

Syllabus on Vocational Education and Training Course (VTC)

Paper Title	: Event Management- I							
CODE	: VTC: 244.2							
Number of Credits	: 4							
Semester	: III							
No. of Theory Hours Per Week	: One (1 hour)							
No. of Practical Hours per Week	: Three (3 Hours)							
Outline of the Paper:								
Type of Course	Units in the VTC	Hours	Credits	Total Marks	Distribution of Marks (as per OC-8)			
Event Management -I	Unit-I Theory (25 Marks)	15	4	100	In-Semester		End-Semester	
					Theory	Practical	Theory	Practical
	Unit-II to IV Theory (75 Marks)	90					15	
Marks Distribution	: Internal Assessment: 40 : External Assessment: 60							
Course Objectives	<ol style="list-style-type: none"> 1. To familiarize the students with the basics and foundations of event management. 							
Course Learning Outcome	<p>At the end of the course students are able to:</p> <ol style="list-style-type: none"> 1. define an overview on events and concept, nature, typologies and practices of event management, particularly sustainable and green event practices which are most relevant in the field of event management 2. classify events and its typologies and understand their importance in destination marketing and branding 3. identify different marketing strategies for events, including social media marketing, traditional advertising, public relations, and influencer partnerships. 							
Unit I: (Theory) 15 Hours	<ul style="list-style-type: none"> • Introduction to Events and Event Management, Meaning and Definition of Event Management, Significance, Size & Typologies of Events, Scope and opportunities in the field of Event Management, • Role of the event manager. • Event Planning & Design, Team Building and Leadership. • Team Management & its significance in Event Planning, Event Budgeting, Event SWOT Analysis, Event Marketing and Sponsorship, Event Impacts and Sustainability. 							
UNIT-II: (Practical) 30 Hours	<ul style="list-style-type: none"> • Classify Size and Typologies of events of North East India. • Develop SMART Approach for Events. • Study the impact of organizing Local Events in your area. • Estimate the budget of collage freshers or farewells party 							

	<p>for 60 students.</p> <ul style="list-style-type: none"> • Planning and design a sport event ‘Football Match Tournament’ in your city.
UNIT-III: (Practical) 30 Hours	<ul style="list-style-type: none"> • Study of feasibility of organizing business events in Meghalaya. • Examine the role of the event manager for organising education fair in your university. • Identify the key skills required for successful event management. • Formation of event team for conducting Mega Events. • Estimation of cost for decoration for the big convention hall in your city.
UNIT-IV: (Practical) 30 Hours	<ul style="list-style-type: none"> • Develop marketing and promotional strategies for the local festival of Meghalaya. • Prepare budget high tea and refreshment for 100 visitors in Trade Expo. • Plan sponsorship activities for conducting Annual Day function. • Develop a study of sustainable event practices in Meghalaya. • Study the feasibility of events in rural area of Meghalaya
Suggested Readings	<ol style="list-style-type: none"> 1. Avrich, B. (2003). Event and Entertainment Marketing. Vikas Publishing House. 2. Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2022). Event Management: An Introduction. Routledge. 3. Sharma, A., & Arora, S. (2018). Event Management and Marketing: Theory, Practical Approaches, and Planning. Bharti Publication. Semester IV 4. Shone, A., & Parry, B. (2004). Event Successful Management. Cengage Learning. 5. Van Der Wagen, L. (2018). Event Management for Tourism, Cultural, Business and Sporting Events. Pearson Education.
Requirements	<p>Basic Materials Needed:</p> <ul style="list-style-type: none"> • Event classification frameworks (examples of different event types, sizes, and their characteristics). • SMART goal setting templates and guidelines. • Case studies or surveys on local event impacts. • Budgeting templates for event planning. • Event planning templates for sport events. • Budget templates, feasibility study frameworks, SMART goal templates, marketing strategy templates, etc. • Software tools for budgeting, project management, and feasibility analysis.

