

As per New CBCS Syllabus for 4<sup>th</sup> Semester B.Com,  
Bangalore University w.e.f. 2014-15

# Principles of Event Management

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# PRINCIPLES OF EVENT MANAGEMENT

[As per New CBCS Syllabus for 4<sup>th</sup> Semester B.Com,  
Bangalore University w.e.f 2014-15]

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NEW DELHI • BANGALORE

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**First Edition : 2016**

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**Published by** : **Himalaya Publishing House Pvt. Ltd.**  
in association with **Vision Book House,**  
"Govind Bhavan",  
4-B, Murari Lal Street,  
Ansari Road, Darya Ganj,  
New Delhi-110 002.  
Phone : 2327 03 92,  
Fax: 2324 3030 Fax: 011 - 2325 62 86

**Branch Office**  
*Bangalore* : No. 45/46, 1st Floor,  
Above Karnataka Bank  
Nagappa Street  
Seshadripuram,  
Bangalore-560 020.  
Ph: 23562070 / 71 Mo: 9844072260

**Typeset (DTP) by** : **SPS, Bangalore.**

**Printed by** : **Geetanjali Press Pvt. Ltd.**  
Kundanlal Chandak Industrial Estate, Ghat ✓  
Road, Nagpur - 18

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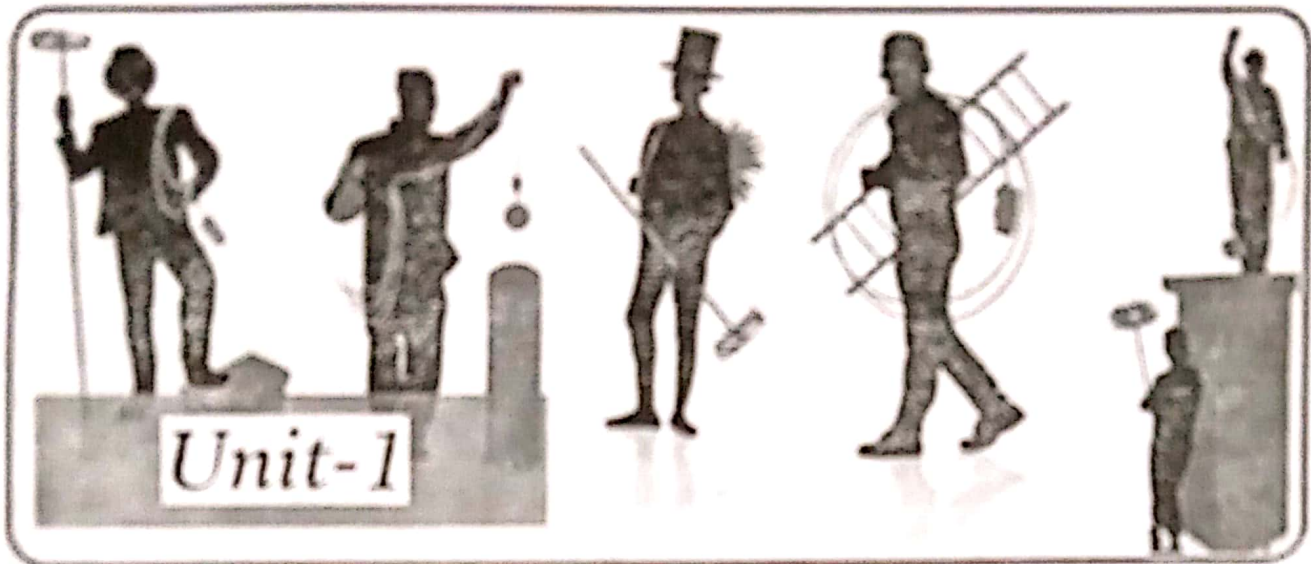
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## INTRODUCTION TO EVENT MANAGEMENT

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### *Syllabus*

Event - Meaning - Why Event Management - Analysis of Event, Scope of Event, Decision Makers - Event Manager Technical Staff - Establishing of Policies and Procedures - Developing Record Keeping Systems.