

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A. : I Semester

Law Governing Entertainment Business
(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. Students will know how to get necessary documentation done before starting a new event company and also before Planning for any New Event.
2. It will help to monitor and control various risks associated with events, by taking necessary steps for security and safety of the event related activities.
3. Students will be able to identify Various risk linked to events and take precautionary measure to overcome during the event life cycle.
4. Handling of crisis with a systematic planned process caused during any event will be analyzed and remedies will be listed.
5. This module will help the students to understand how to deal with various authorities which are directly or indirectly linked with organizing an event.

Syllabus

UNITS	Syllabus	HOURS
MODUL E I	Event laws & licenses <ul style="list-style-type: none">● Event Laws & Licenses● Relevant legislations, liquor licenses, trade acts,● Event stake holders and official bodies,● Event contracts	10
MODUL E II	Event Security and Safety <ul style="list-style-type: none">● Event Security Management,● Occupational safety,● Crowded management at event	8
MODUL E III	Risk management at Event <ul style="list-style-type: none">● Major risks at event● Emergency and contingency planning,● Incident reporting,● Emergency handling procedures	10

<p>MODUL E IV</p>	<p>Crisis Management at event</p> <ul style="list-style-type: none"> ● Types of crisis at event ● The Issues Associated with Crises Management in Event Marketing and Communication ● Crisis Management plan Crisis planning - prevention - preparation - provision ● Action phase – handling negative publicity - structuring the plan. 	<p>10</p>
<p>MODUL E V</p>	<p>External stakeholder's Management at event</p> <ul style="list-style-type: none"> ● Local authority ● Fire authorities ● Building control ● Environmental health ● Health authority 	<p>10</p>

TEXT BOOKS:

- 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
- Professional Convention Management Association (2006) Professional meeting management: Comprehensive Strategies for Meetings, Conventions and Events; Kendall/Hunt Publishing Company