

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of Bachelor of BBA

B.B.A.: VI Semester

Event Team and Crew Management
(w.e.f. 2018-19 and onwards)

Teaching hours per week – 04 :	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcome:

At the end of this course students will be able to:

1. Understand and Explain the basic concepts, functions, roles, functioning and processes of Human Resource Management and its relevance in the Event industry.
2. To integrate the knowledge of HR concepts to take correct business decisions in the Event industry and to develop necessary skill set for application of various HR issues in Team and Crew Management.
3. List and describe the key steps in the human resource planning process in events and to understand the Human Resource Management challenges posed by Events.
4. Design and formulate various HRM processes such as Job Analysis, Recruitment and Selection, Training and Development, Performance Appraisals and Reward Systems and Compensation Plans for the Event Crew.
5. Analyze the strategic issues and strategies required to select and develop manpower resources for effective Crew Management in Events.

Syllabus

UNITS	Syllabus	HOURS
Unit I	Team Building for Event <ul style="list-style-type: none">● HRM in Event: Introduction, Definition, Objectives, Scope and Significance,● Human Resource Planning for Event,● Career Planning and Succession Planning.	10
Unit II	Recruitment and Selection <ul style="list-style-type: none">● Job Analysis● Methods of Collecting Job Analysis Information● Job Descriptions & Job Specifications● Recruitment – Meaning and Sources● Selection – Meaning and Steps● Background Investigations and Reference Checks● Types of Interviews● Designing and Conducting the effective interview	15

Unit III	Manpower Training and Development <ul style="list-style-type: none"> ● Orientation and Induction of New employees ● The Training Process ● Training Methods ● Management Development – Meaning and On the Job and ● Off the job Training Methods 	12
Unit IV	Performance Appraisal and Compensation Management <ul style="list-style-type: none"> ● Performance Appraisal and performance Management ● Performance Appraisal Methods in event industry ● The Appraisal Interview ● Compensation and benefits 	12
Unit V	Event Crew Management <ul style="list-style-type: none"> ● Position overview: Reporting to the various Events Coordinators (Production Coordinator, Reservations Coordinator, Event Support Coordinator, Technical Coordinator) ● Primary responsibilities 	11

TEXT BOOKS:

1. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
2. Event management, a professional approach By Ashutosh Chaturvedi
3. Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen
4. Event Management: An Asian Perspective by Glenn McCartney
5. Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
6. Schaumann, P. (2005) Practical advice from an event planner. The Guide to Successful Destination Management. Wiley

REFERENCE BOOKS:

1. Dessler, G.& Varkkey B.(2016) Human Resource Management, 14th Ed, Pearson Education
2. Aswathappa K. (2008) Human Resource and Personnel Management, 5th Ed, Tata McGraw Hill Publishing Co. Ltd