

Lecture Plan		
Name of the college: Government College of Arts, Science & Commerce, Sanquelim Goa.		
Name of Faculty: Khemraj Alias Sangam Shet	Subject: Event Management	
Paper code: CBM204	Program: S.Y.B.Com	Division: A
Academic year: 2025 - 2026	Semester: IV	Total Lectures: 60
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To acquaint learners with the fundamental concepts of event management and planning. 2. To provide learners with an understanding of event planning tools and the event production process. 3. To create learner awareness on key areas in marketing of events 4. To enable learners with tools for effective event budgeting and event financing. 		
<p>Expected Course Outcome:</p> <ol style="list-style-type: none"> 1. Explain basic concepts of management, planning, production, 2. Marketing and financing of events. 3. Make use of appropriate tools to design, plan and execute events. 4. Identify key elements of event budget and event financing. 5. Develop entrepreneurial skills in organizing events. 		
<p>Student Learning Outcome: Students will be able to understand events and use event-planning tools. Market the event and budget and finance the same.</p>		

Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
Dec	1-12-2025	6-12-2025	03	CO, PO, PSOs, Introduction to the course			
	8-12-2025	13-12-2025	04	<u>Unit 1: Event Management</u> Event management: Concept, Industry, Careers. Principles of event management.	To prepare their Notes	Google Meet/Powerpoint presentation/ Moodle LMS	1. Allen, J. (2009). Event Planning (Second ed.). Ontario: John Wiley & Sons. 2. Bowdin, G., Allen, J., O'Toole, W., & McDonnell, I. (2011). Events Management (Third ed.). New York: Routledge. 3. Chaturvedi, A. (2009). Event Management: A Professional and Developmental Approach. New Delhi: Global India Publications.
	15-12-2025	22-12-2025	04	Size of Events- Mega events, Regional events, Major events, Minor events.			
	3-01-2026	10-01-2026	05	Types of Events- Sporting events, Entertainment, art and culture events, Commercial events, Marketing and promotion events, Meetings, Exhibitions, Festivals, Family/Special			

				events and Fundraising events.			
	12-01-2026	17-01-2026	04	Issues/challenges in event management. Event evaluation. Event risks and laws.			
				Unit 2: Event Planning			1 Allen, J. (2009). Event Planning (Second ed.). Ontario: John Wiley & Sons. 2. Bowdin, G., Allen, J., O'Toole, W., & McDonnell, I. (2011). Events Management (Third ed.). New York: Routledge. 3. Chaturvedi, A. (2009). Event Management: A Professional and Developmental Approach. New Delhi: Global India Publications.
	19-01-2025	24-01-2025	04	Event Planning: Concept and design of events. Preparing event proposal.	To prepare a hypothetical event sheet and an event itinerary.	Smartboard, Open board app with Interactive pad., Power point presentation.	
	27-07-2026	31-01-2026	04	Critical path and function sheets. Event pricing and management fees.			
	02-02-2026	07-02-2026	04	Client meetings and event contracts. Planning and management of event team and crew. Event protocol.			
	09-02-2026	14-02-2026	04	Planning event resources. Event itinerary. Event planning tools and emerging technology.			

				Unit 3: Event Production			
16-02-2026	21-02-2026			Event production concepts and requirements (technical and non-technical)- executing the event design and technical aspects.	To identify event, note down and record Venue management	Smartboard, Open board app with Interactive pad., Power point presentation.	
23-02-2026	28-02-2026	04		Identifying event vendors, Negotiations and contracts with vendors. Scheduling and Checklists.			
02-03-2026	07-03-2026	04		Venue management- Selection, Staging, Lights and sound, Audio-Visual. Event safety and security.			
09-03-2026	14-03-2026	04		Unit 4: Event Marketing and Financing			1 Allen, J. (2009). Event Planning (Second ed.). Ontario: John Wiley & Sons. 2. Bowdin, G., Allen, J., O'Toole, W., & McDonnell, I. (2011). Events Management (Third ed.). New York: Routledge. 3. Chaturvedi, A. (2009). Event Management: A Professional and Developmental Approach. New Delhi: Global India Publications.
				7 Ps of the service marketing mix applied to Event marketing. Event branding.	To collect brochures, flyers which are happening in month of December.	Smartboard, Open board app with Interactive pad., Powerpoint presentation.	

	16-03-2026	21-03-2026	04	Event publicity. Public relations and communication, Event sponsorship.			
	23-03-2026	28-03-2026	04	Event budgets and cost sheet. Financial control in events. Profit analysis of events. Computer applications in event			
	30-03-2026	31-03-2026	04	Revision			
			01	Revision			

*** Assessment Rubrics**

Component	Max Marks
ISA 1	10
ISA 2	10
Practical	Nil
Project	nil
Semester End Exam	80