

KLE Society's  
**Lingaraj College, Belagavi**  
(Autonomous)

Department of BBA

**B.B.A. : VI Semester**

**Event Designing Technology and Logistics**  
**(w.e.f. 2018-19 onwards)**

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

**Course Outcome:**

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

1. To develop the creative, technical and logistical elements that help an event succeed and also to develop the Negotiation, Designing and Coordination skills required in Event logistic and supply chain.
2. Learn how to apply design thinking, facilitate your team through the process and will be equipped with the confidence and ability to articulate how the event designed can create value for its stakeholders.
3. Enabled to use various computer applications common in the Event and Media industry and practical understanding of Event Management Information System.
4. Able to supervise and coordinate all aspects of an event such as developing concepts and ideas for the event, overseeing operations, directing staff and coordinating technical and production aspects, venues and equipment as well as managing the event budget.
5. Learn to develop objectives and incorporating sensitivity in evaluation and measuring the performance before, during and after the event.

**Syllabus**

<b>UNITS</b>	<b>Syllabus</b>	<b>HOURS</b>
Module I    Event Logistics and supply chain	<ul style="list-style-type: none"><li>● Event Logistics</li><li>● Logistic policy ,procedures, performance</li><li>● Standards functional areas in Event Logistics</li><li>● motivation and leadership of logistics,</li></ul>	10
Module II    Event Designing	<ul style="list-style-type: none"><li>● Event Concept &amp; Designing</li><li>● Stage designing, Creative effects</li><li>● Developing the concept, analysis of concept, Types and categories,</li><li>● Designing the event , logistics of concept, case</li></ul>	15

	studies	
Module III IT in Event Management	<ul style="list-style-type: none"> <li>● Computer Application In Event Industry</li> <li>● Computer assisted instructions, packages, architecture, use of computers in events</li> <li>● Event Management Information System</li> </ul>	10
Module IV Event Production	<ul style="list-style-type: none"> <li>● Event production Concept,</li> <li>● Event Venue</li> <li>● Event theme, Fabrication, light &amp; sound,</li> <li>● Handling vendors proposal,</li> <li>● Event flow ( Time line chart and WBS)</li> </ul>	15
Module V Event Evaluation	<ul style="list-style-type: none"> <li>● The importance of evaluating an event,</li> <li>● Event evaluation Process</li> </ul>	10

### REFERENCE BOOK:

- Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
- Event management, a professional approach By Ashutosh Chaturvedi
- Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen
- Event Management: An Asian Perspective by Glenn McCartney
- Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
- Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge (Hardcover) by Judy Allen
- Fenich, G. (2005). Meetings, Expositions, Events, and Conventions: An introduction to the industry. New Jersey: Pearson Prentice Hall.

### ONLINE REFERENCE:

1. Event Planning Handbook - <file:///D:/Nandini/college/EDTL/handbook-%20event%20planning.pdf>
2. EVENT LOGISTICS By Kjetil K. Haugen  
[file:///C:/Users/91994/Downloads/evlog\\_book.pdf](file:///C:/Users/91994/Downloads/evlog_book.pdf)