

Advanced Institute of Technology & Management

Lesson Plan For Even Session

Class: BBA 5th Sem

Subject: EVENT MANAGEMENT (BBA/GN/504)

Session :July 2025-Dec 2025

Unit	Lecture	Topic	Tentative Date	Actual Date
UNIT I:	1	Management: Meaning and Functions	Monday, 14 Jul 2025	
	2	Event Management: Concept and Scope	Tuesday, 15 Jul 2025	
	3	Categories of Events: Personal/Informal and Formal/Official	Thursday, 17 Jul 2025	
	4	Requirement of an Event Manager	Monday, 21 Jul 2025	
	5	Roles & Responsibilities of Event Manager in Different Events	Tuesday, 22 Jul 2025	
	6	Special Event Topics and Case Examples	Thursday, 24 Jul 2025	
	7	Review and Doubt Session for Unit I	Monday, 28 Jul 2025	
	8	Test for Unit I	Tuesday, 29 Jul 2025	
	9	Assignment Discussion for Unit I	Thursday, 31 Jul 2025	
UNIT II:	10	Characteristics of a Good Planner, SWOT Analysis	Monday, 4 Aug 2025	
	11	Understanding Client Needs and Identifying Target Audience	Tuesday, 5 Aug 2025	
	12	Event Planning Process: Conceptualization and Costing	Thursday, 7 Aug 2025	
	13	Canvassing, Customization, and Carrying Out Events	Monday, 11 Aug 2025	
	14	Critical Success Factors in Event Planning	Tuesday, 12 Aug 2025	
	15	Outsourcing Strategies, Working with Vendors	Thursday, 14 Aug 2025	
	16	Negotiating Tactics, Accountability & Responsibility	Monday, 18 Aug 2025	
	17	Event Risk Management	Tuesday, 19 Aug 2025	
	18	IT Applications for Event Management	Thursday, 21 Aug 2025	
	19	Review & Doubt Session for Unit II	Monday, 25 Aug 2025	
	20	Test for Unit II	Tuesday, 26 Aug 2025	
	21	Assignment Discussion for Unit II	Thursday, 28 Aug 2025	
UNIT III:	22	Team Building and Managing Teams: Concept and Nature	Monday, 1 Sep 2025	
	23	Approaches, Activities, and Practices in Team Management	Tuesday, 2 Sep 2025	
	24	Characteristics of a High Performing Team	Thursday, 4 Sep 2025	
	25	Skills Required for Leading Teams	Monday, 8 Sep 2025	

	26	Job Responsibilities in Leading Event Teams	Tuesday, 9 Sep 2025	
	27	Business Communication in Team Coordination	Thursday, 11 Sep 2025	
	28	Review and Doubt Session for Unit III	Monday, 15 Sep 2025	
	29	Test for Unit III	Tuesday, 16 Sep 2025	
	30	Assignment Discussion for Unit III	Thursday, 18 Sep 2025	
UNIT IV:	31	Nature & Process of Marketing, Branding, and Advertising	Monday, 29 Sep 2025	
	32	Publicity and Public Relations; Types of Advertising	Tuesday, 30 Sep 2025	
	33	Merchandising, Giveaways, Competitions & Promotions	Thursday, 9 Oct 2025	
	34	Media Tools: Press Releases, TV, Radio, Blogs, and Websites	Monday, 27 Oct 2025	
	35	Event Partners, Associates, and Sponsors	Tuesday, 28 Oct 2025	
	36	Importance of Sponsorship (for Organizer & Sponsor)	Thursday, 30 Oct 2025	
	37	Types of Sponsorship and Making Sponsorship Database	Monday, 3 Nov 2025	
	38	Sponsorship Proposal and Negotiation Process	Thursday, 6 Nov 2025	
	39	Ways to Seek Sponsorship and Closing Deals	Monday, 10 Nov 2025	
	40	Research on Sponsorship Avenues & Partnership Conversion	Tuesday, 11 Nov 2025	
	41	Review and Doubt Session for Unit IV	Thursday, 13 Nov 2025	
	42	Test for Unit IV	Monday, 17 Nov 2025	
	43	Assignment Discussion & Course Wrap-up	Tuesday, 18 Nov 2025	