

GANPAT UNIVERSITY																	
FACULTY OF MANAGEMENT STUDIES																	
Programme		Bachelor of Business Administration						Branch / Spec.		Marketing Management							
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 the 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 Exam: Theory 100%													15		
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://swavam.gov.in/															