	<ul style="list-style-type: none">• Any other item as and when required
Qualified Instructors	<ul style="list-style-type: none">• Instructors with experience in event management and teaching.• Certifications or relevant qualifications in event management

Paper Title	: Event Management -II							
CODE	: VTC: 264.2							
Number of Credits	: 4							
Semester	: IV							
No. of Theory Hours Per Week	: One (1 hour)							
No. of Practical Hours per Week	: Three (3 Hours)							
Outline of the Paper:								
Type of Course	Units in the VTC	Hours	Credits	Total Marks	Distribution of Marks (as per OC-8)			
Event Management-II	Unit-I Theory (25 Marks)	15	4	100	In-Semester		End-Semester	
					Theory	Practical	Theory	Practical
	Unit-II to IV Theory (75 Marks)	90			25	15	60	
Marks Distribution	: Internal Assessment: 40 : External Assessment: 60							
Course Objectives	1. To acquaint the students with the concepts and practicalities of events in tourism							
Course Outcome Learning	At the end of the course students are able to: 1. apply the knowledge of event tourism to manage cultural events, festivals, business events and sports events with travel & tourism, hospitality management 2. apply event technology skills for effective communication and organizing seamless event activities in a cost effective and profitable manner.							
Unit I: (Theory) 15 Hours	<ul style="list-style-type: none"> • Emergence of Event Tourism, Nature, Scope, • Significance and Typologies of Event Tourism • Planned Events in Tourism, Core Propositions of Event Tourism, The destination perspective on event tourism, • Event Portfolio Model, Economic, Social, Cultural, Political and Environmental Outcomes and Event Tourism, Career Paths of Event Tourism. 							
UNIT-II: (Practical) 30 Hours	<ul style="list-style-type: none"> • To study business potentials and business environment of local destinations • Prepare essential check lists for pre-conference and post conference • To find the key potentials of meetings, incentives, conferences and exhibitions of North east India. • To study specific role of a DMO (destination marketing organization) is generally to promote tourism both business and leisure. Analyse the problems, prospects and challenges of physical meeting, online meeting and hybrid events. 							

	<ul style="list-style-type: none"> • Survey of business events centres or venues in your local areas and identify four sources of revenue for convention.
UNIT-III: (Practical) 30 Hours	<ul style="list-style-type: none"> • Planning and designing of cultural events and festivals. • Study the significance host-guest interactions during the tourism festival at local destination. • Find the role of Music Festivals or concerts and Regional Development in Meghalaya. • Examined importance of festivals in other forms of special-purpose tourism in the context of fashion, food and wine, local handmade handicrafts, black pottery and promote rural economy. • Prepare a report after visiting of two indigenous festivals of the Meghalaya.
UNIT-IV: (Practical) 30 Hours	<ul style="list-style-type: none"> • Study the about the entertainment events through the light on film, theatre, theme parks, gambling, museums, shopping prospects in Shillong and near about. • Measuring the economic impact of visitors to sports tournaments and special events. • The economic importance of major sports events of the Meghalaya. • Develop profile of Sport Events potential of Meghalaya. • Field visit to four major sport stadiums and assess the spectators/visitor's friendly facilities there.
Suggested Readings	<ol style="list-style-type: none"> 1. Getz, D. (2013). Event Tourism: Concepts, International Case Studies, and Research. Cognizant Communication Corporation. 2. Quinn, B. (2015). Festival and Special Event Management (5th ed.). John Wiley & Sons. 3. Randell, J. (2011). Event Tourism. Discovery Publishing Pvt. Ltd. 4. Sharma, A., Kumar, J., Turaev, B., & Mohanty, P. (2022). Festival and Event Tourism: Building Resilience and Promoting Sustainability. CABI.
Requirements	<ul style="list-style-type: none"> • Event classification frameworks (examples of different event types, sizes, and their characteristics). • SMART goal setting templates and guidelines. • Case studies or surveys on local event impacts. • Budgeting templates for event planning. • Event planning templates for sport events. • Budget templates, feasibility study frameworks, SMART goal templates, marketing strategy templates, etc. • Software tools for budgeting, project management, and feasibility analysis. • Any other item as and when required

