

SDIET, Faridabad								
Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(GEN) - 5th Semester : 2025-26								
Course Name (Code) : EVENT MANAGEMENT [BBA/GN/504]						Faculty : Ms. Vandana Sharma		
Topics / Lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.								
S. No.	Lecture No	CO (No)	Topic Description	Teaching Pedagogy	Reference Material	Date		Remarks, if any
						Planned	Actual Delivery	
UNIT-1								
1	1	1	Subject introduction, relevance in the course and desired approach to study the subject.	WhiteBoard		21.7.25		
2	2	1	Management: meaning and functions	Projector	Web Source/Text Book	22.7.25		
3	3	1	Event Management: Concept, and Scope	Projector	Web Source/Text Book	22.7.25		
4	4	1	Categories of Events: Personal/Informal Events	Projector	Web Source/Text Book	23.7.25		
5	5	1	Formal/Official Events	Projector	Web Source/Text Book	25.7.25		
6	6&7	1	Requirement of Event Manager	Projector	Web Source/Text Book	28.7.25/29.7.25		
7	8	1	Roles & Responsibilities of Event Manager in different events	Projector	Web Source/Text Book	29.7.25		
8	9&10	1	Special event topics	WhiteBoard	Web Source/Text Book	30.7.25/1.8.25		
9	11 & 12	1	Revision	WhiteBoard	Web Source/Text Book	4.8.25/5.8.25		
UNIT-2								
10	13	2	Characteristics of a Good Planner	Projector	Web Source/Text Book	5.8.25		
11	14	2	SWOT Analysis	Projector	Web Source/Text Book	6.8.25		
12	15	2	Understanding the client needs	Projector	Web Source/Text Book	8.8.25		
13	16	2	identification of target audience	Projector	Web Source/Text Book	11.8.25		
14	17	2	Event Planning Process	WhiteBoard	Web Source/Text Book	12.8.25		
15	18	2	Conceptualization, Costing,	WhiteBoard	Web Source/Text Book	12.8.25		
16	19	2	Canvassing, Customization, and Carrying out;	Projector	Web Source/Text Book	13.8.25		
17	20	2	Critical Success Factors	Projector	Web Source/Text Book	18.8.25		
18	21	2	Outsourcing Strategies,	Projector	Web Source/Text Book	19.8.25		
19	22	2	working with Vendors, Negotiating Tactics	Projector	Web Source/Text Book	19.8.25		
20	23&24	2	Accountability and Responsibility	Projector	Web Source/Text Book	20.8.25/22.8.25		
21	25	2	Event Risk Management	Projector	Web Source/Text Book	25.8.25		
22	26	2	IT for Event Management.	WhiteBoard	Web Source/Text Book	26.8.25		
23	27&28	2	Revision	WhiteBoard	Web Source/Text Book	1.9.25/2.9.25		
UNIT-3								
24	29	3	Team Building :- Concept, nature	Projector	Web Source/Text Book	2.9.25		
25	30&31	3	approaches, activities Team Building and Managing T	Projector	Web Source/Text Book	3.9.25/5.9.25		
26	32	3	Skills required and Job Responsibilities of Leading Te	Projector	Web Source/Text Book	8.9.25		
27	33	3	Business communication.	Projector	Web Source/Text Book	9.9.25		
28	34&35		Revision			9.9.25/12.9.25/15.9.25		
UNIT-4								
29	36&37	4	Nature & Process of Marketing	Projector	Web Source/Text Book	16.9.25/17.9.25		
30	38	4	Branding	Projector	Web Source/Text Book	19.9.25		
31	39	4	Advertising	Projector	Web Source/Text Book	22.9.25		
32	40 &41	4	Publicity and Public relations.	Projector	Web Source/Text Book	23.9.25/23.9.25		
33	42 &43	4	Types of advertising,	Projector	Web Source/Text Book	24.9.25/26.9.25		
34	44&45	4	Merchandising	Projector	Web Source/Text Book	29.9.25/30.9.25		
35	46	4	Giveaways	WhiteBoard	Web Source/Text Book	30.9.25		
36	47&48	4	competitions, promotions	WhiteBoard	Web Source/Text Book	6.10.25/7.10.25		
37	49&50	4	website, and text messaging	WhiteBoard	Web Source/Text Book	7.10.25/8.10.25		
38	51&52	4	Media tools – Media invitations	Projector	Web Source/Text Book	10.10.25/13.10.25		
39	53&54	4	Press releases	Projector	Web Source/Text Book	14.10.25/14.10.25		
40	55	4	TV opportunities	Projector	Web Source/Text Book	24.10.25		
41	56	4	Radio interviews.	Projector	Web Source/Text Book	27.10.25		
42	57&58	4	Promotional tools – Flyers, Posters,	Projector	Web Source/Text Book	28.10.25/28.10.25		
43	59,	4	Invitations, Website, newsletters,	Projector	Web Source/Text Book	29.10.25		
44	60	4	Blogs, tweets	WhiteBoard	WhiteBoard	31.10.25		
45	61	4	Revision	WhiteBoard	WhiteBoard	3.11.25		
46	62	4	Event Partners	WhiteBoard	Web Source/Text Book	4.11.25		
47	63	4	Event Associates, Event Sponsor	WhiteBoard	Web Source/Text Book	4.11.25		
48	64	4	Importance of Sponsorship–for event organizer	Projector	Web Source/Text Book	7.11.25		
49	65	4	Importance of Sponsorship for sponsor	Projector	Web Source/Text Book	7.11.25		
50	66	4	Type of Sponsorship	Projector	Web Source/Text Book	10.11.25		
51	67	4	Making sponsorship database	Projector	Web Source/Text Book	11.11.25		
52	68	4	Sponsorship Proposal	Projector	Web Source/Text Book	11.11.25		
53	69	4	Ways to seek Sponsorship	Projector	Web Source/Text Book	12.11.25		
54	70	4	Closing a sponsorship	WhiteBoard	Web Source/Text Book	14.11.25		
55	71	4	Research on sponsorship avenues/Converting sponsorship into partnership.	WhiteBoard	Web Source/Text Book	14.11.25		
Study Material / Books / Web-resources / Online Courses Links etc.								
	S. No.	Description						
	1	Conway, D. G. The Event Manager’s Bible. Devon: How to books Ltd.						
	2	Goldblatt, J. Special Events: Event Leadership for a New World. New Jersey: John Wiley &Sons Inc.						