

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A.: I Semester

Special Events
(w.e.f. 2018-19 and onwards)

Teaching hours per week – 04 :	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcome:

At the end of this course students will be able to:

1. Comprehend and evaluate the role of festivals and special; events in contemporary society.
2. Describe what an event planner is and determine whether or not it is right for you.
3. Analyze various practices for designing and decorating different types and styles of weddings, ceremonies, and receptions. Develop a comprehensive wedding plan from start to finish. Describe and analyze the risk factors typical of weddings.
4. Understand the importance of strategic planning for an event or festival, including monitoring and evaluating the impacts on the wider community.

Syllabus

UNITS	Syllabus	HOURS
MODULE I	Introduction <ul style="list-style-type: none">● Definition of special events● Types of special events● Important Characteristics	10
MODULE II	Career in special events <ul style="list-style-type: none">● How to become a special events planner.● companies hire special event planners,● the different ways you can work as a special event planner,● Pros and cons of a special events planner career	14
MODULE III	Private Events <ul style="list-style-type: none">● Parties,● Weddings● Celebrations	18

MODULE IV	Public events <ul style="list-style-type: none"> ● Parades, public performances, ● Non-commercial festivals, ● Rallies, and protests ● Sporting events ● Fairs and festivals 	18
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TEXT BOOKS:

- Event management, a professional approach By Ashutosh Chaturvedi
- Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen
- Event Management: An Asian Perspective by Glenn McCartney
- Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
- Professional Convention Management Association (2006) Professional meeting management: Comprehensive Strategies for Meetings, Conventions and Events; Kendall/Hunt Publishing Company