	Creation of an event management checklist.	4
7	Mock budgeting exercise to allocate resources effectively.	4
8	Exploration of digital designing tools such as Canava for designing invites and social media.	4
9	Event management: Role assignment and team formation.	4
10	Techniques for vendor negotiations and contract discussions.	4
11	Uses of event management software's Cvent, Eventbrite, or Trello to plan an event.	4
12	Creation of a mock event website or landing page.	4



13	Organize a time- sensitive event with strict deadlines and assess executing efficiency.	4
14	Organizing a small- scale event (e.g., a guest lecture or networking session)	4
15	Plan an event by following all the process of event planning.	4
	TOTAL	60

Text Books:

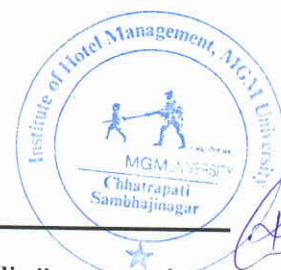
- 1."Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



Course Code: 25DEM103	Course Name: Event Accounts and Financial Management (Th.)
Course Category: -	Credit: 4 Teaching Scheme: L - 4 / P - 0
Evaluation Scheme: CA - 60 / PR- 40	Duration: 2 hours
Prerequisites: - Should go through the provided notes.	
Course Objectives: The objective is to introduce students to the fundamental financial principles and accounting practices relevant to the event management industry and To develop an understanding of how financial planning, budgeting, and cost control are integral to successful event execution.	
Course Outcome: CO1: Students will understand the concept of Financial management CO2: Students will understand the concept of budgeting and cost estimation. CO3: Students will understand the management of cash flow.	

CURRICULUM:

Unit No.	Title & Contents	Hours
1	<u>Overview of Financial Management in Events</u> 1.1 Importance of financial planning in event management 1.2 Key financial concepts in the event industry 1.3 Principles of Accounting 1.4 Basics of accounting: Debit, credit, and accounting cycle 1.5 Understanding financial statements: Balance sheet, income statement, cash flow statement 1.6 Role of an Event Manager in Financial Planning 1.7 Financial responsibilities of an event manager 1.8 Ethical considerations in financial management	5
2	<u>Event Budgeting and Cost Estimation</u> 1.1 Introduction to Budgeting for Events 1.2 Cost Estimation Techniques 1.3 Breakdown of Event Budget	5
3	<u>Financial : Documentation and Record- Keeping</u> 1.1 Types 1.2 Bookkeeping Practices 1.3 Creating Financial reports for events	5
4	<u>Management of cash flow for the events</u> 1.1 Understanding Cash Flow in Event Management 1.2 Managing Receivables and Payables 1.3 Liquidity Management	5

5	<u>Event Financial Reporting and Analysis</u> 1.1 Financial Reports 1.2 Analysis tools 1.3 Evaluating Financial performance of the events	5
6	<u>Legal and Regulatory Considerations in Event Finance</u> 1.1 Compliance with Tax Regulations 1.2 Contracts and Legal Obligations 1.3 Ethical Financial Practices in Event Management	10
7	<u>Sponsorship and Fundraising for Events</u> 1.1 Fundraising Techniques for Events 1.2 Sponsorship Reporting and Accountability	10
8	<u>Financial Tools and Software for Event Management</u> 1.1 Event Budgeting Software 1.2 Introduction to event-specific financial management tools (e.g., Eventbrite, Cvent) 1.3 Automation of Financial Processes 1.4 Automating invoice generation and expense tracking 1.5 Payment gateway integration for events 1.6 Data Analysis for Financial Decisions	15
	TOTAL	60

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



Course Code: 25DEM104 Course Name: Event accounts and Financial management (Pr.)		
Course Category: -	Credit: 1	Teaching Scheme: L - 0 / P - 2
Evaluation Scheme: CA - 30 / PR-20		Duration: 2 hours
Prerequisites: -Students should go through the provided notes.		
Course Objectives: The objective is to introduce students to the fundamental financial principles and accounting practices relevant to the event management industry and To develop an understanding of how financial planning, budgeting, and cost control are integral to successful event execution.		
Course Outcome:		
CO1: Students will learn the importance of financial management.		
CO2: Students will learn the concept of calculation of ticketing.		
CO3: Students will learn the use of excel.		

