

1.3.2 & 1.3.3. VALUE ADDED SYLLABUS

SKILLS IN EVENT MANAGEMENT FOR JOBS

Course Objectives

- To study the concept and significance of event management
- To understand the various dimensions of event management and their impact
- To acquire knowledge on event marketing.

Course Outcomes (CO)

K1	CO1	To understand about events and duties of event manager.
K2	CO2	To understand the dynamics of event management.
K3	CO3	To acquire the knowledge on event proposal and budget.
K4	CO4	To apply the event management skills in different setting
K5	CO5	To Analyze the Impact of Marketing Skills on Event Management

Unit	Content	Hours
Unit I	Introduction to Event: Scope – Nature and Importance – Types of Events – Unique features and similarities – Practices in Event Management – Duties and Responsibilities of Event Manager – Key steps to a successful event.	10
Unit II	The Dynamics of Event Management: Event Planning and Organizing – Leadership traits and Characteristics – Event Proposal – SWOC (Strength, Weakness, Opportunity and Challenges) Analysis – Event Budget – Implementation – Evaluation – Site and Infrastructure Management.	10
Unit III	Event Marketing: Customer Care Equipment and Tools – Promotion, Media Relation and Publicity – Event Coordination – Visual and Electronic Communication – Event Sponsorship – Event Presentation – Event Evaluation.	10
	TOTAL	30

REFERENCES

- Balu V. Dr. (2011): Marketing Management. Chennai: Sri Venkateshwara Publications.
- Barry Avrich. (1994): Event and Entertainment Marketing. New Delhi: Vikas Publishers.
- Bhatia. A.K. (2001): Event Management. New Delhi: Sterling Publishers.
- David. C. Watt. (1998): Event Management in Leisure and Tourism. UK: Pearson.
- Joe Gold Blatt. (1997) : Special Events – Best Practices in Modern Events Management. New York: John Wiley and Sons.

Links:

- <https://www.youtube.com/watch?v=KDto5C2zGlo>
- https://www.youtube.com/watch?v=g4SInUBu_W4
- <https://www.youtube.com/watch?v=PZ0Iq-hePhQ>

GUIDANCE AND COUNSELLING FOR EMPLOYMENT

Course Objectives

- To have basic understanding on Counseling and characteristics of counselor & counselee
- To acquire knowledge on counselling process and skills.
- To study the different settings of Counseling

Course Outcomes (CO)

K1	CO1	To acquire the fundamentals of Counseling
K2	CO2	To understand the characteristics and qualities of counselor.
K3	CO3	To understand the Counseling process and types
K4	CO4	To apply the Counseling skills in different setting
K5	CO5	To analyze the impact of counseling on client

Unit	Content	Hours
Unit I	Guidance: Meaning , Definition, Nature, Functions -Types: Educational Guidance, Vocational Guidance, and Personal Guidance. Counselling: Meaning and Definition, Characteristics, Difference between Counseling, Advice and Guidance.	10
Unit II	The Portrait of a Counselor and Counselee: Personal and professional characteristics / qualities of a counselor; Characteristics of a counselee (client); Skills of a Client – Self-Exploration, Non-Defensive Listening and Dynamic Self-Understanding, Counseling Skills & Process.	10
Unit III	Counseling in Different Settings: Counseling in Educational Institutions, Industry, Career Counseling, HIV/AIDS Counseling, De-Addiction Counseling, Death And Bereavement Counseling , Suicide Counseling, Marital counseling (Premarital and post marital) Family counseling, crisis intervention.	10
	TOTAL	30

Books for Study:

- Gururani, (2005) Guidance & Counselling: Educational, Vocational & Career Planning, Akansha Publishing House, New Delhi.
- Sharma, Ram Nath, (2001) Counselling and Guidance, Surjeeth Publications, New Delhi.
- Gelso, Charles J, Counselling Psychology, Prism Book Pvt. Ltd, Bangalore.

Links:

- <https://www.youtube.com/watch?v=T6gTX08fpIM>
- <https://www.youtube.com/watch?v=kiW59ioQtLw>
- <https://www.youtube.com/watch?v=oSUic6xPsm4>

