



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-3 (BBA)

Subject: Introduction to Event Management – BBAEV11301

Type of course: Major (Core)

Prerequisite:

Students must have basic understanding of marketing principles and organizational management concepts.

Rationale:

The subject offers essential knowledge for understanding event organization, serving as a foundational course for future practical application and career readiness in the field.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr.No	Course content	Hrs	% Weightage
1	Introduction to Event Management: <ul style="list-style-type: none"> • Meaning, Objectives, Nature and Scope & Importance of Event Management • Variety of Events • Classification of Event Management • Practices in Event Management • Key steps of Event Management • Event Requirements 	10	25 %
2	Dynamics of Event Management: <ul style="list-style-type: none"> • Event Planning and Organizing • Problem solving and crisis management • Leadership and participants management • Managing people and time • Site and Infrastructure management 	10	25%
3	Meetings, Incentives, Conventions and Exhibitions (MICE): <ul style="list-style-type: none"> • Importance of Planning for MICE • Infrastructure requirement for MICE • Components of Conference market • Features of Conference and Conventions • Global trends in MICE industry development • Nature and demand of Conference market • Trends affecting Meeting industry • Climate awareness in MICE Business • Economic Impact of Conventions and Conference Center • Intangible Service Levels 	25	25 %



4	Concept of Event Marketing:	15	25%
	<ul style="list-style-type: none"> • Process of Event Marketing • Importance of Customer Care • Special features of Event • Importance of Media relations and Publicity • Event Presentation & Evaluation Procedure • Case Studies related Event Management 		

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Quiz: Faculty will conduct MCQ test unit wise on GMIU Web Portal (10 MCQ's from each unit)	10
2	Event Planning Simulation: Students will be given a hypothetical event management scenario, the students have to plan the event and upload their plan in PDF format on GMIU Web Portal.	10
3	Poster Making: Students will prepare a poster presentation on classification of event management and upload the PDF file on GMIU Web Portal.	10
4	Field Visit: Students will visit local event management firms and learn their business and prepare a report for the same and upload the PDF file on GMIU Web Portal	10
5	Case Study: Faculty will provide a real world event management case study. Students will analyze the given case and upload it on GMIU web portal.	10
6	Attendance	10



7	Event Marketing Campaign: Students will prepare an event marketing campaign plan for hypothetical event of ALA-2 and upload the plan in PDF file on GMIU Web Portal	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	35%	35%	20%	10%	0%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the fundamentals and key practices of event management, including its scope, classification, and essential steps.
CO2	Gain skills in planning, organizing, and managing all aspects of events effectively.
CO3	Understand the critical components, trends, and economic impact of the MICE industry.
CO4	Learn event marketing, customer care, media relations, and evaluation through case studies.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.



Reference Books:

- [1] Shone, A., & Parry, B. (2016). Events management: An introduction. Routledge.
- [2] Goldblatt, J. (2018). Special events: The roots and wings of celebration (7th ed.). Wiley.
- [3] Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). Events management (3rd ed.). Routledge.
- [4] Getz, D. (2019). Event studies: Theory, research and policy for planned events (3rd ed.). Routledge.
- [5] Van der Wagen, L., & White, L. (2019). Event management for tourism, cultural, business and sporting events (5th ed.). Pearson.