CURRICULUM:

Unit No.	Title & Contents	Hours
1	Introduction to basics of financial management	2
2	Preparing a basic financial statement of an event	2
3	Stimulation of budget allocation for different event expenses.	2
4	Introduction to basics of financial planning.	2
5	Development of sponsorship for a mock event.	2
6	Calculation of ticket pricing based on event expenses and expected revenue.	2
7	Introduction to the accounting principles.	2
8	Use of excel for maintaining financial records.	2
9	Use of accounting software's for maintaining financial records.	2
10	Creative invoices and financial reports for sponsors and vendors.	2
11	Allocations of costs for venues, catering, entertainment, marketing, logistics, etc.	2
12	Concept of Budget Tracking - Actual expenses against the planned budget	2
13	Updating of the budget as new costs arise during the planning phase.	2
14	Auditing of financial records for events.	2

15	Management of payments and reimbursements.	2
	TOTAL	30

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



Course Code: 23DEM105	Course Name: Event Marketing and Promotions (Th.)	
Course Category: -	Credit: 4	Teaching Scheme: L - 4 / P - 0
Evaluation Scheme: CA - 60/ ESE-40		Duration: 2 hours
Prerequisites: - Students should go through the provided notes.		
Course Objectives: The Event Marketing and Promotions course aims to equip students with the skills and knowledge necessary to design, implement, and evaluate effective marketing strategies for events		
Course Outcome: CO1: Students will understand key principles of event marketing and promotions, including branding, target audience identification, and market segmentation, CO2: Develop and implement marketing strategies for various types of events, utilizing both traditional and digital marketing tools, such as social media, email campaigns, and influencer partnerships, to maximize event visibility and engagement. CO3: Analyze consumer behavior and market trends to identify effective promotional techniques and messaging strategies that resonate with different audience segments and drive attendance and participation.		

CURRICULUM:

Unit No.	Title & Contents	Hours
1	<u>Introduction To Event Marketing</u> 1.1 Definition and significance of event marketing 1.2 Different types of events and their marketing needs 1.3 Key components of event marketing: objectives, target audience, strategies, and channels 1.4 Understanding market research for event promotions 1.5 Creating audience personas for personalized marketing campaigns 1.6 Segmentation strategies for different types of events (e.g., corporate events, weddings, festivals)	7



2	<u>Event Branding and Positioning</u> 2.1 Defining the event's brand identity: logo, theme, colors, and messaging 2.2 Positioning the event in the market: Unique Selling Proposition (USP) 2.3 Consistency in branding across all marketing materials Branding Tools and Techniques 2.4 Developing guidelines for brand 2.5 Leveraging visual and digital assets to promote the event brand 2.6 Using branding to create emotional connections with the audience 2.7 Positioning the event in a competitive market	7
3	<u>Sponsorship and Partnership Marketing</u> 3.1 Identifying Potential Sponsors and Partners 3.2 Criteria for selecting sponsors for an event 3.3 Types of sponsorships: financial, in-kind, media, and strategic partnerships 3.4 Building sponsorship packages with clear value propositions 3.5 Developing and writing Sponsorship Proposals 3.6 Creating mutually beneficial partnerships between event organizers and sponsors 3.7 Effective communication and regular updates for sponsors 3.8 Delivering sponsor benefits: brand visibility, audience engagement, etc. 3.9 Post-event reporting and feedback for sponsors	7
4	<u>Public Relations (PR) for Events</u> 4.1 Introduction to Public Relations 4.2 Role of PR in event marketing. 4.3 Building and maintaining media relationships 4.4 Media outreach: Press releases, media kits, and press conferences 4.5 Crisis Management in Event PR 4.6 Communicating with the public and stakeholders during a crisis 4.7 Event Publicity and Media Coverage 4.8 Working with journalists, bloggers, and influencers to promote the event 4.9 Measuring the impact of PR efforts and media impressions	7



5	<u>Event Ticketing and Registration</u> 5.1 Types of ticketing: Early bird, VIP, group tickets, etc. 5.2 Pricing strategies and ticket bundling 5.3 Managing ticket sales through online platforms (Eventbrite, Cvent, etc.) 5.5 Designing user-friendly event registration forms 5.6 Discounts, Offers, and Promotions: Offering discounts and promotional codes to boost ticket sales 5.7 Leveraging group deals and referral programs for higher attendance	7
6	<u>Event Website Creation</u> 6.1 Importance 6.2 Creating an event website with essential information (schedule, speakers, etc.)	7
7	<u>Event Promotion Strategies</u> 7.1 Using websites, social media, email marketing, and blogs to promote events 7.2 Search Engine Optimization (SEO) and Search Engine Marketing (SEM) for events 7.3 Using content marketing strategies (articles, videos, etc.) for event promotion	10
8	<u>Traditional Marketing for Events</u> 8.1 Print advertising (flyers, posters, brochures) 8.2 Radio, TV, and outdoor advertising for events 8.3 Direct mail and other traditional marketing tools	8
	TOTAL	60

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



Course Code: 23DEM106	Course Name: Event Marketing and Promotions (Pr.)	
Course Category: -	Credit: 1	Teaching Scheme: L - 0 / P - 2
Evaluation Scheme: CA - 30 / PR - 20		Duration: 2 hours
Prerequisites: - Students should go through the provided notes.		
Course Objectives: The Event Marketing and Promotions course is designed to equip students with the essential skills and knowledge required to create, execute, and evaluate effective marketing strategies for events		
Course Outcome: CO1 - Students will learn the concept of event marketing. CO2- Students will learn the concept of digital marketing. CO3- Students will learn to prepare the required documentations.		

