

Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 2.4 Open Elective Course		
Name of the Course: 1. EVENT MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3+0+0	42 Hrs
Pedagogy: Classroom lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ol style="list-style-type: none"> 1. Develop their own career opportunity and build their life through event management activities. 2. Train students in skills to plan, manage and implement various types of events. 3. Gain confidence and enjoyment from involvement in the event management. 4. Identify best practice in the development and delivery of successful conferences and corporate gatherings. 5. Obtain a sense of responsibility for the multi-disciplinary nature of event management. 		
Module	Syllabus	Teaching Hours
I	INTRODUCTION: Understanding the concept of event and event management, Concept and design, Historical Perspective, , Size & type of event, Event Team, Planning and SWOT analysis, Emergency planning, Code of ethics.	08
II	EVENT ORGANIZATION: Operations and logistics, Catering, organizing accommodations, managing environment, Training and development.	08
III	HRD IN EVENT MANAGEMENT: HR Selection, Staffing, Staff motivation, Measuring performance, Monitoring control and evaluation, Event sponsorship.	08
IV	STRATEGIC EVENT MANAGEMENT: Strategic alternatives for growth, Segmentation and targeting markets for events, Job opportunities in event management, Event tourism.	08
V	EVENT MARKETING AND ADVERTISING: Nature of event Marketing, Process of event marketing, Marketing mix, Sponsorship, Image, Branding, Advertising Publicity and Public relations, Case studies on various aspects of event management, Presentations on event management.	10
Skill Developments Activities: <ul style="list-style-type: none"> ➤ Visit any event organized by the business organizations and list out the steps in conducting an event. ➤ Visit any organization which conduct event as its business operations and prepare a report. ➤ Conduct an activity to demonstrate the selection process for an educational event ➤ Conduct an event in the institution and evaluate the effectiveness of conducting an event. ➤ Prepare an advertisement copy of any event of your interest. ➤ Any other activities, which are relevant to the course. 		
Reference Books: <ol style="list-style-type: none"> 1. Singh, Sita Ram- Event Management, ATH Publishers, New Delhi. 2. Mahendi Ratta, Vaibhav- Career in Event Management, Publisher Abhishek, Chandigarh 3. Wagen Lynn Van Der- Event Management, Carlos Brenda R. Dorling Kindersley (India) Pvt. Ltd. And Pearson Education, Inc. 		

4. Mani K, Shulle, W. Ray- Event Processing, Tata Mc. Graw Hill New Delhi.
5. Saggere, Sanjay V.Gaur, Sanjaya Singh, Event Marketing and Mgt., Vikas Pub. House.
6. Divaker Sharma, Event Planning Management, Deep and Deep Publication.
7. Savita Mohan, Event Management and Public Relations, Enkay Publication House.
8. Successful Event Management By Anton Shone & Bryn Parry

Note: Latest edition of textbooks may be used.