



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus as per NEP 2020 with effect from the Academic Year 2025-26



Bachelor of Vocation
ACCOUNT & FINANCE
B Voc Semester – II

Course Code	UBV02MDCA03	Title of the Course	Event Management
Total Credit of Course	04	Hours Per Week	04

Course Objectives	<ul style="list-style-type: none"> To recall fundamental concepts of event management, types of events, and public relations principles. To explain the roles, responsibilities, and processes involved in planning and executing events. To use scheduling tools, budgeting techniques, and administrative procedures in organizing events. To examine various event scenarios and identify appropriate planning strategies and PR methods. To assess the effectiveness of event execution and public relations campaigns. To design comprehensive event plans and PR strategies using media tools, communication techniques, and technical resources.
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Unit	Description	Weightage
1.	Introduction to Event Management <ul style="list-style-type: none"> Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures . 	20%
2.	Event Planning & Scheduling <ul style="list-style-type: none"> Budget Planning Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, Overall Planning tips 	20%
3.	Event Personnel & Administration <ul style="list-style-type: none"> Who are the people on the Event, Locating People, Clarifying Roles, 	20%

	<ul style="list-style-type: none"> • Developing content Guidelines, • Participant Tips, • Reference Checks, • Requirement Forms, • Fees & Honorariums, • Expense Reimbursement. 	
4.	Event Types & Approaches <ul style="list-style-type: none"> • Types of Events, • Roles & Responsibilities of Event Management in Different Events, • Scope of the Work, • Approach towards Events 	20%
5.	Public Relations in Events Introduction to PR: <ul style="list-style-type: none"> • Concept, • Nature, • Importance, • Steps, • Limitations, • Objectives Media: <ul style="list-style-type: none"> • Types of Media, • Media relations, • Media Management PR strategy and planning: <ul style="list-style-type: none"> • Identifying right PR strategy, • Brain Storming sessions, • Event organization, • writing for PR 	20%


Teaching – Learning Methodology	Learner-centered Instructional methods, Direct method Quiz, Group Discussion, Assignments Interactive sessions, seminars, visual presentations, Project based learning Use of e-resources, including films
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Internal and / or External Examination Evaluation

Evaluation and Exam Pattern			
Sr. No.	Details of Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1.	Class Test	15	10
2.	Quiz	15	5
3.	Active Learning	5	-
4.	Home Assignment	5	5
5.	Class Assignment	5	-
6.	Attendance	5	5
Total Internal (%)		50 (100%)	25 (100%)
Total External (%)		50 (100%)	25 (100%)

Course Outcomes: Having completed this course, the learners will be able to	
1.	Explain the need for event management and the role of key personnel involved in organizing events.
2.	Apply planning tools such as schedules, budgets, and checklists to organize an event effectively.
3.	Organize event personnel and participants by assigning roles, managing logistics, and completing administrative documentation.
4.	Analyze various types of events and determine appropriate management strategies based on scope and objectives.
5.	Design a basic PR strategy for promoting an event using suitable media and communication techniques.

Suggested References:	
Sr.No.	References
1.	Kishore, D., & Singh, G. S. (2011). <i>Event Management: A Booming Industry and an Eventful Career</i> . Har-Anand Publications Pvt. Ltd.
2.	Goyal, S. K. (2009). <i>Event Management</i> . Adhyayan Publisher.
3..	Mohan, S. (2012). <i>Event Management & Public Relations</i> . Enkay Publishing House.
Digital resources to be used if available as reference material	
Digital Resources	
https://www.cvent.com/en/blog/events/what-is-event-management#:~:text=Event%20management%20is%20the%20process,every%20step%20of%20the%20way.	
https://youtu.be/MDK1MWxHd4w?si=KXzGQCpt7Bva6sjM	



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