CURRICULUM:

Unit No.	Title & Contents	Hours
1	Developing a marketing plan for an event, including the marketing objectives, target audience, promotional strategies, and timeline.	2
2	Plan and execute a social media marketing campaign on platforms like Instagram, Facebook, or Twitter, including content creation, scheduling, and audience engagement.	2
3	Draft a press release announcing an event, ensuring it includes essential details and a compelling narrative for media outlets.	2
4	Organizing an Event with an Influencer	2
5	Designing Email Marketing Campaigns	2
6	Influencer Marketing Strategy and Analysis	2
7	Designing a Flyer and Poster for Event Promotion	2
8	Event Post-Event Survey for Marketing Insights	2
9	Create a detailed timeline outlining the marketing activities for an event, from pre-event promotion to post-event follow-ups.	2
10	Create and launch a targeted paid ad campaign on social media (Facebook, Instagram, LinkedIn), and analyze the performance based on key metrics like clicks, impressions, and conversions.	2

11	Create different sponsorship levels and packages for an event, detailing benefits, branding opportunities, and expected contributions from sponsors.	2
12	Designing a Flyer and Poster for Event Promotion	2
13	Practical on Event Promotion Budgeting	2
14	Creating an Event Website or Landing Page	2
15	Organize a small PR event or media event to generate buzz for an upcoming event, including inviting media and handling press interactions.	2
TOTAL		30

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



Course Code: 23DEM107	Course Name: Managerial Perspectives
Course Category: -	Credit: 2 Teaching Scheme: L - 2 / P - 0
Evaluation Scheme: CA - 30/ ESE-20	Duration: 1 hour
Prerequisites: - Should go through the provided notes.	
Course Objectives: To make the students understand the concepts of Management & their Practical application in the Hospitality Industry.	
Course Outcome: CO1 -Students will learn the concept of managerial perspective. CO2 -Students will learn the importance of planning and decision making.	

CURRICULUM:

Unit No.	Title & Contents	Hours
1	<u>Introduction to Management</u> 1.1 Life of a manager at hotel (illustrative situations) 1.2 Levels of management 1.3 External & internal factors that affect management 1.4 Contribution of F.W. Taylor to scientific management, Henry Fayol's classical management theory 1.5 Modern day management theory	6
2	<u>Planning & Decision Making</u> 2.1 Definition, Nature & Importance of planning 2.2 Advantages & disadvantages 2.3 Types of plans, Steps in planning 2.4 Types of decisions, Decision making techniques 2.5 Step by step decision making process	5
3	<u>Organizing & Staffing</u> 3.1 Definition of Organizing 3.2 Nature and importance of organizing 3.3 Principles of organizations 3.4 Definition of Staffing 3.5 Delegation and Departmentalization, Authority & Responsibility, Span of control	4
4	<u>Leadership</u> 4.1 Definition, Leadership theories - Managerial grid, 4.2 Different styles of leadership 4.3 Characteristics of a good leader	3



5	<u>Motivation</u> 5.1 Definition, Nature and Importance 5.2 Benefits of motivated staff, Maslow's theory of need hierarchy, Herzberg's two factor theory, McGregor's theory 'X' and theory 'Y' 5.3 Morale – its role & importance	4
6	<u>Co-ordination</u> 6.1 Definition 6.2 Characteristics of coordination 6.3 Need for coordination	4
7	<u>Controlling</u> 7.1 Definition 7.2 Need for controlling 7.3 Process of controlling	4
	TOTAL	30

Text Books:

1. Essentials of Management – Koontz & O'donnel

Reference Books:

1. Management – Stoner & Freeman
2. Management tasks – Peter Drucker

Online Resources:

NPTEL / SWAYAM



Course Code: 25DEM108	Course Name: Communicative English
Course Category: -	Credit: 2 Teaching Scheme: L - 2 / P - 0
Evaluation Scheme: CA - 30/ ESE-20	Duration: 1 hour
Prerequisites: - Should go through the provided notes.	
Course Objectives: To introduce students to the process of communication & presentation skills needed by the hospitality professional.	
Course Outcome: CO1 - To introduce students with the process of communication so that they can identify conditions favorable to effective communication and to teach them basic and applied language skills useful for the study of technical subjects as well as communication, with a particular emphasis on writing and oral presentation skills, which are capabilities needed for professional careers.	

