

GUJARAT TECHNOLOGICAL UNIVERSITY
Hotel Management & Catering Technology
B.E. – SEMESTER VI

Subject Name: Event and Disaster Management

Subject Code: 163306

Event Management

Sr. No	Course Content	Weightage	Hrs.
1.	Introduction Why Event Management? Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision makers, Technical Staff, Developing Record Keeping ,Systems, Establishing Policies & Procedures Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events	10%	06
2.	MICE(Meeting, Incentive, Conference & Events) Who are the people on the Event Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.	20%	12
3.	MICE(Meeting, Incentive, Conference & Events) Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required, Types of Media, Media relations, Media Management PR strategy and planning organization.	20%	12
	TOTAL	50	30

Disaster Management

Sr. No	Course Content	Weightage	Hrs.
4.	Introduction to Disasters & classification Concepts and definitions(Disaster, Hazard, Vulnerability, Resilience, Risks, classifications, causes and impact-social, economic, political, environmental, health, psychosocial, etc. differential impacts in terms of caste, class, gender age, location, global trends in disaster-urban disaster, pandemics, complex, emergencies climate change.	10%	06

5.	Approaches to Disaster Risk reduction Disaster cycle-its analysis, phases, culture of safety, prevention, mitigation and preparedness, community based DRR, structural-nonstructural measures, roles and responsibilities of community, Panchayati Raj Institution/Urban Local Bodies (PRIs/ULBs), states, centre, and other stake holders. Disaster Risk Management in India, Act & Policy, Programmes	20%	12
6.	Inter-Relationship between Disaster and Development Factors affecting vulnerabilities, differential impacts, impact of development projects such as dams, embankments, changes in land use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources.	20%	12
	TOTAL	50	30

Text Books:

1. Event Management: A Blooming Industry and an Eventful Career, by Devesh Kishore, Ganga Sagar Singh Haranand Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal Adhyayan Publisher 2009
3. Event Management & Public Relations by Savita Mohan Enkay Publishing House.

Reference Books:

1. Coppola P Damon, 2007, Introduction International Disaster Management
2. Gupta Anil K. Sreeja S Nair, 2011 Environmental knowledge for disaster risk management, NIDM, New Delhi
3. Kapur, Anu & others, 2005: Disasters in India Studies of Grim reality, Rawat Publishers, Jaipur