

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

Accredited at A++ Grade (Cycle IV) by NAAC Special Heritage Status Awarded by UGC





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

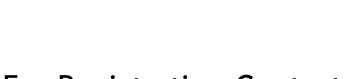


Classes from 22.09.2025

External Expertise

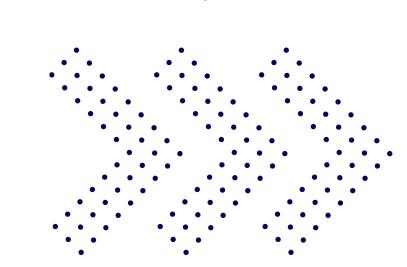


Eligibility: UG & PG Students of any Stream.



For Registration Contact:

Dr. Dennis Edward Fernando Course Coordinator Assistant Professor of Commerce 9600242286



Course Fee:

Rs.500/-

Only

Online

Mode

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

<u>Unit 1:</u>

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

<u>Unit 3:</u>

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