CURRICULUM:

Unit No.	Title & Contents	Hours
1	<u>The communication process</u> 1.1 Sender, receiver, message, channel, feedback, Message conceived, message encoded 1.2 channel selected for communication, message perceived, message decoded, message understood and decoded 1.3 feedback	5
2	<u>Barriers to effective communication</u> 2.1 Inadequacy of message design 2.2 Physical appearance 2.3 selective attention, prejudice, language difference, inadequate listening, lack of feedback, imperceptions, mannerisms	2
3	<u>Listening</u> 3.1 Need for listening, listening for content 3.2 critical listening 3.3 Empathetic and attentive listening	3
4	<u>Framework for planning business messages</u> 4.1 Purpose 4.2 audience 4.3 structure 4.4 style	5

5	<u>Written communication skills</u> 5.1 Advantages and disadvantages, 5.2 Writing a log book, Comprehension and précis writing 5.3 Letter writing (letters of enquiry, complaint, apology, order, application accompanied by bio-data, resignation and appreciation.) 5.4 Short formal reports (incidents, events, visits) 5.5 Memos, notices, circulars	5
6	<u>Oral communication skills</u> 6.1 Advantages and disadvantages 6.2 Articulation and delivery 6.3 Making speeches and presentations, Telephone etiquettes, Restaurant and hotel English	5
7	<u>Non-verbal communication</u> 7.1 Understanding aspects of body language	5
	TOTAL	30

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



SEMESTER II

Course Code: 25DEM201	Course Name: Event Production and operations (Th.)
Course Category: -	Credit: 4 Teaching Scheme: L – 4 / P – 0
Evaluation Scheme: CA – 60 / PR – 40	Duration: 2 Hours
Prerequisites: - Should go through the provided notes.	
Course Objectives: The Event Production and Operations course aims to provide students with the essential knowledge and practical skills to successfully plan, manage, and execute various types of events.	
Course Outcome: CO1- Students will learn about the concept of Event production and operations. CO2- Students will learn about the importance of coordination in event management.	

Unit No.	Title & Contents	Hours
1	<u>Introduction to Event Production and Operations</u> 1.1 Overview of Event Production 1.2 Understanding the role of event production in the event lifecycle 1.3 Key components of event production: planning, design, execution, and evaluation 1.4 Understanding the specific production needs for each type of event 1.5 Role of Event Operations Manager 1.6 The responsibilities of an event operations manager 1.7 Coordinating various teams (logistics, vendors, clients) for smooth event execution	10
2	<u>Event Planning and Coordination</u> 2.1 Pre-Event Planning 2.2 Developing event timelines and checklists 2.3 Creating a detailed event schedule and understanding the critical milestones 2.4 Communication and Meetings 2.5 Regular team meetings for status updates and troubleshooting 2.6 Effective communication strategies with all event stakeholders	10



3	<u>Venue Selection and Layout Planning</u> 3.1 Choosing the Right Venue 3.2 Factors to consider: location, accessibility, capacity, infrastructure, and ambiance 3.3 Site visits and venue assessments 3.4 Event Layout Design 3.5 Designing floor plans for seating, stages, booths, and other setups 3.6 Creating effective event flow (e.g., entrances, exits, registration areas) 3.7 Venue Operations Management 3.8 Coordinating with venue staff on logistics, services, and facilities 3.9 Ensuring safety and compliance with local regulations	5
4	<u>Audio-Visual and Technical Requirements</u> 4.1 Audio-Visual (AV) Equipment for Events 4.2 Types of AV equipment used in events: sound systems, projectors, lighting, screens, etc. 4.3 Ensuring the technical requirements align with event needs and Troubleshooting 4.4 Coordinating the setup of AV equipment 4.5 Troubleshooting common technical issues during events 4.6 Technical Rehearsals 4.7 The importance of rehearsals for smooth technical operations 4.8 Creating a technical run-through schedule with the event team	10
5	<u>Stage and Set Design</u> 5.1 Designing Event Stages and Setups 5.2 Designing event stages and other production elements (backdrops, props) 5.3 Collaborating with designers and technical staff, Lighting and Sound Design 5.4 Understanding the role of lighting and sound in enhancing the event experience 5.5 Stage Management 5.6 Overseeing stage setups and transitions during the event 5.7 Managing live performance elements (speakers, performers, or entertainment)	5



6	<u>Post-Event Evaluation and Feedback</u> 6.1 De-briefing and Feedback Collection 6.2 Conducting a post-event debrief with the event team to discuss what went well and areas for improvement 6.3 Collecting feedback from attendees, clients, and stakeholders to evaluate the event's success 6.4 Compiling an event report that includes outcomes, attendance, media coverage, and financial performance 6.5 Providing recommendations for future events based on lessons learned	10
7	<u>Health, Safety, and Risk Management</u> 7.1 Health and Safety Protocols 7.2 Understanding safety standards for events: crowd control, emergency exits, and first-aid provisions 7.3 Health and safety regulations for different types of events 7.4 Risk Management Planning 7.5 Identifying potential risks and developing contingency plans 7.6 Conducting a risk assessment for the event venue and activities 7.7 Ensuring compliance with local regulations and obtaining the necessary permits 7.8 Understanding event insurance requirements (liability, cancellation, etc.)	10
	TOTAL	60

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



Course Code: 25DEM202	Course Name: Event Production and Operations (Pr.)	
Course Category: -	Credit:1	Teaching Scheme: L - 0 / P - 2
Evaluation Scheme: CA - 30 / PR - 20		Duration:2 Hour
Prerequisites: - Should go through the previous notes.		
Course Objectives: The Event Production and Operations course is designed to provide students with an in-depth understanding of the processes, planning, and logistical considerations involved in producing and executing successful events.		
Course Outcome: CO1- Students will understand during the role to handle different situations occurring during event management. CO2- Students will learn to prepare and analyse the procedure to make the check list.		

