



**NAIPUNNYA**  
**SCHOOL OF MANAGEMENT**

**A Project of the Archdiocese of Ernakulam - Angamaly**  
**Affiliated to the University of Kerala**  
**Accredited by NAAC with A Grade**  
**An ISO Certified Institute**

**ADD ON COURSE 2022-23**

**(CC HM 1141)**

**CERTIFICATE COURSE  
IN EVENT  
MANAGEMENT IN  
HOSPITALITY  
INDUSTRY**

**DEPARTMENT OF HOTEL MANAGEMENT**

## NP-NAAC-DQAC-NIHM-F22-Add-on Course - Certificate Programmes

### CERTIFICATE COURSE IN EVENT MANAGEMENT IN HOSPITALITY INDUSTRY (CC HM 1141)

#### Introduction:

**Total no of hours** - **30 hours**

**Mode of Examination** - **Theory (01-hour exam)**

This is an enabling course which aims to give students a formal and technical exposure to professional MICE skills. The approach is practical in nature. The course will provide an opportunity to understand effective document preparation and presentation of MICE.

#### Objectives:

1. Understand simple range of MICE
2. Understand the aspects of professional Event Management arrangements.
3. Demonstrate some control of essential basic necessities, structures with event or theme preparations.

#### Key Learning Outcomes:

By the end of the course, the students will be able to:

1. Understand and extract the essential information of event management.
2. Perform a variety of different functions including Business meeting arrangements, orientation and farewells, invitations in food festival, etc.
3. Understand people, places, likes and dislikes and series of wats in events.
4. Understand the form and function of the basic official preparations.
5. Perform a range official support through formal and informal writings, preparing reports, letters, agenda, accounts summery etc.

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### Syllabus

#### Module I: Fundamentals of Event Management

6 Hours

- Introduction to Meetings and Event Management
- Categories & Definitions
- Fundamentals of Event Management
- Objectives of Event Management
- Creating Timeline and checklist

#### Module II: Steps for planning an event

6 Hours

- Steps for planning an event
- Budget
- Marketing
- Arranging guest
- Stage Management
- Other consideration: Entertainment; Photography/Video coverage management.

#### Module III: Creating the atmosphere in Events

6 Hours

- Room Setup
- Registration area setup and ticket sale
- Flower arrangement, Different styles of flower arrangement.
- Theme decoration for various occasion similarities & uniqueness.

#### Module IV: Food and Beverage

6 Hours

- Know your audience
- Guarantee your numbers
- Working with venue and caterer
- Cost cutting suggestions

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### Module V: Contract and Insurance

6 Hours

- Creating a contract
- Amending a contract
- Expect the unexpected
- Venues, audio visual, food and beverages
- Signing foreign contracts
- Insurance

### Books Recommended

- Food & Beverage Service –Lillicrap& Cousins, ELBS
- Modern Restaurant Service –John Fuller, Hutchinson
- Introduction F& B Service-Brown, Heppner &Deegan
- Hotel House Keeping Operations and Management, Mr. G Raghubalan, Smritee Raghubalan,Oxford Higher Education
- Front office operations by Colin Dix &Chirs Baird
- Successful Event Management- Anton Shone & Bryn Parry, Publisher: Cengage Learning Business Press; 2 Edition (April 22, 2004) Isbn-10: 1844800768
- Management Of Event Operations (Events Management), Julia Tum, Philippa Norton, J. Nevan Wright, Publisher: Atlantic Publishing Company (Fl); Pap/Cdr Edition (January 8, 2007)
- The Complete Guide To Successful Event Planning - Shannon Kilkenny, Publisher: Wiley & Sons, India (May 1992)