



ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. I Semester

Subject- Event Management Theory

Paper-Multi Disciplinary Elelectives

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Define the basic concepts related to event management & analyse financial management in events.	A
CO 2	Classify different types of events	A,S
CO 3	Understand event planning and execution stages	U
CO 4	Analvze key elements like budgeting , risk management, and Vendor coordination.	K
CO 5	Understand how to identify and use social media metrics to build event audience	U, A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	2	-----	100	100

Evaluation Scheme

		External
		1 External Exams (At the End of Semester)
Theory		



Content of the Course

Theory

No. of Lectures (in hours per week): 1.5 Hrs. per week

Total No. of Lectures: 30 Hrs.

Maximum Marks: 100

Units	Topics	No. of Lectures
I	Introduction to Events: Definition, scope, history and classification of events (corporate, social, cultural, hospitality, sports, tourism).	10
II	Event Planning Process: Event planning stages, defining objectives, client briefing, timeline creation, team allocation.	10
III	Budgeting & Financial Planning : Preparing event budgets, sponsorship sources, cost estimation. Bucketing, break-even, pricing strategies.	10
IV	Event Logistics & Legalities :Site selection, logistics, vendor contracts, licenses & permits, safety measures, coordination.	10
V	Hospitality in Events: Guest registration, RSVP handling, food & beverage planning, seating arrangement, hospitality protocols.	10

REFERENCE BOOKS:

- Anton Shone & Bryn Parry. Successful Event Management A Practical Handbook. Cengage Learning.
- D. Gaurav & Sanjay Saggere. Event Management und Marketing. Vikas Publishing
- Joc Goldblatt. Special Events. A New Generation and the Next Frontier. Wiley.



Faculty of Management
Bachelor of Business Administration (B.B.A)
B.B.A. I Semester
Subject- Event Management Practical
Paper-SEC

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Design and present basic event plans.	A
CO 2	Coordinate logistics like seating, catering, and stage management.	A,S
CO 3	Execute mock events with guest interaction and time management.	U
CO 4	Analvze key elements of Event Simulation of Various Classroom/ college space.	K
CO 5	Understand how to do Mini Event .	U, A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	1	-----	100	100

Evaluation Scheme

	External
Theory	1 External Exams (At the End of Semester)

Content of the Course

Practical

No. of Lectures (in hours per week): 1 Hrs. per week

Total No. of Lectures: 15 Hrs.

Maximum Marks:

100

Units	Topics	No. of Lectures
I	Event Proposal Preparation : Students design an event brief: name, theme, objectives, basic Schedule, expected budget.	10
II	Venue Layout Planning: Prepare visual layout of venue including stage, dining, entry/exit, green rooms, signage.	10
III	Presentation & Role Play : Mock client meeting or vendor negotiation role play, explaining concept and logistics plan.	10
IV	Event Setup Simulation : Mock event setup (classroom/ college space) table setting, welcome desk, food counter, directional signage.	10
V	Mini Event Execution : Conduct a small-scale event, welcome speech, hosting guests, coordination, feedback collection.	10

Text Books:

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