Unit No.	Title & Contents	Hours
1	Conduct a site visit to assess potential venues for an event. Evaluate location, capacity, amenities, accessibility, and suitability for the event's requirements.	2
2	Create a floor plan for an event that includes stages, seating arrangements, booths, entrances, exits, and registration areas, ensuring a smooth flow of traffic.	2
3	Develop a detailed timeline for an event from initial planning to post-event activities. Include deadlines for contracts, supplier deliveries, setup, and teardown.	2
4	Set up basic technical equipment for an event (e.g., microphones, speakers, lighting systems, projectors). Test the equipment to ensure it meets event requirements.	2
5	Organize and run a technical rehearsal, ensuring all the technical aspects (lighting, sound, and visuals) are in place and working correctly before the event starts.	2
6	Set up an online registration page for an event. Practice managing attendee data, ticketing, and on-site check-in for the event.	2
7	Budget Preparation for an event, considering costs for venue, AV equipment, décor, catering, staffing, and other expenses.	2
8	Managing a team of volunteers or staff for a mock event, assigning roles and ensuring smooth execution on the day of the event.	2

9	Set up a registration area for an event, complete with check-in counters, signage, and necessary technology (e.g., tablets for ticket scanning).	2
10	Conduct a risk assessment for a specific event venue, identifying potential hazards and proposing safety measures (e.g., fire exits, crowd control).	2
11	Checklist preparation for the event.	2
12	Organize transportation logistics for speakers, performers, or attendees (e.g., airport pickups, shuttle services to and from the venue).	2
13	Design and set up event signage (welcome banners, directional signs, etc.) to guide attendees through the event venue.	2
14	Post- event cleaning and feedback collection.	2
15	Organize a debrief meeting with the event team to evaluate what went well, identify challenges, and document lessons learned for future events	2
	TOTAL	30

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

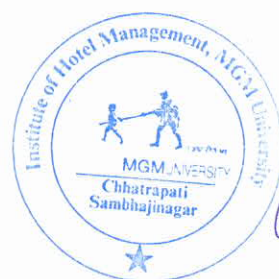
Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"

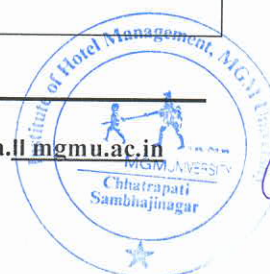


Course Code: 25DEM203	Course Name: Venue and Hospitality Management (Th.)
Course Category: -	Credit: 4 Teaching Scheme: L - 4 / P - 0
Evaluation Scheme: CA - 60 / PR - 40	Duration: 2 Hours
Prerequisites: -Should go through the previous notes.	
Course Objectives: The Venue and Hospitality Management course is designed to provide students with a comprehensive understanding of the operational, managerial, and strategic aspects involved in managing event venues and hospitality services.	
Course Outcome: CO1- Students will understand the concept of Hospitality management and its importance in event management. CO2-Students will understand the technique of venue selection and evaluation. CO3-Students will learn about the importance of CS in relation management.	

Unit No.	Title & Contents	Hours
1	Introduction to Venue and Hospitality Management 1.1 Role and importance 1.2 Key Elements 1.3 Types of Venues	10
2	Venue Selection and Evaluation 2.1 Factors Influencing Venue Selection 2.2 Location, capacity, accessibility, amenities, and infrastructure 2.3 Understanding the audience and event requirements for selecting an appropriate venue 2.4 Site Visits and Venue Assessment 2.5 Conducting site visits and evaluating venue features (space, acoustics, lighting, etc.)	10
3	Event Space Design and Layout Planning 3.1 Designing Event Layouts 3.2 Functional Spaces in Venues 3.3 Ensuring accessibility for disabled attendees	10



