



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-3 (BBA)

Subject: Event Resource Management–BBAEV13310

Type of course: Major (Core)

Prerequisite:

Students should have Basic understanding of event management principles, Business Communication and fundamental awareness of Marketing and Financial Planning.

Rationale:

This course equips students with the knowledge and skills to effectively plan, allocate, and manage resources for successful event execution. It focuses on budgeting, human resource management, logistics, and vendor coordination.

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	Fundamentals of Event Resource Management <ul style="list-style-type: none"> • Introduction to Event Management • Event Resources (i.e. Human resources, Financial resources and Material resources) and Their Significance • Legal Aspects in Events • Ethical decision-making in event management 	15	25
2	Financial & Logistical Planning for Events <ul style="list-style-type: none"> • Budget preparation and cost estimation • Revenue generation: Sponsorships, ticketing, and merchandise • Financial risk assessment and contingency planning • Logistics Management in Events • Event Logistics Planning: Venue, Equipment, and Transportation 	15	25
3	Human Resource & Marketing in Events <ul style="list-style-type: none"> • Human Resource Planning for Events • Selection and Coordination of Vendors (Catering, AV, Decor, etc.) • Creating a brand identity for events • Digital marketing strategies (social media, influencer marketing, SEO, email campaigns) 	15	25
4	Event Execution, Monitoring & Post-Event Evaluation <ul style="list-style-type: none"> • Event Day Execution & Coordination • Using technology for real-time monitoring (RFID, event analytics) • Measuring event success: KPIs and ROI analysis • Crisis Handling in Events • Evaluating financial success and impact assessment 	15	25



Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	Event Types Analysis: Students will identify 4 different types of events and create a poster and upload it on GMIU web portal.	10
2	Sponsorship Proposal: Students will draft a sponsorship proposal for a hypothetical event and upload the PDF report on GMIU Web Portal.	10
3	Venue Research & Selection: Students will visit any event venue (hotel, banquet hall, auditorium, or open ground) and prepare a brief report on its features, capacity, rental charges, and suitability for event of their choice. They will upload the report in PDF format on the GMIU Web Portal.	10
4	Social Media Campaign for an Event: Students will create a sample social media plan for a hypothetical event promotion and upload it on GMIU Web Portal.	10
5	Field Visit Report – Event Setup Observation: Students will visit a live event (exhibition, wedding, corporate event, seminar etc.) and observe how resources such as manpower, materials, and technology are managed. They will write a short report on their observations and upload it in PDF format on the GMIU Web Portal.	10
6	Press Release Drafting: Students will write a press release for their field visit report and upload the PDF report on 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%	25%	20%	15%	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 event management fundamentals, including planning, legal aspects, and stakeholder roles.
CO2	Apply financial and logistical planning for budgeting and risk assessment.
CO3	Utilize HR and marketing strategies for team coordination, volunteer management, and event promotion.
CO4	Execute and analyze events effectively, focusing on on-site management and post-event analysis.

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] "Event Management: A Professional Guide" – Lynn Van Der Wagen & Brenda R. Carlos
- [2] "The Business of Event Planning" – Judy Allen
- [3] "Event Planning: The Ultimate Guide" – Judy Allen
- [4] "Risk Management for Meetings and Events" – Julia Rutherford Silvers
- [5] "Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions" – Leonard H. Hoyle

