

As per New CBCS Syllabus for 4th 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 4th Semester B.Com,
Bangalore University w.e.f 2014-15]*

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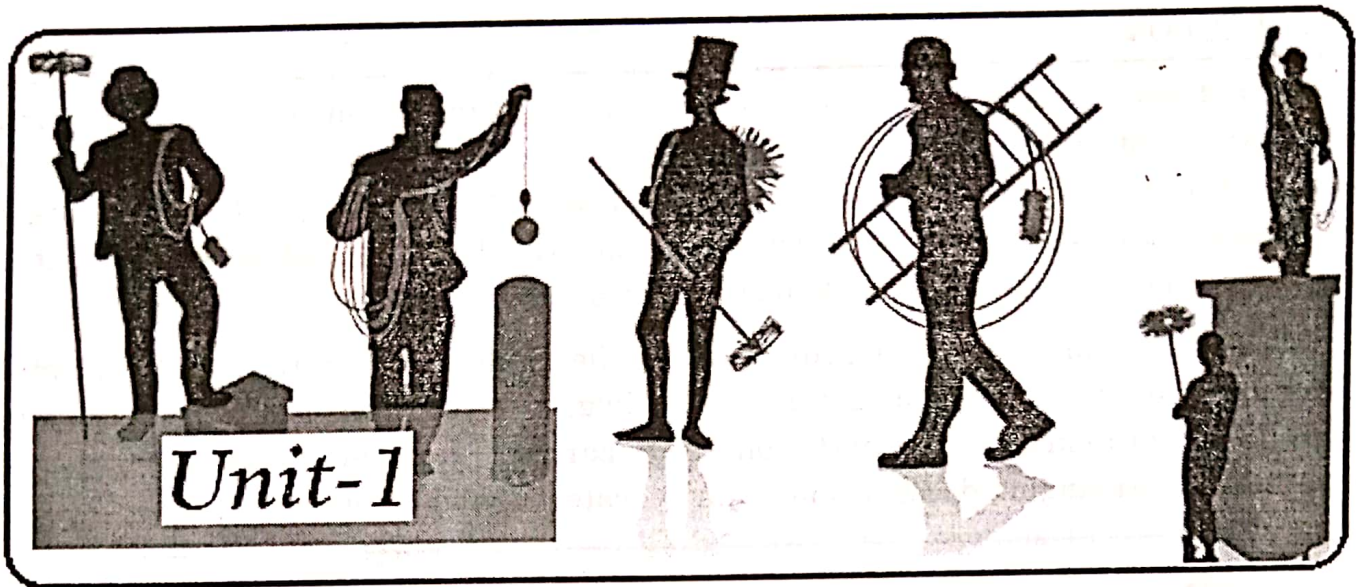
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INTRODUCTION TO EVENT MANAGEMENT

Syllabus

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