

**SEMESTER-III (Pool-B)**

**COURSE TITLE: EVENT MANAGEMENT  
(CHOI-B02)**

**Number of Credit: 02**

**Maximum Marks 50**

**Unit-I**

- An Introduction to Event Management
- Concept and Design of Events
- Types of Event Management

**Unit-II**

- Event Feasibility and Legal Compliance
- Marketing and Promotion of the Event

**Unit-III**

- Financial Management
- Risk Management

**Unit-IV**

- Planning for Events and Event Proposal
- Staffing
- Leadership
- Operations

**Unit-V**

- Monitoring, Control and Evaluation
- Careers and scope in Event Management

**Books References:**

- Event Management By Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management By Anton Shone & Bryn Parry
- Cost Accounting Khan & Jain, Cost Accounting B.M. Lal, Cost Accounting
- Prasad L.M.- Principle of management
- Successful Event Management By Anton Shone & Bryn Parry

