

**B.COM SECOND YEAR
SEMESTER III
EVENT MANAGEMENT
SOFT SKILLS**

Course Content:

Module No.	Topics / Chapters Name	% Weightage
I	<p>PRINCIPLES OF EVENT MANAGEMENT</p> <ul style="list-style-type: none"> • Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics • Principles of event Management, concept & designing. Analysis of concept, Logistics of concept. 	25
II	<p>EVENT PLANNING & TEAM MANAGEMENT</p> <ul style="list-style-type: none"> • Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools • Protocols, Dress codes, staging, staffing 	25
III	<p>EVENT MARKETING AND ADVERTISING</p> <ul style="list-style-type: none"> • Nature of Marketing, Process of marketing Marketing mix, Sponsorship • Image, Branding, Advertising Publicity and Public relations 	25
IV	<p>EVENT LEADERSHIP & COMMUNICATION</p> <ul style="list-style-type: none"> • Leadership skills, Managing team , Group development, Managing meetings • Written communications, (Official, demi-official, Invoice). Verbal communications 	25