

# University of Kota, Kota

## SEC: Event Management

**Course Code:**

**Credits:02**

**Course Objectives:** The course aims to provide students with knowledge of event management concepts, planning, budgeting, and marketing strategies. It develops understanding of event risk management and the role of media and sponsorship in events. The course also introduces students to the MICE industry, its planning, and its economic and social significance.

**Learning out comes :** After completing this course, students will be able to understand the concept, characteristics, and types of events along with the roles and responsibilities of an event manager. Students will also gain knowledge of risk management strategies and understand the significance, planning, and sustainable practices of the MICE industry in the tourism and hospitality sector.

**Examination Scheme:** For the session 2025–26, the examination of SEC will be of 50 marks. The pattern of examination for students shall consist of a single Multiple-Choice Question (MCQ) paper based on OMR, with a duration of 1½ hours. There will be a total of 50 questions, with 10 questions from each unit. All questions are mandatory to attempt. Passing marks for UG is 40%.

### Event Management

**Unit I:** Understanding Events -Concept and characteristics of events; classification and types of events, reasons and need for organizing events, essential skills required for an event manager, roles and responsibilities of an event manager.

**Unit II:** Event Management & Planning: Introduction, Importance. Planning event, Event Budgeting: Introduction & Importance.

**Unit III:** Event Marketing: Introduction & Objectives of event marketing. Types of media and marketing, PR and its use within event management, Advertising, E- marketing, Event Sponsorships, Importance of sponsorship Type of sponsorships.

**Unit IV:** Event Risk management: Introduction, Importance, Objective Of Risk Management, Types - Legal Risks, Physical Risks, Financial Risks, Moral And Ethical Risks. The Risk Management Process

**Unit V:** Introduction and concept of MICE, Evolution of MICE industry; Components, Planning and Sustainable Planning for MICE, Economic and social significance of MICE

### ***Suggested Reading***

1. Sharma A. & Arora S. (2018): *A book on “Event Management and Marketing: Theory, Practical Approaches and Planning”, Bharti Publications, New Delhi . ISBN: 978-93-86608-61-1* (<https://www.amazon.in/Event-Management-Marketing-Practical-Approaches/dp/9386608618>)
2. Bajwa S.S: *“Foundations of Event Management” Kalpana Prakashan . ISBN13: 9789349282186*
3. C. P. Harichandan & Adam Musgrave (2017): *“Event Management” ISBN: 978-81-8220-936-7. Global Vision Publishing House*

