



(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**  
**RETAIL MANAGEMENT**  
**B Voc Semester – II**

<b>Course Code</b>	<b>UBV02MDCR03</b>	<b>Title of the Course</b>	<b>Event Management</b>
<b>Total Credit of Course</b>	<b>04</b>	<b>Hours Per Week</b>	<b>04</b>

<b>Course Objectives</b>	<ul style="list-style-type: none"><li>• To recall fundamental concepts of event management, types of events, and public relations principles.</li><li>• To explain the roles, responsibilities, and processes involved in planning and executing events.</li><li>• To use scheduling tools, budgeting techniques, and administrative procedures in organizing events.</li><li>• To examine various event scenarios and identify appropriate planning strategies and PR methods.</li><li>• To assess the effectiveness of event execution and public relations campaigns.</li><li>• To design comprehensive event plans and PR strategies using media tools, communication techniques, and technical resources.</li></ul>
--------------------------	--

<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1.</b>	<b>Introduction to Event Management</b> <ul style="list-style-type: none"><li>• Why Event Management,</li><li>• Requirement of Event Manager,</li><li>• Analyzing the events,</li><li>• Scope of the Event,</li><li>• Decision-makers,</li><li>• Technical Staff,</li><li>• Developing Record-Keeping Systems,</li><li>• Establishing Policies &amp; Procedures .</li></ul>	<b>20%</b>
<b>2.</b>	<b>Event Planning &amp; Scheduling</b> <ul style="list-style-type: none"><li>• Budget Planning</li><li>• Preparing a Planning Schedule,</li><li>• Organizing Tasks,</li><li>• Assigning Responsibility, and Communicating,</li><li>• Using the Schedule Properly,</li><li>• Overall Planning tips</li></ul>	<b>20%</b>
<b>3.</b>	<b>Event Personnel &amp; Administration</b> <ul style="list-style-type: none"><li>• Who are the people on the Event,</li><li>• Locating People,</li><li>• Clarifying Roles,</li></ul>	<b>20%</b>

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

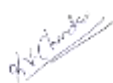
<b>Teaching – Learning Methodology</b>	Learner-centered Instructional methods, Direct method Quiz, Group Discussion, Assignments Interactive sessions, seminars, visual presentations, Project based learning Use of e-resources, including films
--	---

### Internal and / or External Examination Evaluation

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

<b>Course Outcomes:</b> 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.

<b>Suggested References:</b>	
<b>Sr.No.</b>	<b>References</b>
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 &amp; Public Relations</i> . Enkay Publishing House.
Digital resources to be used if available as reference material	
Digital Resources	
<a href="https://www.cvent.com/en/blog/events/what-is-event-management#:~:text=Event%20management%20is%20the%20process,every%20step%20of%20the%20way.">https://www.cvent.com/en/blog/events/what-is-event-management#:~:text=Event%20management%20is%20the%20process,every%20step%20of%20the%20way.</a>	
<a href="https://youtu.be/MDK1MWxHd4w?si=KXzGQCpt7Bva6sjM">https://youtu.be/MDK1MWxHd4w?si=KXzGQCpt7Bva6sjM</a>	



**Chairman**  
BOS of Vocational Studies  
Anand Commerce College



**Academic Coordinator**  
Anand Commerce College



**Principal**  
Anand Commerce College