

A.D.M COLLEGE FOR WOMEN (AUTONOMOUS), NAGAPATTINAM
DEPARTMENT OF BUSINESS ADMINISTRATION
VALUE ADDED COURSE I (MULTI DISCIPLINARY)

Semester –V / Value Added Course I Multidisciplinary	EVENT MANAGEMENT		Course Code: VAA:1
	Theory: 40%	Practical: 60%	
Instruction Hours: 6	Credit: 2		Exam Hours: 3
	Theory: 40 Practical: 60		Total Marks: 100
Course Objectives	<p>The course aim</p> <ul style="list-style-type: none"> • To know the basic of event management its concepts • To make an event design • To make feasibility analysis for event • To identify the key skills required for successful event management • To know the financial aspects of event management and its promotion 		
UNIT	Content		No. of Hours
I	<p>Introduction to Event Management: Meaning and Definition of Event management-Significance of EM in various industries- Scope and Opportunities in the field of EM-Event planning-Significance-Role of Event planning in establishing objectives-SWOT Analysis.</p>		30 hrs
II	<p>Team building , Marketing and Advertising: Meaning of Team management-benefits of effective team management- Team building - invitation making- Event Marketing-Role of marketing and advertising in attracting attendees-promoting events-Event Photography and Video Arrangement- Reporting and analysis.</p>		30 hrs
III	<p>Event Budgeting and post event debriefing: Financial Analysis – Event Cost – Event Sponsorship; Post event feedbacks.</p>		30 hrs

Practical:

1. To create a budget for an event.
2. To create an Event invitation using Canva.
3. To create a Marketing for an event using different Marketing Strategies.
4. To create a registration system, check-in procedures and attendee lists.
5. Arrangement and active participation in an Exhibition Event.
6. Conduct a post-event debriefing session and create a video report of an event.

Text Books

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4. Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross
5. Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

Web-Resources

<https://www.vfairs.com/blog/what-is-event-management/>
<https://theeventscalendar.com/blog/event-management/defining-event-goals-and-objectives/>
<https://www.accruent.com/resources/knowledge-hub/what-is-event-management>
<https://www.quora.com/What-are-the-different-functions-of-event-management>

Course Outcomes

On completion of this course, students will develop a variety of skills, including:

- CO1: Understanding the role of event management in different industries.
- CO2: Planning events, budgeting, invitation making in an application.
- CO3: Identifying challenges and being aware of trends, such as virtual events.
- CO4: Assessing success and integrating ethics.
- CO5: Communication, team building and leadership skills.