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**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(AUTONOMOUS)**

Re-Accredited by NAAC & ISO 9001:2015 Certified
Affiliated to Bharathiar University, Coimbatore Pollachi, Tamil Nadu.

Phone: 04259-234870,234868

WWW: ngmc.org.,Email:ngm@ngmc.org



U.G.DEPARTMENT OF COMMERCE-BPS (S.F)

VALUE ADDED COURSE



EVENT MANAGEMENT

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DEPARTMENT OF COMMERCE-BPS

VALUE ADDED COURSES

Programme code:	B.COM- BPS	Programme Title : VALUE ADDED COURSES	2020 batch onwards	
Total Hours:	30 Hrs	Title : EVENTMANAGEMENT	Credit	2

Course Objective

To expose the students on the Event Management Process.

Course Outcomes

CO1	To understand the long term issues in event management and marketing.
CO2	To understand the event management process.
CO3	To acquire conceptual and analytical skills in strategic planning.
CO4	To analyze major recent developments in event management.
CO5	To evaluate the knowledge of various event management process.

Existing Syllabus

Unit: 1- INTRODUCTION TO EVENT MANAGEMENT (10 Hrs)

Event Management - Meaning- Definition - Objectives of Event Management -Classification of Event Management - Function - Benefits of Event Management.

Event Management Strategy - Event Committee - Coordination among Committee

Unit: 2-EVENT MANAGEMENT PLANNING (10 Hrs)

Event Planning - Steps in Event Management Plan - Operational Planning - Preparing the Event Operations - Event Planning Timeline.

Unit: 3ASPECTS OF EVENTS MANAGEMENT(10 Hrs)

Stage Management – Brand Management - Budget Management - Budget Control – Success of the Event – Event Feedback.

Books for Study:

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1. Ms. Annie Stephen and Mr. Hariharan –Principle of Event Management, Himalaya Publishing House, Mumbai, 2016.(OnlineMaterial)
2. Uttarakhand Open University-Principle of Event Management.(OnlineMaterial)

Books for Reference:

1. Anukrati Sharma, Shruti Arora - Event Management and Marketing: Theory, Practical Approaches and Planning , Bharthi Publication,Mumbai,2018
2. Ruth Dowson&David Bassett - Event Planning and Management: Principles, Planning and Practice,Kogan Page 2018



Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District



SIGNATURE OF HOD

Dr. M. AKILANAYAKI,
M.Com., M.Phil., MBA., PGDCA, NET, SLET, Ph.D.,
Assistant Professor,
Department of Commerce
NGM College, Pollachi - 642 001.



NM 100

CERTIFICATE OF COMPLETION



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(Autonomous), Pollachi

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Ranked 72nd among Colleges in India by MHRD - NIRF
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This is to certify that *Mr./Ms. M. ATHAMSA*
of *I - B.COM BPS* department
has successfully completed a Value Added Course
entitled *EVENT MANAGEMENT* and
secured a mark of *59* out of 100

V. Meera
COURSE TEACHER

Bahm
DEAN - ACADEMIC

R. M. L.
IQAC CO-ORDINATOR

Pruthi Sankar
PRINCIPAL



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This is to certify that [✓]Mr./Ms. R. B. RAHUL

of I - B.COM BPS department

has successfully completed a Value Added Course

entitled EVENT MANAGEMENT and

secured a mark of 54 out of 100

V. Meera
COURSE TEACHER

A. Balam
DEAN - ACADEMIC

R. M. S.
IQAC CO-ORDINATOR

[Signature]
PRINCIPAL