Laboratory Manual

(Version2.0)

for

Event Management Lab

[BA(JMC)] 355

BA(JMC)- 5 Semester

Compiled by:

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Index

List of Abbreviations

BTL   Bloom's Taxonomy Level

CE   Communication Efficacy

CICP   Conduct Investigations of Complex Computing Problems

CK   Computational Knowledge

CO   Course Outcome

DAC   Departmental Advisory Committee

DDS   Design and Development of Solutions

I&E   Innovation and Entrepreneurship

I&T   Individual & Team Work

IQAC   Internal Quality Assurance Cell

LLL   Life-Long Learning

MTU   Modern Tool Usage

PA   Problem Analysis

PE   Professional Ethics

PEO   Programme Educational Objective

PMF   Project Management and Finance

PO   Programme Outcome

SEC   Societal and Envoirnmental Concern

Declaration

Department	:	Department of Journalism and Mass Communication
Course, Year and the Semester to which Lab is offered	:	BA(JMC) – 3 Year, 5 Semester
Name of the Lab Course	:	Event Management Lab
Course Code	:	BA(JMC) 355
Version No.	:	2.0
Name of Course/Lab Teacher(s)	:	Dr Avneet Kaur Bhatia
Laboratory Manual Committee	:	
Approved by	:	DAC
Approved by	:	IQAC

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Signature
(Course Teacher)

_____
Signature
(Head of Department)

_____
Signature
(IQAC Coordinator)

1. Vision of the Department

To become a Centre of excellence in the field of Journalism and Mass Communication to produce quality professionals for continuously evolving media industry.

2. Mission of the Department

M₁   To produce quality professionals as per global industry standards in the field of journalism & mass communication.

M₂   To foster technical & entrepreneurial skills and innovation & research capabilities for all-round development of budding professionals.

M₃   To promote analytical and collaborative life-long learning skills amongst students and faculty members.

M₄   To inculcate strong ethical values and professional behaviour while giving equal emphasis to social commitments and nation building.

3. Programme Educational Objectives (PEOs)

The PEOs for the BA(JMC) programme are as follows:

PEO₁   Exhibit professional, social, and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry

PEO₂   Be a lifelong learner, adapt and maintain leadership in a rapidly changing multi-dimensional, contemporary world.

PEO₃   Act as a catalyst and inspire (change agent) for people-centric societal empowerment.

PEO₄   Facilitate transparency and strengthen democracy as its fourth pillar.

4. Programme Outcomes (POs)

PO₁   Critical Thinking (CT)

Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO₂   Effective Communication (EC)

Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of world by connecting people, ideas, books, media and technology.

PO₃   Social Interaction (SI)

Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO₄   Effective Citizenship (ECZ)

Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO₅   Ethics

Recognize different value systems including your own, understand the moral dimensions of your decisions and accept responsibility for them.

PO₆   Environment and Sustainability (ES)

Understand the issues of environmental contexts and sustainable development.

PO₇   Self-Directed and Life-Long Learning (SDLLL)

Acquire the ability to engage in independent and life-long learning in the

PO₈   Modern Tools Usage(MTU)

Ability to apply knowledge and understanding of the computing and management principles and apply these to one's own work, as a member

and leader in a team, to manage projects in multidisciplinary environments.

PO₉   Project Management and Finance (PMF)

Ability to effectively communicate with the technical community, and with society at large, about complex computing activities by being able to understand and write effective reports, design documentation, make effective presentations, with the capability of giving and taking clear instructions.

5. Institutional Policy for Students' Conduct

The following guidelines shall be followed: -

5.1   All the students in their introductory Lab. shall be assigned a system, which shall be their workplace for the complete semester. Students can store records of all their Lab. assignments on their individual workstations.

5.2   Introductory Lab. shall include an introduction to the appropriate software/tool, followed by a basic Introductory Assignment having Practice Questions. All the students areexpected to complete this assignment within a week time, as the same shall be assessed through a lab. test.

5.3   Each week the instructor, in parallel to respective topics covered in the theory lecture, shall assign a set of practical problems to the students in form of Assignments (A, B, C, ...). The problems in these assignments shall be divided into two parts. The first set of Problems shall be compulsory for all the students and its record need to be maintained in the Practical File, having prescribed format, as given in Appendix-A. All the students should get the weekly assignment checked and signed in the Practical File by the respective teacher in the immediate succeeding week. The second set of problems areAdvanced Problems and shall be optional. Student may solve these advanced problems for their further practice.

5.4   Cellular phones, pagers, CD players, radios and similar devices are prohibited in the classrooms, laboratories, and examination halls.

5.5   Laptop-size computers/Tablets may be used in lectures for the purpose of taking notes or working on team-projects.

5.6   The internal practical exam shall be conducted towards the end of the semester and shall include the complete set of Lab exercises conducted as syllabus. However, students shall be assessed on continuous basis

through overall performances in regular lab. tests, both announced and surprise and viva-voce.

