

**Skill Enhancement Course**

**Syllabus of FYUGP 2<sup>nd</sup> Semester**

**Course title: Event Management-B**

**Course Code: SEC233**

**Name of the Course: Skill Enhancement Course (SEC)**

**Course Credit: 03**

**Distribution of Marks: 80 (End Semester) + 20 (In Semester)**

**Course Objectives:**

- Define event management and identify its key components.
- Explain the importance of event planning and execution.
- Understand the different stages of event management.
- Identify the key skills required for successful event management.

<b>Units</b>	<b>Course Content</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Effective Hours</b>
<b>I</b> <b>(20 Marks)</b>	<b>Introduction to Event Management:</b> Meaning and Definition of Event Management, Significance of EM in various industries, Scope and opportunities in the field of EM, Understanding the key components of EM.	6	3	3	9
<b>II</b> <b>(20 Marks)</b>	<b>Event Planning:</b> Significance of proper event planning, role of event planning in establishing objectives, creating budgets, and managing resources, Challenges in Event Planning: constraints, budget limitations, logistical issues, etc. SWOT Analysis.	9	3	3	12
<b>III</b> <b>(20 Marks)</b>	<b>Team Management:</b> Define team management and its significance in event planning, Benefits of effective team management, Importance of clear communication and delegation of tasks, Team Building and Leadership.	7	3	3	10
<b>IV</b> <b>(20 Marks)</b>	<b>Introduction to Marketing and Advertising:</b> Meaning and definition of Event Marketing, Role of marketing and advertising in attracting attendees and promoting events, Digital Marketing Techniques, Event Photography and Video Arrangement, Reporting and Analysis.	8	4	2	11
	Total	30	13	11	42

**L = Lectures, T = Tutorials, P = Practicals**

**Modes of In Semester Assessment:****(20 Marks)**

- One Sessional Examination 10 Marks
- Other (any one) 10 Marks
  - Presentation
  - Group Discussion
  - Assignment

**Practicals:**

1. Provide a scenario of a specific event (e.g., a corporate conference, a charity gala) and ask students to identify and list the key considerations and steps that should be taken in planning that particular event.
2. Conduct a team building exercise where students work together to solve a problem or complete a task. Encourage communication, collaboration, and leadership skills.
3. For creating a Marketing plan, divide students into groups and provide them with a scenario of organizing an event. Instruct each group to create a marketing plan for the given event scenario, and allow time for collaboration and discussion.
4. To create a video report of an event, apply the learned concepts and skills by dividing students into small groups and assigning each group a simulated event scenario. Provide guidelines and resources for the groups to plan, shoot, and edit their video reports.

**Course Outcome:** The students will gain a comprehensive understanding of event management, its key components, the importance of event planning and execution, the different stages of event management, and the essential skills required for successful event management.

**Recommended Books:**

1. Singh, R., Meeting Conference Association, Event and Destination Management, Kanishka Publishers and Distributors, 2006
2. Hoyle, L. H., Dorf, D.C., & Jones, T. J. A., Convention Management and Service. Educational institute of AH & MA., 1995
3. Montgomery, R. & Strick S .K., Meetings, Conventions, and Expositions: An Introduction to the Industry, John Wiley & Sons Inc., 1995