

**SES's L. S. RAHEJA COLLEGE OF ARTS AND
COMMERCE
(AUTONOMOUS)**



Syllabus of Event Management under NEP 2020 vertical (Minor) with effect from 2024-25

**DEPARTMENT OF / BOARD OF STUDIES: MEDIA AND MASS
COMMUNICATION**

HoD / Sr. Person of the Department: Ms. KAVITA MAKHIJA

Date of approval by the BoS: 26th APRIL 2024

APPROVED by the Academic Council: 29th APRIL 2024

Ratified by the Governing Body: 6th May 2024



Programme: Bachelor of Arts in Multimedia and Mass Communication				Semester : II	
Course : Event Management				Code: UGBAMMCIIMN24	
Academic Year: 2024-2025				Batch: 2024-2027	
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks

Learning Objectives :	<ul style="list-style-type: none"> To define event management and identify its key components. To understand the different stages of event management from planning to execution
Learning Outcomes :	<ul style="list-style-type: none"> Learners will be able to identify the key components essentials to event management Learners will be efficiently able to plan and execute events
Pedagogy:	<ul style="list-style-type: none"> Lecture Presentation Event Planning and participation Class Discussion

Each lecture session would be of one hour duration (60 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Introduction to Event Management: <ul style="list-style-type: none"> Meaning, Significance, Scope, Functions and Opportunities Types of Events Client Pitching Key components of Event Management Role of Events in Marketing 	<ul style="list-style-type: none"> Lecture Presentation Event Planning and participation Class Discussion 	15
	Experiential Marketing: <ul style="list-style-type: none"> Event Managing Process Challenges in Event Planning Team Management Communication and Leadership Development Marketing of Events Case Study 	<ul style="list-style-type: none"> Lecture Presentation Event Planning and participation Class Discussion 	15

REFERENCE BOOKS

1. Bowdin, G., Allen, J., Harris, R., McDonnell, I., & O'toole, W. (2012). *Events management*. Routledge.
2. Getz, D., & Page, S. J. (2019). *Event studies: Theory, research and policy for planned events*. Routledge.
3. Kose, H., Argan, M. T., & Argan, M. (2011). Special event management and event marketing: A case study of TKBL all star 2011 in Turkey. *Journal of Management and Marketing Research*, 8, 1.
4. Reic, I. (2016). *Events marketing management: A consumer perspective*. Routledge.
5. Wohlfeil, M., & Whelan, S. (2005). Event-marketing as innovative marketing communications: Reviewing the German experience. *Journal of Customer behaviour*, 4(2), 181-207.
6. Allen, J., Harris, R., & Jago, L. (2022). *Festival & special event management*. John Wiley & Sons.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
TOTAL		20

Term End Examinations (TEE)

Question Paper Pattern

Question No.	Description	Total Marks
1	Concept Based / Case Study	6
2	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
3	Short Notes (3 out of 4)	12
TOTAL		30