

EVENT MANAGEMENT – THEORY


Syllabus

Sl. No.	Item	Details
1	Course Title	Event Management (Theory)
2	Course Type	Core Theory
3	Objectives	<ul style="list-style-type: none"> To provide an understanding of the event industry and its classification To introduce the planning, budgeting, and execution process of events To highlight the role of hospitality in event success.
4	Course Learning Outcomes (CLOs)	After completion, students will be able to: <ul style="list-style-type: none"> Classify different types of events Understand event planning and execution stages Analyze key elements like budgeting, risk management, and vendor coordination.
5	Credit Value	2 Credits (Theory)
6	Total Marks	100 Marks
7	Total Contact Hours	30 Hours

EVENT MANAGEMENT – THEORY

Credit: 2 | Hours: 30 | Marks: 100

Unit No.	Topic	Details / Description	Hours
I	Introduction to Events	Definition, scope, history and classification of events (corporate, social, cultural, hospitality, sports, tourism)	6
II	Event Planning Process	Event planning stages, defining objectives, client briefing, timeline creation, team allocation	6
III	Budgeting & Financial Planning	Preparing event budgets, sponsorship sources, cost estimation, ticketing, break-even, pricing strategies	6
IV	Event Logistics & Legalities	Site selection, logistics, vendor contracts, licenses & permits, safety measures, coordination	6
V	Hospitality in Events	Guest registration, RSVP handling, food & beverage planning, seating arrangement, hospitality protocols	6
	Total		30


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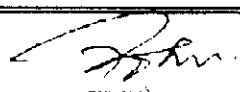
EVENT MANAGEMENT – PRACTICAL

Sl. No.	Item	Details
1	Course Title	Event Management (Practical)
2	Course Type	Core Practical
3	Objectives	<ul style="list-style-type: none"> • To give hands-on exposure to event tasks. • To develop team coordination, communication, and presentation skills. • To simulate real event planning and execution
4	Course Learning Outcomes (CLOs)	After completion, students will be able to: <ul style="list-style-type: none"> • Design and present basic event plans • Coordinate logistics like seating, catering, and stage management. • Execute mock events with guest interaction and time management
5	Credit Value	1 Credit (Practical)
6	Total Marks	100 Marks
7	Total Practical Hours	15 Hours

EVENT MANAGEMENT – PRACTICAL

Credit: 1 | Hours: 15 | Marks: 100

Unit No.	Topic	Details / Description	Hours
I	Event Proposal Preparation	Students design an event brief: name, theme, objectives, basic schedule, expected budget	3
II	Venue Layout Planning	Prepare visual layout of venue including stage, dining, entry/exit, green rooms, signage	3
III	Presentation & Role Play	Mock client meeting or vendor negotiation role play, explaining concept and logistics plan	3
IV	Event Setup Simulation	Mock event setup (classroom/college space) table setting, welcome desk, food counter, directional signage	3
V	Mini Event Execution	Conduct a small-scale event, welcome speech, hosting guests, coordination, feedback collection	3
	Total		15


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Part C-Learning Resources

Text Books, Reference Books, Other resources

Text Books:


1. Sita Ram Singh, *Event Management*, Anmol Publications
2. R. B. Rudra, *Event Management & Public Relations*, Kanishka Publishers
3. Sanjay Singh Gaur & Sanjay V. Saggere, *Event Marketing and Management*, Vikas Publishing House

Reference Books:

1. Anton Shone & Bryn Parry, *Successful Event Management – A Practical Handbook*, Cengage Learning
2. D. Gaurav & Sanjay Saggere, *Event Management and Marketing*, Vikas Publishing
3. Joe Goldblatt, *Special Events. A New Generation and the Next Frontier*, Wiley

Other Learning Resources:

- YouTube Event Management Tutorials (TEDx Talks, Event Academy, etc.)
- Sample Event Proposals & Budget Templates (Google Docs & MS Word)
- Government of India MSME Portal (www.msme.gov.in) for entrepreneurship and event licensing
- Eventex and other international event planning blogs


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