

B. Com. I (Semester-II)
 Subject Code: -----
VERTICAL D: - VOCATIONAL SKILLCOURSE-
Event Planning and Management

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	II	400206 (B)	Event Planning and Management	02	60	2 Hrs	30

Course outcomes:

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

- a) Understand the role of event manager
- b) Demonstrate the ability to organize the event.
- d) Prepare the budget required for conducting an event.
- e) Plan and execute the events.

Syllabus--

Unit	Topic	No. of Lectures
I	Introduction to Event Management – <ul style="list-style-type: none"> • Meaning and Scope of Event Management • Importance of Event Management in Business and Society • Types of Events (Corporate, Academic, Cultural, Sports, Social, Political, etc.) • Role and Responsibilities of an Event Manager • Career Opportunities in Event Management 	15
Unit II	Event Management Planning and Procedure <ul style="list-style-type: none"> • Establishing of Policies & Procedures • Principles of Event Management, • Steps in Planning the event • Understanding Client Requirements and Objectives • Permissions and Licenses from Local Authorities. 	15
Unit III	Conduct of an Event. <ul style="list-style-type: none"> • Preparing a Planning Schedule • Steps in Organizing an event • Assigning Responsibility • Conducting the Event-Checklist (Pre, during and post event check list) • Event Safety and Security. 	15

Unit IV	<ul style="list-style-type: none"> • Communication Finance and Technology of the Event Preparation of Event Budget & Financial Planning • Communication- channels of communications for different types of events. • Use of Technology in Event Management. • Reporting of event- organizing the event report, steps in preparing the event report. 	15
------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----

Skill Development Activities:

1. Preparation of Event Plan for a Deeksharambh/ Induction.
2. Prepare a report of a Deeksharambh/ Induction conducted in your college
3. Preparing Budget for conduct of University level sports meet of a college.
4. Preparation of Event for College Annual Day Celebrations
5. Preparation of Budget for Conducting College Annual Day Celebrations.
6. Preparation of Event Plan for a Student Seminar.
7. Prepare a brief report of a student's seminar conducted in your college.

Books for Reference:

Event Management: Principles & Methods – Gaur, Sanjay Singh

Event Management