

SDIET, Faridabad					
Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(GEN) - 5th Semester : 2025-26					
Course Name EVENT MANAGEMENT [BBA/GN/504] (Code):				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	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
UNIT-1					
1	1	Subject introduction, relevance in the course and desired approach to study the subject.	WhiteBoard		
2	2	Management: meaning and functions	Projector	Web Source/Text Book	
3	3	Event Management: Concept, and Scope	Projector	Web Source/Text Book	
4	4	Categories of Events: Personal/Informal Events	Projector	Web Source/Text Book	
5	5	Formal/Official Events	Projector	Web Source/Text Book	
6	6&7	Requirement of Event Manager	Projector	Web Source/Text Book	
7	8	Roles & Responsibilities of Event Manager in different events	Projector	Web Source/Text Book	
8	9&10	Special event topics	WhiteBoard	Web Source/Text Book	
9	11 & 12	Revision	WhiteBoard	Web Source/Text Book	
UNIT-2					
10	13	Characteristics of a Good Planner	Projector	Web Source/Text Book	
11	14	SWOT Analysis	Projector	Web Source/Text Book	
12	15	Understanding the client needs	Projector	Web Source/Text Book	
13	16	identification of target audience	Projector	Web Source/Text Book	
14	17	Event Planning Process	WhiteBoard	Web Source/Text Book	
15	18	Conceptualization, Costing,	WhiteBoard	Web Source/Text Book	
16	19	Canvassing, Customization, and Carrying out;	Projector	Web Source/Text Book	
17	20	Critical Success Factors	Projector	Web Source/Text Book	
18	21	Outsourcing Strategies,	Projector	Web Source/Text Book	
19	22	working with Vendors, Negotiating Tactics	Projector	Web Source/Text Book	
20	23&24	Accountability and Responsibility	Projector	Web Source/Text Book	
21	25	Event Risk Management	Projector	Web Source/Text Book	
22	26	IT for Event Management.	WhiteBoard	Web Source/Text Book	
23	27&28	Revision	WhiteBoard	Web Source/Text Book	
UNIT-3					
24	29	Team Building :- Concept, nature	Projector	Web Source/Text Book	
25	30&31	Managing Team	Projector	Web Source/Text Book	
26	32	Leading Teams,	Projector	Web Source/Text Book	
27	33	Business communication.	Projector	Web Source/Text Book	
28	34&35	Revision			
UNIT-4					
29	36&37	Nature & Process of Marketing	Projector	Web Source/Text Book	
30	38	Branding	Projector	Web Source/Text Book	

31	39	Advertising	Projector	Web Source/Text Book	
32	40 & 41	Publicity and Public relations.	Projector	Web Source/Text Book	
33	42 & 43	Types of advertising,	Projector	Web Source/Text Book	
34	44&45	Merchandising	Projector	Web Source/Text Book	
35	46	Giveaways	WhiteBoard	Web Source/Text Book	
36	47&48	competitions, promotions	WhiteBoard	Web Source/Text Book	
37	49&50	website, and text messaging	WhiteBoard	Web Source/Text Book	
38	51&52	Media tools – Media invitations	Projector	Web Source/Text Book	
39	53&54	Press releases	Projector	Web Source/Text Book	
40	55	TV opportunities	Projector	Web Source/Text Book	
41	56	Radio interviews.	Projector	Web Source/Text Book	
42	57&58	Promotional tools – Flyers, Posters,	Projector	Web Source/Text Book	
43	59,	Invitations, Website, newsletters,	Projector	Web Source/Text Book	
44	60	Blogs, tweets	WhiteBoard	Web Source/Text Book	
45	61	Revision	WhiteBoard	Web Source/Text Book	
46	62	Event Partners	WhiteBoard	Web Source/Text Book	
47	63	Event Associates, Event Sponsor	WhiteBoard	Web Source/Text Book	
48	64	Importance of Sponsorship–for event organizer	Projector	Web Source/Text Book	
49	65	Importance of Sponsorship for sponsor	Projector	Web Source/Text Book	
50	66	Type of Sponsorship	Projector	Web Source/Text Book	
51	67	Making sponsorship database	Projector	Web Source/Text Book	
52	68	Sponsorship Proposal	Projector	Web Source/Text Book	
53	69	Ways to seek Sponsorship	Projector	Web Source/Text Book	
54	70	Closing a sponsorship	WhiteBoard	Web Source/Text Book	
55	71	Research on sponsorship avenues/Converting sponsorship into partnership.	WhiteBoard	Web Source/Text Book	

Study Material / Books / web-resources / Online Courses

Link 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.