



Seva Mandal Education Society's

Dr. Bhanuben Mahendra Nanavati College of Home Science

(Autonomous)

NAAC Re-Accredited 'A+' Grade with CGPA 3.69 / 4

UGC Status: College with Potential for Excellence

'Best College Award 2016-17' adjudged by S.N.D.T.

Women's University

Smt. Parmeshwari Devi Gordhandas Garodia Educational

Complex

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**as per Maharashtra State University Act (2016)
(2019 – 2022)**

Short Term/Skilled Based/Enrichment Courses

Course Title: Basics of Event Management

Brief Description Event management is an emerging area where students are being employed for planning ,managing and co coordinating all type of events, the introductory course will provide the students the practical skills and knowledge required to successfully plan events ,to use right approaches and techniques to make an event successful'

Eligibility: Graduate from any specialization

OBJECTIVES:

The course will enable the students to:

- 1) Be aware of event management as a profession.
- 2) Gain basic knowledge about establishing and managing an event.
- 3) Understand and develop soft skills that would help in event management

Module	Objectives	Content
1	The students will develop: An understanding of the roles & responsibilities of Event Management	Introduction to Event Management Unit 1: Concept, characteristics, functions, types, range of activities of Events. Unit 2: process of event planning Unit 3.Trends and types of events
2	The students will understand: The importance of communication for leadership & decision making.	Communication and leadership development. Unit: 1 Principles of good confidence, communication, motivation , Decision making, participation and co operation Unit 2: Body language and presentation skills.
3	The students will acquire competencies to: Plan a proposal on management of an event	Event Planning Project: Unit 1: Identifying needs of the event Unit 2: observation of different types of events through visits Unit 3 Planning and developing resources Unit 4: Event surveys. interviews, networking Unit 5 Planning and implementation of events
4	the students will get practical experience through participation in different type of events	Event participation Unit 1.participation in an event organised by an organization/company. Unit 2;Presentation of report and feed back

Learning outcomes:

1. Students will become familiar with the key concepts of managing an event
2. Learn and understand various aspects of events and types of events.
3. Understand the skills and challenges faced in managing an event.

Evaluation:

- 1) Internal - Assignment and Presentations and field visits 100 Marks

References:

- 1) Sharma Sangita personality Development and soft skills, Bio Green publications 2017
- 2) Sharma, Sandeep Event Planning and Management, Aadi Publications New Delhi, 2011.
- 3) Kale N.G and Ahmed M.A, Marketing Management Vipul Prakashan New Delhi, June 2009.