



Bachelor of Business Administration
B.B.A Semester-III

Course Code	UM04CBBA74	Title of the Course	EVENT MANAGEMENT
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To give insight about event management.• To outline key event management concepts and its application to market.• To analyse and examine the implementation of event management concepts and strategy to firms.• Attainment of organisational goals using event management techniques in proper way.
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Course Content		
Unit	Description	Weightage*(%)
1.	Event Planning and Control <ul style="list-style-type: none">• Introduction to event planning and management• Event Production• Role of event planner and qualities of good planner• Importance of organising events and its components• Techniques, Selection, Coordination, Creativity, Designing, Marketing, sponsorship• Production of special corporate and sports events	25%
2.	Legal Aspects of Business <ul style="list-style-type: none">• Introduction to legal components of event management• Relevant Legislation• Contract Agreement Act• Company and Business Law• Sales Act• Indian Partnership Act• Negotiable Instrument Act• Role of National and State government including special purpose legislation security• Traffic and Pollution Act• Anti-Infringement Strategy and risk and Incident Management	25%





3.	<p>IT in Event Management</p> <ul style="list-style-type: none"> • Hardware and Software • Data Processing System • Input-Output devices, Storage devices • Students will learn and use and use Word processing software such as Microsoft Word processing- Level 1 Micro Computer operation and operating environment. • Creating and Editing Documents • Formatting, Saving, Retrieving and Printing Text • Profiling Documents and Spreadsheet programs such as Excel, Usage of Technology in presentations of varied events across the industry through designing application using Coral Draw and Photoshop. 	25%
4.	<p>Event Marketing</p> <ul style="list-style-type: none"> • Marketing Concept • Marketing Mix • Marketing Planning • Marketing Budget • Merchandising • Marketing Control • Brand Promotion and Catchment Area 	25%

Teaching-Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%





Course Outcomes: Having completed this course, the learner will be able to

1.	Identify the significance of Event Management.
2.	learn Event Management concepts and phenomenon to current business events in the industry
3.	Coordinate the various Event Management variables and interpret them for designing marketing strategy for business firms

Suggested References:

Sr. No.	References
1.	Event Coordination by National Institutions of Event Management (NIEM)
2.	Event Planning by Jude Allen
3.	The Art of Successful Event Management by Taruz Busrur
4.	Business Law for Managers by R.K. Balchandani
5.	Labour and Industrial Law by S.N. Mishra
6.	Fundamental of Computers by P.K. Sinha
7.	Using Information Technology Williams Sawyer
8.	Event Marketing and Advertising-Product Launch and Branding by National Institute of Event Management
9.	Event Marketing and Management by Sanjaya Singh and Sanjay Saggere

