**Aims**

To give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.

**Scheme**

Diploma courses will consist of two parts. Part I - theory papers to cover the essentials of curriculum & Part II - Practical paper and Industrial training.
Degree courses of bachelor/master will have three parts. Part I- theory papers, Part – II practical and Part III – a project report to be submitted by the students on a subject related to event management, followed by viva-voce.

The following courses on event management are offered :-

**DIPLOMA IN EVENT MANAGEMENT (DEM)**

**COURSE DETAILS:**
- **Duration** - 1 yr
- **Eligibility** - + 2
- **Fees** - Rs 30000/-

**PAPER CODES & SUBJECTS:**
- **EM 011:** Principles of Event Management
- **EM 012:** Event Planning & Team Management
EM 013: Event Marketing and Advertising
EM 014: Event Leadership & Communication
EM 015: Event Safety and Security
EM 016: Basic Event Accounting
EM 017: Practical Paper

DEM

PRINCIPLES OF EVENT MANAGEMENT

EM 011

Unit I
Historical Perspective, Introduction to event Management,
Size & type of event, Event Team, Code of ethics

Unit II
Principles of event Management, concept & designing,
Analysis of concept, Logistics of concept.

Unit III
Feasibility, Keys to success, SWOT Analysis

EVENT PLANNING & TEAM MANAGEMENT

EM 012

Unit I
Aim of event, Develop a mission, Establish Objectives
Preparing event proposal, Use of planning tools

Unit II
Protocols, Dress codes, staging, staffing

Unit III
Leadership, Traits and characteristics

EVENT MARKETING AND ADVERTISING

EM 013

Unit I
Nature of Marketing, Process of marketing
Marketing mix, Sponsorship

Unit II
Image, Branding, Advertising
Publicity and Public relations

EVENT LEADERSHIP & COMMUNICATION  EM 014

Unit I
Leadership skills  Managing team
Group development, Managing meetings

Unit II
Written communications, (Official, demi-official, Invoice). Verbal communications

EVENT SAFETY AND SECURITY  EM 015

Unit I
Security, Occupational safety,
Crowed management

Unit II
Major risks and emergency planning,
Incident reporting, emergency procedures

BASIC EVENT ACCOUNTING  EM 016

Budget, break even point, cash flow analysis,
Profit & loss statement, balance sheet,
panic payments, financial control system

Practical Paper  EM 017

There will be six theory papers of three hours duration carrying 100 marks each. Out of these 100 marks, 80 marks will be the weightage for final theory paper and 20 marks will be for internal assessment for the sessional work.

In practical paper, students will be tested for planning, concept, designing and lay out of an event. Practical paper will carry 100 marks.
Suggested Reading : Event Management By Lynn Van Der Wagen & Brenda R Carlos.

Post Graduate Diploma in Event Management (PGDEM)

COURSE DETAILS:
Duration - 1 yr
Eligibility - Graduation
Fees - Rs 35000/-

PAPER CODES & SUBJECTS:

EM 111: Event Communication & Presentation Skills.
EM 112: Special Events, Research & Planning
EM 113: Advance Event Accounting & Costing
EM 114: Event Marketing, Advertising & PR
EM 115: Event Production & Logistics
EM 116: Event Laws & Licenses
EM 117: Advance Aspects of Event Management
EM 118: Practical Paper (Case Studies)

PGDEM EVENT COMMUNICATION & PRESENTATION SKILLS EM 111

Unit I
Written communications, (Official, demi-official, Invoice, tender, proposal). Verbal communications

Unit II
Presentation skills and use of computer in events

SPECIAL EVENTS, RESEARCH & PLANNING EM 112

Unit I
Types and category, Sports, Rallies, Wedding

Unit II
Aim of event, Develop a mission, Establish Objectives
Preparing event proposal, Use of planning tools
Unit III
Protocols, Dress codes, staging, staffing

ADVANCE EVENT ACCOUNTING & COSTING  EM 113
Budget, break even point, cash flow analysis,
Profit & loss statement, balance sheet,
panic payments , financial control systems

EVENT MARKETING, ADVERTISING & PR  EM 114

Unit I
Nature of Marketing, Process of marketing
Marketing mix, Sponsorship

Unit II
Image, Branding, Advertising
Publicity and Public relations

EVENT PRODUCTION & LOGISTICS  EM 115

Unit I
Concept, theme, Fabrication, light & sound,
handling venders

Unit II
Logistic policy procedures, performance standards
functional areas, motivation and leadership

EVENT LAWS & LICENSES  EM 116
Relevant legislations, liquor licenses, trade acts,
stake holders and official bodies, contracts
There will be seven theory papers of three hours duration carrying 100 marks each. Out of these 100 marks, 80 marks will be the weightage for final theory paper and 20 marks will be for internal assessment for the sessional work.

