



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-2 (BBA)

Subject: Event Planning and Coordination– BBAEV12305

Type of course: Major (Core)

Prerequisite:

Basic understanding of event management concepts and project coordination skills.

Rationale:

The course aims to equip students with essential skills and strategies for effectively planning, organizing, and executing successful events across diverse industries.

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 Introduction, Objectives, Definition of Events, Classification of Events, Categories, Types of Events, Benefits of Events, Event Management Strategy, Objectives of Event Management, Role of Creativity, Event Committee, The Big Event Committee Structure, Coordination among Committees, Functions of Event Management	15	25
2	Event Management Planning Introduction, Objectives, Conducting An Environmental Scan, Steps in Event Management Plan, Starting off, Feasibility, Operational Planning, Finances and Budgets, Sponsorship, Organize a team, Blue Print of Functional Area, Venue, Logistics and Ambience, Site Plan, Sample Site Plan, Security Check posts, Power & Lighting, Water, Sanitary facilities, Marketing, Celebrities in Events, Promotional Tools, Preparing for Event Operations, Managing Chief Guest, Event Entertainers, Close-Down, Evaluation, and Legacy, Event Planning Timeline.	15	25
3	Different Aspects Of Event Management Introduction, Objectives, Responsibilities and Duties of Stage Manager, Live Events, Brand Management, Components of Brand Value, Designing Brand Strategy, Budgeting in Event Management, Criteria in Budget Development , Budget control, Leadership, Success of the Event, Understanding Key Performance Areas, Scope of KPIs, Event Feedback	15	25
4	Basic Qualities Of Event Management Person Introduction, Objectives, Knowledge of Standards and Regulations, Understanding Event Environment, Interpersonal Skills, Trustworthiness, Delegation, Communication, Striving for feedback, Negotiation, Leadership, Motivation, Problem Solving, Team Management, Set Personal Example, Risk Management, Multitasked, Decoration, Personal Etiquettes, Personal Appearances, Meeting People, Time Management Skills	15	25



Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	Event Concept Design: Students will choose a theme for an event (such as a corporate event, wedding, or festival) and create a concept design. This should include the event's purpose, target audience, and a brief description of décor and activities. Students will upload a PDF of their event concept design on the GMIU Web Portal.	10
2	Vendor Selection Field Visit: Students will visit a local venue or vendor (such as a caterer, florist, or equipment rental provider) and gather details about their services, costs, and offerings. They will take photos and notes to document the services available and create a report. Students will upload a PDF report with photos on the GMIU Web Portal.	10
3	Event Timeline Development: Students will create a basic event timeline for a mock event of their choice, including tasks like venue setup, guest arrival, entertainment, and event closing. The timeline should outline the sequence and timing of each activity. Students will upload the timeline in PDF format on the GMIU Web Portal.	10
4	Audience Engagement Plan: Students will select an event type and outline a simple audience engagement plan, including activities, social media posts, and other interactive elements to keep the audience engaged. Students will upload the PDF on the GMIU Web Portal.	10
5	Venue Layout Planning: Students will visit a venue and sketch a basic layout, showing where activities, seating, food stations, and other key areas would be arranged. They should include details about spacing and guest flow. Students will upload their sketches and brief descriptions in a PDF on the GMIU Web Portal.	10
6	Budget Outline for a Small Event: Students will select a small-scale event (like a birthday party or community gathering) and prepare a basic budget outline. They should list estimated costs for venue, catering, décor, and entertainment, keeping the budget realistic and straightforward. Students will upload the budget outline in PDF format on the GMIU Web Portal.	10



7	Attendance	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	40%	40%	10%	5%	0%	5%

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 foundational concepts, classifications, and strategies of event management, and effectively organize and coordinate event committee functions.
CO2	Effectively plan, organize, and evaluate event management processes, including budgeting, sponsorship, site planning, risk management, and sustainability.
CO3	Gain knowledge of event management, stage management, brand strategy, budgeting, leadership, and KPI evaluation for successful event execution.
CO4	Apply skills in event management, including stage management, branding, and budgeting, leadership, and performance evaluation.

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] Bowdin, G., McDonnel, I., Allen, J. and O'Toole, W. (2001). Events Management. Oxford: Butterworth Heinemann.
- [2] Bowdin, G., O'Toole, W., Allen, J., Harris, R., and McDonnel, I. (2011). Events Management. New York: Routledge.
- [3] Garvin, D. and Roberto, M. (2001). 'What you don't know about making decision,' Harvard Business Review, pp.1-8.
- [4] Larson, Erik W. and Gray, Clifford F. (2011). Project Management: The Managerial Process. New York: McGraw-Hill / Irwin series.