Qualified Instructors	<ul style="list-style-type: none">• Instructors with experience in event management and teaching.• Certifications or relevant qualifications in event management
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Paper Title	: Event Management -III							
CODE	: VTC: 364.2							
Number of Credits	: 4							
Semester	:VI							
No. of Theory Hours Per Week	: One (1 hour)							
No. of Practical Hours per Week	: Three (3 Hours)							
Outline of the Paper:								
Type of Course	Units in the VTC	Hours	Credits	Total Marks	Distribution of Marks (as per OC-8)			
Event Management-III	Unit-I Theory (25 Marks)	15	4	100	In-Semester		End-Semester	
					Theory	Practical	Theory	Practical
	Unit-II to IV Theory (75 Marks)	90			25	15	60	
Marks Distribution	: Internal Assessment: 40 : External Assessment: 60							
Course Objectives	<ol style="list-style-type: none"> To introduce to the students the basics of entrepreneurship in the context of holding and running an event-oriented business enterprise 							
Course Learning Outcome	<p>At the end of the course students are able to:</p> <ol style="list-style-type: none"> apply good business ethics and management principles and techniques of event management and to assure quality for higher studies/event entrepreneurship design innovative and experiential events, most creative and professional manners that would support their career as event entrepreneurs to establish event start-ups 							
Unit I: (Theory) 15 Hours	<ul style="list-style-type: none"> Event Entrepreneurship: An Emerging Global Business, The Essential Steps to Starting an Event Management Business, Role of incubators framework, Qualities of an Event Entrepreneur; Women-owned event enterprises, PRIME – Promotion and Incubation of Market Driven Enterprises, Government of Meghalaya, Case Study of Successful Event Managers, Wedding planners, Decorators, Musicians, Meeting Planners in the Meghalaya, Legal Provisions for event management business in Meghalaya & India. 							
UNIT-II: (Practical) 30 Hours	<ul style="list-style-type: none"> Visit and interact with event managers in their offices or establishment nearby your locations /city and develop a report on the base of evaluation. Invite event’s entrepreneurs as a resource person to share their experiences related with event management and evaluation based on report writing on the same. 							

UNIT-III: (Practical) 30 Hours	<ul style="list-style-type: none"> • Internship at an event business establishment and evaluation based on the assessment by the establishment authorities for two weeks.
UNIT-IV: (Practical) 30 Hours	<ul style="list-style-type: none"> • Design an Event Business Start-up idea and event business feasibility study, and evaluation based on a potential event business model in Meghalaya.
Suggested Readings	<ol style="list-style-type: none"> 1. Allen, J. (2017). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events. John Wiley & Sons. 2. Hougaard, S. (2004). The Business Idea: The Early Stages of Entrepreneurship. Springer. 3. Morrison, A. M., O’Gorman, K. D., & O’Reilly, J. (2013). Entrepreneurship in Tourism and Hospitality: A Global Perspective. Goodfellow Publishers Ltd. 4. O’Toole, W. J., & Mikolaitis, P. G. (2016). Event Management: A Professional & Developmental Approach. Kendall Hunt Publishing. 5. Page, S. J., & Connell, J. (2014). Tourism: A Modern Synthesis (3rd ed.). Cengage Learning.
Requirements	<ul style="list-style-type: none"> • Event classification frameworks (examples of different event types, sizes, and their characteristics). • SMART goal setting templates and guidelines. • Case studies or surveys on local event impacts. • Budgeting templates for event planning. • Event planning templates for sport events. • Budget templates, feasibility study frameworks, SMART goal templates, marketing strategy templates, etc. • Software tools for budgeting, project management, and feasibility analysis. • Any other item as and when required
Qualified Instructors	<ul style="list-style-type: none"> • Instructors with experience in event management and teaching. • Certifications or relevant qualifications in event management