In practical paper, students will be tested for planning, concept, designing and lay out of an event. Practical paper will carry 100 marks.

Suggested Reading : Successful Event Management By Anton Shone & Bryn Parry

**BACHELOR OF EVENT MANAGEMENT (BEM)**

**COURSE DETAILS**

DURATION-3 YRS

ELIGIBILITY-+ 2

FEES-Rs 25000/- (Annually)

**SUBJECTS - 1ST YEAR**

<table>
<thead>
<tr>
<th>Code</th>
<th>Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEM011</td>
<td>Computer Fundamentals</td>
</tr>
<tr>
<td>BEM021</td>
<td>Personal Development &amp; Communication Skills</td>
</tr>
<tr>
<td>BEM031</td>
<td>Principles Of Event Management</td>
</tr>
<tr>
<td>BEM041</td>
<td>Organization Of Events, Values &amp; Ethics Of Event Industry</td>
</tr>
<tr>
<td>BEM051</td>
<td>Cost Accounting &amp; Budgeting Of Events (Basic)</td>
</tr>
</tbody>
</table>
Suggested Reading

Event Management By Lynn Van Der Wagen & Brenda R Carlos.
Successful Event Management By Anton Shone & Bryn Parry
Computer fundamental – P.K. Sinha
Fundamental of computer and IT-D.P. sharma, Amit Choudhary
S.N. Maheshwari, Cost Accounting
Khan & jain, Cost Accounting
B.M. Lal, Cost Accounting

Computer Fundamentals  BEM 011

Computer assisted instructions, packages,
architecture, use of computers in events

Personal Development & Communication Skills  BEM 021

Unit I

Personnel grooming, expression, bearing, body language.

Unit II

Written communications, (Official, demi-official,
Invoice, tender, proposal). Verbal communications

Principles Of Event Management  BEM 031

Historical Perspective, Introduction to event Management,
Size & type of event, Event Team, Code of ethics,
Principles of event Management, concept & designing.
Analysis of concept, Logistics of concept.

Organization Of Events, Values & Ethics Of Event Industry  BEM 041

Code of ethics, professional association
Concept, theme, Fabrication, light & sound,
handling vendors

Cost Accounting & Budgeting Of Events (Basic)  BEM 051

Unit I

Meaning and scope of Accounting
Accounting as an information system, Financial accounting
definition and nature, Objective of accounting.
Unit II

Accounting principles: Basic concept, Accounting standards
Budget, break even point, cash flow analysis,
Profit & loss statement, balance sheet,
Panic payments, financial control systems

SUBJECTS 2ND YEAR

<table>
<thead>
<tr>
<th>Code</th>
<th>Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEM111</td>
<td>Organizational Behavior</td>
</tr>
<tr>
<td>BEM121</td>
<td>Event Marketing Management</td>
</tr>
<tr>
<td>BEM131</td>
<td>Human Resource Management – Event Industry</td>
</tr>
<tr>
<td>BEM141</td>
<td>Business Environment</td>
</tr>
<tr>
<td>BEM151</td>
<td>Event Laws &amp; Licenses</td>
</tr>
</tbody>
</table>

Six weeks summer training with an Event Company compulsory.

Suggested Reading:

1. Tulsian P C – Business Organisation & Management
2. Prasad L.M.- Principle of management
3. Successful Event Management By Anton Shone & Bryn Parry
4. Udai Pareek, Understanding Organisational Behaviour, Oxford
5. Mishra : Organizational Behaviour Bikas
6. Luthans, Fred : Organizational Behaviour
7. Mirza Saiyadain : Organizational Behaviour, TH
8. Chandan : Organizational Behaviour, Vikas
9. Helga Drumnond : Organizational Behaviour, Oxford
10. Senge, Peter : The Learning Organization
11. Harriss & Martman : Organizational Behaviour, Jaico.
Organizational Behavior  

**Unit I**

Meaning, Concepts, Challenges & O.B. Model individual difference & Learning Theories.  
Job Satisfaction and Commitment, Personality and Behavior, emotional intelligence.  
Perception and Attribution, Behavioral decision making, participating decision making.

