

**MANAGED BY JIVAN JYOT TRUST  
J.Z SHAH ARTS & H. P. DESAI  
COMMERCE COLLEGE,  
AMROLI-SURAT.**

**Re-Accredited B++ (CGPA 2.94) BY NAAC (3<sup>rd</sup> Cycle)**

**Affiliated To Veer Narmad South Gujarat University, Surat**



**Certificate Course on  
“Certificate Course on Event Management”**

**Total Hours: 30 Hrs.**

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**PRINCIPAL  
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**Annexure – 1**  
**Course Syllabus (In Detail)**  
**Certificate Course on Event Management**

<b>Course Title</b>	Event Management
<b>Pre - requisite</b>	Knowledge of Basic Computer and Internet
<b>Course Outcome</b>	<ul style="list-style-type: none"> <li>● To acquire an understanding of the role and purpose(s) of special events in the organizations.</li> <li>● To acquire an understanding of the techniques and strategies required to plan successful special events.</li> </ul>
<b>Course Objective</b>	The purpose of this course is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.
<b>Course content</b>	<p><b>1: Introduction to Event Management</b></p> <ul style="list-style-type: none"> <li>• Overview of the event industry</li> <li>• Types of events and their purposes</li> <li>• Role and responsibilities of an event manager</li> <li>• Event planning process</li> </ul> <p><b>2: Event Planning and Design</b></p> <ul style="list-style-type: none"> <li>• Setting event goals and objectives</li> <li>• Creating an event budget</li> <li>• Selecting and securing a venue</li> </ul> <p><b>3: Marketing and Promotion for Events</b></p> <ul style="list-style-type: none"> <li>• Event marketing strategies and techniques</li> <li>• Social media and digital marketing for events</li> </ul> <p><b>4: Operations and Logistics</b></p> <ul style="list-style-type: none"> <li>• Event logistics and operations management</li> <li>• Vendor and supplier management</li> <li>• Event registration and attendee management</li> <li>• On-site event coordination and management</li> </ul> <p><b>5: Risk Management for Events</b></p> <ul style="list-style-type: none"> <li>• Identifying and assessing event risks</li> <li>• Developing contingency plans</li> <li>• Health and safety considerations for events</li> <li>• Insurance and legal aspects of event management</li> </ul> <p><b>6: Evaluation and Analysis</b></p> <ul style="list-style-type: none"> <li>• Methods for evaluating event success</li> </ul>



	<ul style="list-style-type: none"> <li>• Collecting feedback from attendees and stakeholders</li> <li>• Post-event analysis and reporting</li> <li>• Continuous improvement strategies</li> </ul> <p><b>7: Special Event Planning and Execution</b></p> <ul style="list-style-type: none"> <li>• Planning and management of specific types of events (e.g., conferences, weddings, festivals)</li> <li>• Unique considerations for each type of event</li> </ul> <p><b>8: Ethical and Professional Considerations in Event Management</b></p> <ul style="list-style-type: none"> <li>• Professional ethics and code of conduct</li> <li>• Sustainable event management practices</li> <li>• Cultural sensitivity and inclusivity in event planning</li> </ul>
<b>Reference Books</b>	<p>1. Allen, J. (2000). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events. Toronto, Ontario, Canada:</p> <p>2. Wiley. Astroff, M. T., and J. R. Abbey (1995). Convention Sales and Services, 4th ed. Cranbury, NJ: Waterbury Press.</p> <p>3. Baldrige, L. (1993). Letitia Baldrige's New Complete Guide to Executive Manners. New York: Rawson Associates, Maxwell Macmillan International.</p> <p>4. Batterberry, A. R. (1976). Bloomingdale's Book of Entertaining. New York: Random House.</p>

  
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