



Course Syllabus  
Gyanmanjari Institute of Management Studies  
Semester-5 (BBA)

**Subject:** Legal Aspects of Event Management – BBAEV15318

**Type of course:** Major (Core)

**Prerequisite:**

General knowledge of basic law. This ensure compliance, safety, and risk management.

**Rationale:**

The study of legal aspects in event management is important to ensure that events are conducted in a lawful, safe, and professional manner. It helps event managers understand their legal responsibilities and avoid potential risks.

**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      | <p><b>Introduction to Legal Framework in Event Management</b></p> <ul style="list-style-type: none"> <li>• Meaning and importance of legal aspects in event management</li> <li>• Role of law in event planning and execution</li> <li>• Types of events and applicable laws</li> <li>• Overview of Indian legal system relevant to events</li> <li>• Legal responsibilities of event managers</li> <li>• Ethical issues in event management</li> </ul>  | 15  | 25          |
| 2      | <p><b>Contracts and Agreements in Events</b></p> <ul style="list-style-type: none"> <li>• Meaning and essentials of a valid contract</li> <li>• Types of contracts in event management</li> <li>• Drafting of event contracts</li> <li>• Vendor agreements (catering, decoration, logistics, etc.)</li> <li>• Artist/Performer agreements</li> <li>• Sponsorship agreements</li> <li>• Breach of contract and remedies</li> <li>• Force majeure clause</li> </ul>  | 15  | 25          |
| 3      | <p><b>Licenses, Permits and Regulatory Compliance</b></p> <ul style="list-style-type: none"> <li>• Importance of licenses and permissions</li> <li>• Types of licenses required for events:</li> <li>• Police permission</li> <li>• Fire safety clearance</li> <li>• Health and sanitation permit</li> <li>• Noise pollution permissions</li> <li>• Liquor license</li> <li>• Public gathering laws</li> <li>• Local municipal regulations</li> <li>• Environmental laws related to events</li> <li>• Compliance checklist for event managers</li> </ul> | 15  | 25          |
| 4      | <p><b>Intellectual Property Rights in Events</b></p> <ul style="list-style-type: none"> <li>• Introduction to Intellectual Property Rights (IPR)</li> <li>• Copyright laws in events (music, content, performances)</li> <li>• Trademark issues (branding, logos, event names)</li> <li>• Licensing of music and content</li> <li>• Protection of creative ideas</li> <li>• Case examples of IPR violations</li> </ul>   | 15  | 25          |



**Continuous Assessment:**

| Sr. No | Active Learning Activities  | Marks |
|--------|---|-------|
| 1      | <b>Contract Drafting Activity</b><br>Students will prepare a simple contract between an event organizer and a vendor which helps to understand terms, conditions, and legal agreements. Submit report as PDF on GMIU Web Portal.              | 10    |
| 2      | <b>Case Study Analysis</b><br>Students will Analyze a real or hypothetical event where legal issues occurred. It helps identify mistakes and suggest legal solutions. Prepare Report & Upload it on the GMIU Web Portal.                      | 10    |
| 3      | <b>License &amp; Permit Research</b><br>Students list all permissions required for organizing an event in their area. It Builds awareness of legal procedures. Prepare report & Upload on GMIU Web Portal.                                    | 10    |
| 4      | <b>Poster Creation on Event Legal Compliance</b><br>Students will create a digital poster or infographic highlighting the important legal permissions required before organizing an event. Prepare report & upload it on the GMIU Web Portal. | 10    |
| 5      | <b>Event Insurance Research Activity</b><br>Students will research different types of event insurance such as public liability insurance and cancellation insurance. Prepare report & upload it on the GMIU Web Portal.                       | 10    |
| 6      | <b>Global Event Law Comparison Activity</b><br>Students will compare event regulations in India with one other country and identify key differences. Submit report as PDF & Upload it on the GMIU Web Portal.                                 | 10    |
| 7      | <b>Attendance</b>   | 10    |
| Total  |   | 70    |

**Suggested Specification table with Marks (Theory): 100**

| Distribution of Theory Marks<br>(Revised Bloom's Taxonomy) |                    |                      |                    |                |                 |               |
|--|--------------------|----------------------|--------------------|----------------|-----------------|---------------|
| Level  | Remembrance<br>(R) | Understanding<br>(U) | Application<br>(A) | Analyze<br>(N) | Evaluate<br>(E) | Create<br>(C) |
| Weightage  | 30%                | 30%                  | 10%                | 20%            | 10%             | -             |

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 legal framework and regulations related to event management                  |
| CO2  | Explain the legal responsibilities and ethical obligations of event managers                |
| CO3  | Analyze legal issues related to contracts, intellectual property rights, and copyright laws |
| CO4  | Evaluate risk management and legal compliance strategies in event planning and execution    |

**Instructional Method:**

The course will be delivered using a combination of traditional and interactive teaching methods to enhance students’ understanding of legal concepts related to event management. The instructor will primarily use lecture-based teaching, classroom discussions, and case study analysis to explain legal frameworks, contracts, regulatory compliance, and intellectual property rights in events.

In addition to conventional methods such as blackboard teaching and presentations, various student-centered learning approaches will be used, including group discussions, role plays, case study analysis, presentations, quizzes, and problem-solving activities. These activities will help students develop practical knowledge of legal issues involved in planning and organizing events.

**Reference Books:**

- [1] Becker, D. (2013). The essential legal guide to events. Routledge.
- [2] Raj, R., Walters, P., & Rashid, T. (2013). Events management: Principles and practice (2nd ed.). SAGE Publications.
- [3] Quinn, B. (2013). Key concepts in event management. SAGE Publications.
- [4] Pathak, D. (2018). Event management: Principles, planning and practice. Pearson Education.

