

Code: BMS 104

Module: Personality Development & Event Management (I)

Sessions	Topics
1 – 4	Life Management skills: Interpersonal skills, Leadership skills, Team management, and Fish philosophy.
5– 6	Interview Technique: Types of interviews, Process, how to built hypothesis.
6– 7	Visual Appearances: Dressing manners, First impression, Body Language and work place mannerism
8– 9	Listing and understanding skills: what is listing, role of listing, and types of listing?
10 – 12	Office Management: Types of letters, Importance & Functions of business writing, Presentation skills & Management information system, Resume & covering letters
12 – 14	Introduction to Events: Before You Start – Thought Process & Brain storming, Introduction To Meetings and Event Management, Categories & Definitions, Skill Sets Required
15– 16	Necessity for Events: Introduction, Who, What, Where, When, Why & How, Strengths, Weaknesses, Opportunities & Threats, Understanding the “Culture” of organization, Methods of Research, Planning, budgeting, communication, decision-making
17– 19	Marketing & Promotion: Introduction, the Role of Marketing for Event Organizations, Tools for Marketing & Promotion, The Marketing Process, The Role of Media.
20	Proposal and Presentation , Production, Documentation.

Suggested Book List:

- Best practices in modern event management - Joe Jaff Goldblott
- Conferences & Event management - Pearson Education
- Event design & experiences - Eraham Berridage
- Professional event coordination - Joe Jaff Goldblott
- Event Management in leisure & Tourism - David Watt
- Image Management - Kerry D.
- Life & Discipline - Lohaman King
- Vanishing Blues - David & Andrew
- Business Etiquette & Dressing - Pradeep Kumar