4	<p>Customer Relationship Management in Venues</p> <p>4.1 Client Communication and Interaction</p> <p>4.2 Effective communication with clients regarding venue services and event expectations</p> <p>4.3 Handling client requests, queries, and concerns professionally</p> <p>4.4 Building Long-Term Relationships with Clients</p> <p>4.5 Establishing repeat business and client loyalty through quality service</p> <p>4.6 Managing client feedback and implementing improvements</p> <p>4.7 Conflict Resolution and Problem-Solving</p> <p>4.8 Handling complaints and resolving issues related to venue services or hospitality during an event</p>	5
5	<p>Technology and Innovation in Venue Management</p> <p>5.1 Advancements in Event Venues</p> <p>5.2 Smart venues: integration of IoT and automation for event management</p> <p>5.3 Online Booking Systems and Event Registration</p> <p>5.4 Managing online booking platforms for event spaces</p> <p>5.5 Using CRM systems to track client interactions and preferences</p> <p>5.6 Sustainability and Green Technologies</p> <p>5.7 Implementing sustainable practices in venue management (energy-efficient lighting, waste management)</p> <p>Green certifications and eco-friendly venues</p>	5
6	<p>Crisis Management and Emergency Preparedness</p> <p>6.1 Risk Assessment and Contingency Planning</p> <p>6.2 Developing contingency plans for emergencies (weather disruptions, technical failures)</p> <p>6.3 Health and Safety Protocols</p> <p>6.4 Ensuring the safety and well-being of attendees and staff during events</p>	10
7	<p>Venue Operations and Management</p> <p>7.1 Coordination of services such as housekeeping, security, and technical support</p> <p>7.2 Scheduling and managing staff for smooth operations before, during, and after events</p> <p>7.3 Logistics and Event Execution</p> <p>7.4 Handling logistics: transportation, loading/unloading, and material storage</p> <p>7.5 Managing event setup, technical rehearsals, and on-site coordination</p> <p>7.6 Venue Maintenance and Cleanliness</p> <p>7.7 Ensuring proper venue upkeep, hygiene, and cleanliness</p> <p>7.8 Post-event venue inspections and damage control</p>	10



	TOTAL	60
--	--------------	-----------

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



Course Code: 25DEM204		Course Name: Venue and Hospitality Management (Pr.)
Course Category: -	Credit:1	Teaching Scheme: L - 0 / P - 2
Evaluation Scheme: CA - 30 / PR - 20		Duration: 2 Hours
Prerequisites: - Students should go through the previous notes.		
Course Objectives: The Venue and Hospitality Management course is designed to provide students with a comprehensive understanding of the operational, managerial, and strategic aspects involved in managing event venues and hospitality services.		
Course Outcome: CO1- Students will learn the techniques used to enhance the guest experience. CO2-Students will learn about the ways of handling guest complaints and feedbacks.		

Unit No.	Title & Contents	Hours
1	Designing a Guest Welcome Experience	2
2	Creating a Menu for an Event	2
3	Event Catering Setup and Service	2
4	Managing a VIP Guest List	2
5	Staff Scheduling and Coordination	2
6	Handling Guest Complaints and Conflict Resolution	2
7	Organizing a Themed Event with Catering	2
8	Conducting a Hospitality Service Training Session for staffs.	2
9	Set up a registration desk or check-in area for an event, including creating registration forms, managing guest lists, and ensuring smooth check-in processes.	2
10	Coordinate the delivery of event materials, seating arrangements, equipment, and vendor setups. Ensure timely coordination for smooth on-site operations.	2
11	Event Transportation Management	2
12	Venue Branding and Signage Setup	2
13	Post-Event Hospitality Evaluation and Feedback	2
14	Conduct a debriefing session with your team after an event, discussing what went well, areas for improvement, and any operational challenges faced.	2

15	Develop a vendor contract template, negotiate terms, and simulate a payment process for different event services (catering, AV, décor).	2
	TOTAL	30

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



Course Code: 25DEM205	Course Name: Legal Aspects and Risk Management in Events (Th.)	
Course Category: -	Credit: 4	Teaching Scheme: L - 4 / P - 0
Evaluation Scheme: CA - 60 / PR - 40		Duration: 2 Hours
Prerequisites: - Students should go through the previous notes provided.		
Course Objectives: The Industrial Training enables students to Draft and evaluate legal documents such as contracts, waiver forms, vendor agreements, and insurance policies, ensuring they comply with relevant laws and safeguard against potential legal issues.		
Course Outcome: CO1- Students will learn about the legal aspects and its importance. CO2- Students will learn about the importance of legal documentation. CO3- Students will learn about the safety regulations and its importance.		

