

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 Outcomes/Course Outcomes

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). *Event Marketing and Management*. Vikas Publishing House.

Reference Books:

Shone, A., & Parry, B. (2019). *Successful Event Management: A Practical Handbook*. Cengage Learning.
Silvers, J. R. (2019). *Risk Management for Meetings and Events*. Routledge.

Online Resource:

SWAYAM (MOOCs Courses on Event Management)

<https://swayam.gov.in/>