5.7 The respective faculty shall prepare and submit sufficient number of practical sets of computing problems to the Dean (Examinations), atleast two weeks prior to the actual exam.It is the responsibility of the faculty to ensure that a set should not be repeated for more than 5 students in a given batch.

5.8 The exam shall be of 3 hours duration where the student shall be expected to implement solutions to his/her assigned set of problems on appropriate software tools in the lab.

5.9 Once implemented, student shall also appropriately document code implemented in the assigned answer sheets, which shall be submitted at the end of the examination.All the students shall also appear for viva-voce examination during the exam.

5.10 Co-operate, Collaborate and Explore for the best individual learning outcomes but copying or entering into the act of plagiarism is strictly prohibited.

6. Learning Outcomes of Laboratory Work

The student shall demonstrate the ability to:

- ☑ By participating in events students apply professionalism and ethical considerations in dealing with sponsors, clients, and other stakeholders.

- ☑ strategic decisions throughout the event planning process, demonstrating critical thinking skills and the ability to adapt to changing circumstances.

- ☑ Analyze the significance of conducting pre-event surveys, demonstrating an understanding of gathering relevant data to inform

event planning decisions.

☑ Develop persuasive sponsorship proposals, showcasing effective communication and negotiation skills, design creative materials and collaterals, applying graphic design principles and aligning them with the event theme.

☑ Apply critical thinking skills to the creation of a production book, considering various aspects of content creation. Independently create event proposals and create press realeases and apply professionalism and ethical considerations in dealing with sponsors, clients, and other stakeholders.

☑ Collaborate effectively within small groups to generate various types off events and content, showcasing their ability to merge different perspectives and skills and create detailed event floor plans and layouts, demonstrating spatial awareness and consideration for attendee experience.

☑ Overall, your syllabus seems to offer a comprehensive and hands-on learning experience that would equip students with a strong foundation in event management.

7. Course/Lab Outcomes (COs)

CO$_1$ Prepare event brief for organizing an event. (BTL6)

CO$_2$ Design required creatives and workflow for an event. (BTL6)

CO$_3$ Plan budget and applicable checklist for an event. (BTL6)

CO$_4$ Organize and evaluate an event. (BTL6)

8. Mapping of CO's with PO's

Table 1: Mapping of CO's with PO's

PO/CO	PO$_1$	PO$_2$	PO$_3$	PO$_4$	PO$_5$	PO$_6$	PO$_7$	PO$_8$	PO$_9$
CO$_1$	3	3	2	2	2		3	2	2
CO$_2$	3	3	1		2		3	2	
CO$_3$	3	2	2		1		3	2	
CO$_4$	3	2	3		2		2	3	

9. Course/Lab Description

Course (Lab) Title	:	Event Management Lab
Course (Lab) Code	:	BA(JMC) 355
Credits	:	02
Pre-requisites	:	Knowledge of Event Management
Academic Session	:	August to December
Contact Hours/Week	:	02
Internal Assessment	:	40 Marks
External Assessment	:	60 Marks

10. Grading Policy

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.		**Event Management and its Elements**	**Assignment A**
	1.	Prepare an event floor plan for 400 guests for a wedding function in a banquet hall of the Hotel Taj.	AP$_1$
	2.	Incorporate the following details of the floor plan: - ☐ 20 round tables with a sitting arrangement of six people on one table ☐ A stage of 40 feet X 10 feet ☐ Dance floor of 25 feet X 25 feet ☐ 2 photo booths ☐ The hall has one entry and one exit gate. ☐ Restrooms ☐ Green room	AQ$_1$
2.		**Event management preparation.**	**Assignment B**
	3.	Prepare minute to minute for a press conference of a movie launch.	BP$_1$
	4.	Organize a press conference on a new movie release.	BP$_2$

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
	5.	Design sponsorship proposal for the Annual day of BVICAM	CP_1
	6.	Prepare a sponsorship proposal for title sponsor.	CQ1
	7.	Event report describing all the aspects.	DP1
	8.	Propose solutions for the observed Aspects.	DQ_1
	9.	Prepare an event proposal to reach potential sponsors of the Annual Fest of BVICAM.	EP1
	10.	Design publicity material (tickets, floor plans, poster, print advertisements, and press releases).	EQ1
	11.	Predict probable risks that may occur.	FP1
	12.	Prepare the risk/crisis management plan for a music concert to be held in gymkhana club, Gurugram.	FQ1
	13.	Understand the target audience for an international clothing /Jewelry brand. Prepare product promotions analyzing the budget.	GP1
	14.	Prepare a Gantt chart covering various aspects of a particular event	GQ1