



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
 (Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)
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Lesson Plan

Course: BAJMC-305 - EVENT MANAGEMENTs		
BAJMC- 5th Semester	No. of Theory Hours per Week: 04	No. of Practical Hours per Week: 02

Course Outcomes (COs):

COs for Theory (BAJMC-305)	
CO ₁	Explain event as communication and marketing tool. (BTL4)
CO ₂	Elaborate detailed structure of event management organization. (BTL6)
CO ₃	Explain the process of event management plan. (BTL6)
CO ₄	Evaluate the emerging trends in event management. (BTL5)

Recommended Books:

Books	S. No	Details of the Books
Text Books	1.	Goyal, S. K. (2010). Event Management. New Delhi: Adhyayan & Distributors. [TB1]
	2.	Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall. [TB2]
Reference Books	1.	Kishore, D., & Singh, G. S. (2011). Event management: A Booming Industry and an Eventful Career. New Delhi: Har-Anand Publications. [RB1]
	2.	K.Niraj.(2009).Integrated Marketing Communications: Himalaya Publishing House. [RB2]
	3.	K. Purnima. (2011). Event Management: Anmol Publications Pvt Ltd. [RB3]
	4.	Sharma, D. (2005). Event Planning and Management. New Delhi: Deep & Deep Publications Pvt. [RB4]
	5.	http://www.wodonga.vic.gov.au/Event_management_planning_guide [RB5]
	6.	http://www.eventmanagement.com/planning [RB6]

Lesson Plan for Theory:

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter	
UNIT - I			
1.	Event: Definition	TB1	
2.	Event: Types		
3.	Event as a Communication and Marketing tool		
4.	Event Management: Definition		
5.	Event Management: Elements		
6.	5C's of Event Management		
7.	Buffer Reserved for Revision		
UNIT - II			
8.	Organisational Structure of an Event Management company	TB1 TB2	
9.	Event Management Personnel: Role		
10.	Event Management Personnel: Responsibility		
11.	Account Planners		
12.	Liaisoning		
13.	Business Operations		
14.	Accounting		
15.	Buffer Reserved for Revision		
UNIT - III			
16.	Event Proposal Planning: Licenses	TB1 TB2	
17.	Event Proposal Planning: Permissions		
18.	Event Proposal Planning: Legalities		
19.	Event Budget		
20.	Covering Cost		
21.	Methods of Revenue Generation		
22.	Event Promotion: Tools and Media Coordination		
23.	Risk Management		
24.	Insurance		
25.	Buffer Reserved for Revision		
UNIT - IV			

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
UNIT - IV		
26.	Evaluation and Impact Assessment: Concept	TB1 TB2
27.	Evaluation and Impact Assessment: Techniques and Application	
28.	Monitoring the Event	
29.s	Controlling the Event	
30.	Emerging Trends in Event Management	
31.	Careers in Event Management	
32.	Buffer Reserved for Revision	

Course: BAJMC 355 – Event Management Lab.	
BAJMC – 5th Semester	No. of Practical Hours per Week: 04

Course/Lab Outcomes (COs):

COs for Practical (BAJMC-355)	
CO ₁	Prepare event brief for organizing an event. (BTL6)
CO ₂	Design required creatives and workflow for an event. (BTL6)
CO ₃	Plan budget and applicable checklist for an event. (BTL6)
CO ₄	Organize and evaluate an event. (BTL6)

Lesson Plan for Practical:

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.	1.	Conceptualize, Organize and Evaluate an event as per the following steps: Conduct and analyze pre-event survey	
2.	2.	Prepare event brief	
3.	3.	Organise a Mock Press Conference	
4.	4.	Prepare checklist for the event	
5.	5.	Buffer reserved for Revision	
6.	6.	Prepare a budget estimate for the event	
7.	7.	Write a proposal for potential sponsors for the event	
8.	8.	Design creatives and collaterals	
9.	9.	Buffer reserved for Revision	
10.	10.	Prepare an event floor plan/ event design and layout	
11.	11.	Develop event crisis/ risk management plan	
12.	12.	Prepare a monitoring plan and questionnaire for final evaluation	
13.	13.	File final report about the event along with multi-media Presentation	
14.	14.	Buffer reserved for Revision	

Testing Schedule:

Nature of Test	May	June	July	
Surprise Test (ST)	ST in any of the Weeks	-	-	-
Mid Term Test (MT)	-	TBAL	-	-
Class Test (CT)	-	-	CT in any of the Weeks	-
Supplementary Test (Sp. T)	-	-	Sp. T in 1 st Week	
Assignment Submission Schedule	Assignment-1 is to be submitted One Week after completion of Unit-1 and Unit-2. Assignment-2 is to be submitted One Week after completion of Unit-3. Assignment-3 is to be submitted One Week after completion of Unit-4.			