

**DISTRIBUTION OF GENERAL FOUNDATION COURSES IN
HOTELMANAGEMENT AND CATERING SCIENCE**

Sem ester	Course Code	Course Title	Total Hours	Hours/ Week	Credits	Marks		
						Inter nal	Exter nal	Tot al
1	BHC1F M 105	Multi-Disciplinary Course 1 – Event Management	45	3	3	25	50	75
2	BHC2F M	Multi-Disciplinary Course 2 – Service Marketing	45	3	3	25	50	75
3	BHC3FV 108	Value-Added Course 1 – Global Hospitality Trends	45	3	3	25	50	75
4	BHC4FV 110	Value-Added Course 2 – Sustainability and Green Practices in Hospitality	45	3	3	25	50	75
5	BHC5FS 112	Skill Enhancement Course 2 – Hospitality Communication	45	3	3	25	50	75
6	BHC6FS 113	Skill Enhancement Course 3 – Principles of Food Science	45	3	3	25	50	75

Programme	B.Sc. Hotel Management & Catering Science				
Course Code	BHC1FM105				
Course Title	EVENT MANAGEMENT				
Type of Course	MINOR				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	Students should have a basic understanding of hospitality principles. Prior coursework in hospitality or related fields is recommended.				
Course Summary	This course provides an in-depth exploration of event management within the hospitality industry, covering key aspects such as planning, organizing, and executing events. Students will gain practical skills in managing different types of events, understand the importance of customer service, and learn about the latest trends and technologies in event management.				

Course Outcomes (Cos)

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamentals of event management and its significance in the hospitality industry.	U	C	Quizzes, Short Essays
CO2	Develop skills to plan and organize various types of events.	Ap	P	Group Projects, Assignments
CO3	Implement effective customer service strategies during events.	Ap	P	Role-Playing Exercises, Case Studies
CO4	Manage logistics and operations for successful event execution.	Ap	P	Practical Workshops, Event Planning Projects
CO5	Analyze the financial aspects of event management.	An	C	Financial Analysis Projects, Exams
CO6	Utilize technology and trends in modern event management.	Ap	P	Presentations, Technology Integration Projects

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Module	Unit	Content	Hrs
I		Introduction to Event Management	9
	1.	Overview of Event Management: Definition, types of events, significance in hospitality	3
	2.	Event Management Process: Steps in event planning and management	3
	3.	Roles and Responsibilities: Roles of an event manager, team structure	3
II		Event Planning and Organization	9
	4.	Types of Events: Corporate events, social events, public events, and special events	3
	5.	Event Planning Tools: Tools and techniques for effective event planning	3
	6.	Budgeting and Financial Planning: Budget creation, financial planning, and cost management	3
III		Customer Service and Logistics	9
	7.	Customer Service Strategies: Importance of customer service, handling guest expectations	3
	8.	Event Logistics: Venue selection, layout planning, and logistics management	3
	9.	Vendor Coordination: Working with vendors, contracts, and service level agreements	3
IV		Event Execution and Management	9
	10.	On-Site Event Management: Managing on-site operations, real-time problem solving	2
	11.	Risk Management: Identifying and managing risks, contingency planning	2
	12.	Post-Event Evaluation: Feedback collection, event evaluation, and reporting	2
	13.	Technology in Event Management: Use of technology in planning and executing events, event management software	3
V		Open Ended Module:	9
		Group Projects: Planning and organizing a mock event Role-Playing Exercises: Customer service scenarios Practical Workshops: On-site event management Presentations: Latest trends and technologies in event management Financial Analysis Projects: Budgeting and financial planning for events	

REFERENCE BOOK

1. "Event Management for Dummies" by Laura Capell
2. "The Complete Guide to Successful Event Planning" by Shannon Kilkenny
3. "Event Planning: The Ultimate Guide" by Judy Allen
4. "Special Events: Creating and Sustaining a New World for Celebration" by Joe Goldblatt
5. "Event Planning: The Art of Hospitality" by Alex Genadinik

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	2	3	3	2	2	2	3	2	3	2	2	3	3
CO 2	2	3	3	2	2	2	2	2	3	1	2	2	2
CO 3	3	2	2	2	1	2	3	2	3	2	2	2	3
CO 4	2	3	3	2	1	2	3	2	2	2	2	2	2
CO 5	3	3	3	3	2	2	3	3	2	2	2	2	2
CO 6	2	3	3	3	1	2	3	3	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓		✓	✓
CO 4	✓			✓
CO 5	✓		✓	✓
CO 6				✓