**Unit II**

Theories of Motivation Goal Setting, Benefits, Group Structure, Group decision making,  
Effective Team, Managing Team, Processes and Issues, Theories and issues.  

Event Marketing Management  

**Unit I**

Objectives: To introduce the students with basic concepts of marketing, various orientation that guide marketing and its key concepts, modern marketing – customer relationship management.

**Unit II**

Market, Marketing & Marketing Environment, Introduction – Meaning, Importance, Modern marketing concept, Social marketing, marketing process, functions, integrated marketing, marketing mix, relevance of marketing in a developing economy.  
Marketing Environment – Meaning, Definition, threats & Opportunities, Organisational Environment, Social-Cultural Environment.

**Unit III**

Market Segmentation: Meaning and Definition,  
Ways to segment: No Segmentation, Complete Segmentation, Segmentation according to income, age, literacy etc. Characteristics of effective segmentation, Strategies towards market segmentation, event development and event Life Cycle – Meaning, Process,  
Product concept, Advertising and Sales Promotion: Meaning, Publicity, Propaganda, Sales promotion, and personal selling, Advertising effectiveness, Sales Promotion, Methods of Sales Promotion.
Human Resource Management – Event Industry

Unit I


Unit II


Business Environment - Events

Unit I

Objectives : To create an awareness of the external environment including the role of government and its impact on events. Introduction to Business Environment, Nature of Business environment; Environmental factors affecting business and their interaction, consumerism and other environmentalist movements; socio cultural factors affecting business decision.

Unit II


Event Laws & Licenses

Relevant legislations, liquor licenses, trade acts, stake holders and official bodies, contracts
### Subjects 3\textsuperscript{rd} Year

<table>
<thead>
<tr>
<th>Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>BEM211</td>
<td>Event Logistics</td>
</tr>
<tr>
<td>BEM221</td>
<td>Production &amp; Sponsorship</td>
</tr>
<tr>
<td>BEM231</td>
<td>Event Concept &amp; Designing</td>
</tr>
<tr>
<td>BEM241</td>
<td>Special Events</td>
</tr>
<tr>
<td>BEM251</td>
<td>Project Report &amp; viva - voce</td>
</tr>
</tbody>
</table>

**Event Logistics**

- Logistic policy, procedures, performance standards
- Functional areas, motivation and leadership of logistics

**Production & Sponsorship**

- Concept, theme, Fabrication, light & sound, handling vendors
- Proposal, event flow, team delegation, Sponsorship principles, terms and condition, branding and coordination.

**Event Concept & Designing**

- Developing the concept, analysis of concept, Types and categories,
- Designing the event, logistics of concept, case studies

**Special Events**

- Aim of event, Types and category, Sports, Rallies, Wedding
- Corporate events, Develop a mission, Establish Objectives
- Preparing event proposal, Use of planning tools.
Project Report & viva - voce
There will be FIVE theory papers of three hours duration carrying 100 marks each in the 1st and second year of the course. In the final year of the degree course, there will be four theory papers of 100 marks each. As fifth paper, Students will be required to submit a project report on the given subject, followed by a viva – voce. For fifth paper, project report will carry 50 marks and remaining 50 marks will be of viva-voice. For each written paper of 100 marks, 80 marks will be the weightage for final theory paper and 20 marks will be for internal assessment for the sessional work.

Suggestion Reading:
Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
Event management, a professional approach By Ashutosh Chaturvedi
Event Management By Lynn Van Der Wagen & Brenda R Carlos.

