

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	Introduction to Event Management 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	Event Planning and Design 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). <i>Event Marketing and Management</i> . Vikas Publishing House.															
Reference Books:																
	Shone, A., & Parry, B. (2019). <i>Successful Event Management: A Practical Handbook</i> . Cengage Learning.															
	Silvers, J. R. (2019). <i>Risk Management for Meetings and Events</i> . Routledge.															
Online Resource:																
	SWAYAM (MOOCs Courses on Event Management) https://swayam.gov.in/															