

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Bachelor of Business Administration				Branch / Spec.		Business Analytics	
Semester		IV				Version		1.0.0.0	
Effective from Academic Year			2025-26		Effective for the Batch Admitted in				July 2024
Subject Code		BSEC205		Subject Name		Event Management			
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	02	00	00	00	02	Theory	25	25	50
Hours	02	00	00	00	02	Practical	00	00	00

### Pre-requisite:

Students are expected to have knowledge of concept of management

## Objective:

To introduce students to the fundamental concepts of event management.

To provide an understanding of event planning, execution, and evaluation.

To develop skills for managing different types of events effectively.

**Learning Outcome/Course Outcome:**

On successful completion of the course, the students will be able to:

CO1- to understand the fundamental concepts of event management.

CO2- to understand the event planning, execution, and evaluation

CO3- to learn and develop skills for managing different types of events effectively.

CO4- to have clear understanding of risk management, safety and security of event management

## Mapping of PO-CO and PSO-CO:

Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	2	3	1	1	2	2	2	3	2	1	1	2	1
CO2	1	2	2	3	1	1	2	3	2	2	2	2	2	3
CO3	1	2	3	2	2	1	2	2	2	2	2	2	2	3
CO4	1	2	3	2	2	2	1	2	1	1	1	2	1	2

## Theory Syllabus

Unit	Content	Hrs.
1	<b>Introduction to Event Management</b> Definition, scope, and significance of event management, Types of events: Personal, Corporate, Entertainment, Cultural, Sports, key stakeholders in an event: Clients, Sponsors, Audience, Vendors, Role of Event Manager: Skills and qualities, Event Planning Process: Idea, Concept, Feasibility, Proposal	15
2	<b>Event Planning and Design</b> Elements of Event Planning: Budget, Venue, Theme, Logistics, Marketing, Event Risk Management: Safety, Security, and Legal Aspects, Sponsorship and Funding for Events, Public Relations (PR) and Media Planning	15
	Exam: Theory 100%	

## Text Book:

Gaur, S.S. & Saggere, S. (2018). *Event Marketing and Management*. Vikas Publishing House.

### Reference Books:

**Reference Books:**

	<p><b>Shone, A., &amp; Parry, B.</b> (2019). <i>Successful Event Management: A Practical Handbook</i>. Cengage Learning.</p> <p><b>Silvers, J. R.</b> (2019). <i>Risk Management for Meetings and Events</i>. Routledge.</p>
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## Online Resource:

	<b>SWAYAM (MOOCs Courses on Event Management)</b> <a href="https://swayam.gov.in/">https://swayam.gov.in/</a>
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