Successful Event Management By Anton Shone & Bryn Parry

MASTER OF EVENT MANAGEMENT (MEM)

COURSE DETAILS

DURATION-2 YRS

ELIGIBILITY-Graduation

FEES-Rs 35000/- (Annually)

SUBJECTS - 1ST YEAR

<table>
<thead>
<tr>
<th>Code</th>
<th>Subjects</th>
</tr>
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<tbody>
<tr>
<td>MEM011</td>
<td>Basic Managerial Skills</td>
</tr>
<tr>
<td>MEM021</td>
<td>Corporate Communications</td>
</tr>
<tr>
<td>MEM031</td>
<td>Marketing Management – Events</td>
</tr>
<tr>
<td>MEM041</td>
<td>Behavioral Aspects Of Humans At Work</td>
</tr>
<tr>
<td>MEM051</td>
<td>Advance Event Budgeting and Economics</td>
</tr>
<tr>
<td>MEM061</td>
<td>Computer Application In Event Industry</td>
</tr>
</tbody>
</table>

Six weeks of Industry Training is compulsory
Suggested Reading:

3. Francis Cherunilam “Business Environment

5. Successful Event Management By Anton Shone & Bryn Parry

6. Pal, Rajendra & Korlahalli, J.s : “Business communication” Sultan chand & sons
7. Rai, S.m. & Urmila “Business communication” HPH
8. Sinha, k.k. “Business communication”.

Basic Managerial Skills

Corporate Communications

Unit 1
Introducing communication, importance & nature of business communication

Unit 2
Process of business communication, objectives, media of business communication

Unit 3
Types of communication, barriers in communications, principles of communication, essentials of good communication

Unit 4
Business report writing, written & oral presentation of reports, preparation of office orders, memo, circulars.

Marketing Management – Events

Unit 1
Objectives: To introduce the students with basic concepts of marketing, various orientation that guide marketing and its key concepts, modern marketing – customer relationship management.
Unit II
Market, Marketing & Marketing Environment, Introduction – Meaning, Importance, Modern marketing concept, Social marketing, marketing process, functions, integrated marketing, marketing mix, relevance of marketing in a developing economy.
Marketing Environment – Meaning, Definition, threats & Opportunities, Organisational Environment, Social-Cultural Environment.

Unit III
Market Segmentation : Meaning and Definition,
Ways to segment : No Segmentation, Complete Segmentation, Segmentation according to income, age, literacy etc. Characteristics of effective segmentation, Strategies towards market segmentation. event development and event Life Cycle – Meaning, Process, Product concept, Advertising and Sales Promotion : Meaning, Publicity, Propaganda, Sales promotion, and personal selling, Advertising effectiveness, Sales Promotion, Methods of Sales Promotion.

Behavioral Aspects Of Humans At Work
Unit I

Unit II

Advance Event Budgeting and Economics
Unit I
Meaning and scope of Accounting Accounting as an information system, Financial accounting definition and nature, Objective of accounting.
Unit II

Accounting principles : Basic concept, Accounting standards
Budget, break even point, cash flow analysis,
Profit & loss statement, balance sheet,
Panic payments , financial control systems

Computer Application In Event Industry  

MEM 061

Computer assisted instructions, packages,
architecture, use of computers in events
Stage designing, Creative effects

SUBJECTS - 2nd YEAR

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<tr>
<td>MEM111</td>
<td>Concept &amp; Designing Of Events</td>
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<tr>
<td>MEM121</td>
<td>Production Management – Events</td>
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<tr>
<td>MEM131</td>
<td>Event Logistics</td>
</tr>
<tr>
<td>MEM141</td>
<td>Handling Of Media &amp; Celebrities</td>
</tr>
<tr>
<td>MEM151</td>
<td>Special Events</td>
</tr>
<tr>
<td>MEM161</td>
<td>Project Report &amp; Viva - Voce</td>
</tr>
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</table>

There will be SIX theory papers of three hours duration carrying 100 marks each In the 1st year of the course. In the final year of the course, there will be FIVE theory papers of 100 marks each And in the sixth paper, Students will be required to submit a project report on the given subject, followed by a viva – voce. For sixth paper, project report will carry 50 marks and remaining 50 marks will be of viva-voce. For each written paper of 100 marks, 80 marks will be the weightage for final theory paper and 20 marks will be for internal assessment for the sessional work.
Suggested Reading:

1. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
2. Event management, a professional approach By Ashutosh Chaturvedi
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6. Successful Event Management By Anton Shone & Bryn Parry