

# DEVMT

1) To professionalize the field of event management.

2) To equip the learners with necessary knowledge and managerial skills, along with strategies to organize, implement, monitor all products and services that will prepare them for the business of experiences.

3) To be able to utilize the knowledge and skills gained from this programme for fulfilling the needs of the contemporary event industry.

## **BHC-011** Basics of Event Management

- 1) Explain the importance of event management and understand its diversity, types of events and their inherent characteristics.
- 2) Acquire key qualities and traits needed to become a successful event entrepreneur and gain specific skills that underpin these qualities.
- 3) Build insights on how to establish and run an event management company.

**Assessment**  
LO 1, 2 & 3  
Assignment and Term-end exam

## **BHC-012** Event Planning

- 1) Develop understanding of the client's expectations from the event, event feasibility and the process to create a bid.
- 2) Discuss legal issues, contracts and to understand and manage risks in event management.
- 3) Acquire knowledge about strategic event planning and the role of efficient human resource and logistics management

**Assessment**  
LO 1, 2 & 3  
Assignment and Term-end exam

## **BHC-013** Event Coordination and Control

- 1) Effectively plan and execute the various processes involved in event coordination and execution.
- 2) Explain the nature and purpose of event evaluation and identify and assess various control systems and evaluation methods.
- 3) Learn about managing and delivering different types of special events.

**Assessment**  
LO 1, 2 & 3  
Assignment and Term-end exam

## **BHC-014** Event Marketing and Promotion

- 1) Articulate the nature and concept of event marketing and its significance in event promotion.
- 2) Understand event marketing approaches, opportunities, branding and positioning to develop competitive advantage.
- 3) Devise effective promotional strategies for communicating actual event image to potential audience.

**Assessment**  
LO 1, 2 & 3  
Assignment and Term-end exam

## **BHC-015** Event Financing and Accounting

- 1) Gain a deeper understanding of financial management and budgeting for events.
- 2) Understand accounting concept, its principles, tools and applications and learn to practice bookkeeping.
- 3) Get acquainted with auditing and taxation essentials and their implications on event management.

**Assessment**  
LO 1, 2 & 3  
Assignment and Term-end exam

## **BHCP 011** Internship

- 1) Apply theoretical grounding to practice of event management
- 2) Develop entrepreneurial, financial and evaluation skills; and explore and expand creative, organizational and technological skills while planning and executing events
- 3) Get acquainted with event marketing, promotion and the legal framework of event operations
- 4) Be able to utilize the skills gained from Internship for fulfilling event industry needs

**Assessment**  
LO Internship Work

## **BHCL 011** Practicum

- 1) Get exposed to different types of events and learn event design in detail.
- 2) Understand the role of technology and innovation in the event practices.
- 3) Develop practical event business skills to manage events from initial idea to evaluation.
- 4) Learn to formulate and prepare a project check list including several parameters.

**Assessment**  
LO Practicum Work