Unit No.	Title & Contents	Hours
1	Introduction to Legal Aspects in Event Management 1.1 Overview of Legal Considerations in Events 1.2 Importance of understanding legal aspects in event management 1.3 Key legal documents and contracts involved in events 1.4 Types of Event Contracts 1.5 Contracts with venues, vendors, sponsors, entertainers, and clients	5
2	<u>Legal Framework Governing Events</u> 2.1 Laws Affecting Event Management 2.2 National and local event laws and regulations 2.3 Licensing and Permits 2.4 Types of licenses required for events (e.g., alcohol, entertainment, public gathering)	5
3	<u>Contracts and Legal Documentation in Event Management</u> 3.1 Types of Event Contracts 3.2 Service contracts with suppliers, performers, and vendors 3.3 Contracts with venues, including cancellation policies and insurance clauses 3.4 Understanding Contractual Obligations 3.5 Key components of contracts (terms, conditions, indemnities) 3.6 Breach of contract and legal consequences	5

4	<u>Intellectual Property Laws in Events</u> 4.1 Copyrights, Trademarks, and Patents 4.2 How intellectual property laws impact event management (e.g., music rights, brand logos) 4.3 Managing intellectual property concerns during events 4.4 Licensing and Permissions 4.5 Securing necessary rights for copyrighted material (music, logos, images) 4.6 Permissions for recording or broadcasting at events	10
5	<u>Safety and Security Regulations</u> 5.1 Health and Safety Laws 5.2 Legal obligations regarding safety and emergency procedures for events 5.3 Health and safety regulations for different event types (indoor, outdoor, large-scale, etc.) 5.4 Security Protocols and Crowd Control 5.5 Managing security, crowd management, and ensuring safety at events 5.6 Working with local authorities, police, and security personnel for event security	5
6	<u>Insurance for Events</u> 6.1 Types of Event Insurance 6.2 Understanding different types of insurance policies (liability, cancellation, weather) 6.3 Importance of insurance in mitigating financial risk 6.4 Evaluating Insurance Needs for Events 6.5 Handling insurance claims and disputes	5
7	Crisis Management and Legal Considerations	10
8	10: Post-Event Legal Compliance and Risk Review	15
	TOTAL	60

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



Course Code: 25DEM206	Course Name: Legal Aspects and Risk Management in Events (Pr)	
Course Category: -	Credit: 1	Teaching Scheme: L - 0 / P - 2
Evaluation Scheme: CA - 30 / PR - 20		Duration: 2 Hours
Prerequisites: - Students should go through the previous notes provided.		
Course Objectives: The Industrial Training enables students to Draft and evaluate legal documents such as contracts, waiver forms, vendor agreements, and insurance policies, ensuring they comply with relevant laws and safeguard against potential legal issues.		
Course Outcome: CO1- Students will be able to draft different required contracts. CO2- Students will learn to create a plan for risk management. CO3- Students will learn how to handle different types of situations while performing the role-plays.		

Unit No.	Title & Contents	Hours
1	Draft a sample event contract for a client, including terms, conditions, payment schedules, cancellation clauses, and force majeure provisions.	2
2	Conduct a risk assessment for a mock event, identifying potential risks (e.g., weather, technical failure, crowd control) and suggesting mitigation strategies.	2
3	Create a contract for a vendor providing services such as catering, décor, or AV equipment. Ensure it includes terms related to delivery times, payment, and liability.	2
4	Research the necessary permits and licenses for an event (e.g., liquor licenses, sound permits) and prepare applications for each.	2
5	Creating a plan for Event Risk Management.	2
6	Assess the types of insurance required for a specific event (e.g., general liability, weather insurance) and determine the necessary coverage based on event risks.	2
7	Create a liability waiver for participants at an event (e.g., for a sports event), ensuring it covers health and safety risks.	2
8	Stimulate a crisis (e.g., a natural disaster or major technical failure) during an event and develop a legal response strategy, including emergency communication protocols.	2
9	Develop a procedure for handling event cancellations, including how to process refunds and communicate with clients and ticket holders.	2

10	Role-play a situation where a vendor fails to meet contractual obligations (e.g., late delivery or poor service) and negotiate a resolution, keeping legal considerations in mind.	2
11	Drafting a Non-Disclosure Agreement (NDA)	2
12	Simulate a situation where a guest files a legal claim for an injury or other incident during an event, and practice the steps to handle the claim legally and professionally.	2
13	Identify potential intellectual property (IP) issues related to event content (e.g., logos, music, videos) and create a plan to manage IP rights during the event.	2
14	Managing Alcohol Licenses and Legal Compliance	2
15	Post-Event Legal Compliance and Documentation	2
	TOTAL	30

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



Course Code: 25DEM207	Course Name: Legal trends in event management (Th.)	
Course Category: -	Credit: 4	Teaching Scheme: L - 4 / P - 0
Evaluation Scheme: CA - 60 / PR - 40		Duration: 2 Hours
Prerequisites: - Students should read the notes for the similar subjects.		
Course Objectives: The Legal Trends in Event Management course aims to provide students with an in-depth understanding of the evolving legal landscape in the event management industry.		
Course Outcome: CO1- Students will learn about the evolving legal trends in event management, including sustainability laws, digital and virtual event regulations, and global compliance standards. CO2- Students will develop the skills to assess potential legal risks in various event types (e.g., virtual, hybrid, or in-person) CO3- Students will learn about the data protection laws and importance of sustainability.		

