



PG & Research Department of Commerce St. Joseph's College (Autonomous)

Accredited at A++ Grade (Cycle IV) by NAAC

Special Heritage Status Awarded by UGC

Tiruchirappalli - 620 002

Value-Added Course on **Event Planning & Management**

Mode of Conduct : **Online**

Duration : **30 Hours [20 Hrs Theory & 10 Hrs Field Visit]**

Time: **02.30 PM - 04.30 PM**

Industrial Exposure:
Field Visit



Tie-Up with Leading
Event Planners



Business Networking



External Expertise



Classes from 22.09.2025

**Eligibility:
UG & PG Students of any Stream**

**Course Fee:
Rs.500/-
Only**

For Registration Contact:

Dr. Dennis Edward Fernando

Course Coordinator

Assistant Professor of Commerce

9600242286

Dr. G. John

Head, Department of Commerce

Event Planning & Management

25UCOVAC01

Course Objectives:

- To understand the fundamentals of Event Management
- To learn the system of planning and organising events
- To establish business networks essential for Event Management
- To explore business opportunities in the realm of Event Planning and Management

Course Content

Unit 1:

Introduction and Scope of Events, Types of Events, Characteristics of Events, Growth of Event Industry in India, Communication Skills and Methods

Unit 2:

Entrepreneurial Competencies for Event Management, Event Manager as a Professional Leader, Building Portfolios, Business Opportunity Search, Managing an Event Management Company, Staging events

Unit 3:

Business Events, Social Events, Wedding Events, Cultural Events, Entertainment Events, Sports Events

Unit 4:

Technology and Equipment in Events, Catering Management Effective Control and Evaluation, Critical Evaluation of the Event, Monitoring and Evaluating Media Coverage

Unit 5:

Financial Management Powered by Microsoft Excel and TallyPrime, Event Evaluation Reports and Profiles

Course Outcomes:

After the completion of the course, the learners will be able to:

- Practice the Art of Event Planning and Execution
- Mobilize Resource to Plan and Execute Events
- Gain entrepreneurial perspectives and insights in connection with Event Management
- Understand various kinds of Events and steps to organise them effectively
- Know the technological knowledge essential for Event Management
- Execute effective fund management, cost cutting techniques and Result Evaluation