Unit No.	Title & Contents	Hours
1	Introduction to Legal Trends in Event Management 1.1 Overview of Legal Trends 1.2 Evolution of legal issues in event management 1.3 The role of law in the event industry 1.4 Key legal challenges for event managers today 1.5 The Changing Regulatory Landscape	5
2	Legal Framework for Events 2.1 Event-Related Laws and Regulations 2.2 Overview of national and international event laws 2.3 Local ordinances, zoning laws, and regulations 2.4 Compliance with event-related legal requirements 2.5 Types of Legal Contracts in Events	5
3	Data Protection and Privacy Laws 3.1 General Data Protection Regulation (GDPR) 3.2 Understanding GDPR and its relevance to event management 3.3 Best practices for data collection, storage, and sharing 3.4 Ensuring privacy protection for event attendees and clients 3.5 Emerging Data Protection Laws 3.6 Trends in privacy laws across different regions	10

4	Intellectual Property and Copyrights in Events 4.1 Intellectual Property (IP) in Event Management 4.2 Copyright, trademarks, and patents in event branding 4.3 Use of copyrighted materials (music, visuals, logos) at events 4.4 Legal Considerations for Content Creation 4.5 Permissions, licensing, and fair use in event-related content	5
5	Emerging Legal Issues in Virtual and Hybrid Events 5.1 Legal Challenges in Online Events 5.2 Addressing legal concerns in virtual events (e.g., platform terms of use, copyright issues) 5.3 Ensuring security and data protection in virtual events 5.4 Hybrid Event Regulations	5
6	Event Cancellation and Force Majeure Clauses 6.1 Understanding Force Majeure Clauses 6.2 Managing legal risk in case of event cancellation (e.g., natural disasters, pandemics) 6.3 Legal Implications of Event Cancellations 6.4 Handling cancellations and refunds legally 6.5 Trends in cancellation policies due to unpredictable events	10
7	Dispute Resolution and Legal Remedies in Event Management	10
8	Environmental and Sustainability Laws 8.1 Sustainable Event Management Practices 8.2 Legal regulations on waste management, energy use, and eco-friendly initiatives 8.3 Importance of environmental sustainability in the event industry 8.4 Trends in Green Event Certifications- Trends in sustainability certifications (e.g., ISO 20121)	10
	TOTAL	60

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"



Course Code: 25DEM208	Course Name: Legal trends in event management (Pr)	
Course Category: -	Credit: 1	Teaching Scheme: L - 0 / P - 2
Evaluation Scheme: CA - 30 / PR - 20		Duration: 2 Hours
Prerequisites: - Students should read the notes for the similar subjects.		
Course Objectives: The Legal Trends in Event Management course aims to provide students with an in-depth understanding of the evolving legal landscape in the event management industry.		
Course Outcome: CO1- Students will be able to identify and critically analyze the legal frameworks and emerging trends CO2- Students will develop the skills to assess potential legal risks in various event types (e.g., virtual, hybrid, or in-person) and create risk management strategies that will with legal and regulatory requirements.		

Unit No.	Title & Contents	Hours
1	Create an event contract that includes terms, payment schedules, force majeure clauses, and cancellation policies.	2
2	Conduct a risk assessment for an event and identifying potential legal risks such as venue safety, crowd control, or equipment failure.	2
3	Preparing Data Privacy Policy for an Event	2
4	Research and apply for the necessary licenses (e.g., liquor licenses, entertainment permits) for an event.	2
5	Develop an Intellectual property policy that covers event content like videos, music, and logos, ensuring copyright laws are respected.	2
6	Write a sample vendor agreement outlining terms for services such as catering, décor, and AV equipment, including penalties for breach of contract.	2
7	Evaluate the types of insurance (general liability, cancellation insurance) needed for a specific event.	2
8	Role-play a situation where an event must be canceled due to unforeseen circumstances and practice how to communicate with stakeholders about refunds and liability.	2
9	Identifying Legal Issues in Hybrid Events	2
10	Research environmental regulations affecting events, such as waste management, noise control, and energy consumption, and create an action plan to comply.	2

11	Draft a sponsorship agreement that outlines the terms of sponsorship, rights, responsibilities, and legal liabilities for both the sponsor and the event organizer.	2
12	Review an event plan and make recommendations to ensure compliance with legal accessibility requirements (e.g., ADA compliance, wheelchair access).	2
13	Create or review a staff employment contract for temporary event staff, ensuring compliance with labor laws and fair employment practices.	2
14	Review an event marketing campaign for legal risks, such as false advertising, use of copyrighted material, and adherence to data protection laws.	2
15	After an event, review all contracts, permits, and insurance documents to ensure legal compliance was maintained throughout the event.	2
	TOTAL	30

Text Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, and Other Special Events"

Reference Books:

1. "The Law of Public and Private Events: A Practical Guide for Event Professionals"

Online Resources:

1. Peter E. Tarlow- "Event Risk Management and Safety"

