

FINISHING SCHOOL AND PLACEMENT CELL
MOHANLAL SUKHADIA UNIVERSITY
UDAIPUR (RAJ.)

DIPLOMA IN EVENT MANAGEMENT

Duration: 6 Months
Course Fee: 10,000/-
Minimum Age: No bar
Maximum Age: No bar
Eligibility: 10+2 (Any Stream)

PROGRAMME OBJECTIVE:

India is a land of vast diversified culture and historical prestige, where the abundance of beautiful locations has been influencing potential occasions and events. The scope of event management in India can be signified by its growing roots and increasing popularity. Occasions and events are an important part of human life. It varies from large-scale to small events. Scope of event is widening day by day. Event industry is potential in generating employment and revenue. A large team comprising of professionals is required to visualize concepts, plan budgeting, execute and organize events. Looking at the huge demand of Event experts, the course has been designed to train the students. It will serve as an opportunity for students to learn the techniques of event management, real-world learning opportunities, which will require learners to reflect on how the experiences connect to course content. Students will participate in work-integrated learning assignments, projects, or experiential learning opportunities.

Duration:

6 Months (225 hours classroom teaching and 480 hours practical).

Course Contents:

1. Paper I: Principles of Event Management

Introduction to event management, Scope of Event Management, Historical Perspectives of Event, Principles of Event Management, concept & designing. Type of Events, Size of Events, Feasibility, Keys to success, SWOT Analysis, Event Manager: Role, Responsibilities & Requirements, Establishing an event management company. Values & Ethics of Event Industry, Code of Ethics.

2. Paper II: Event Planning & Organising

Event Planning, Aim of event, Event opportunity assessment, Event planning process, Establish Objectives, Preparing event proposal, Event planning pre-requisites (Regulatory and compliance issues), Event Logistics, Event Location Planning, Organising of Events, Theme of Events, Fabrication, Light & Sound, Handling vendors.

3. Paper III: Event Coordination and Control

Event coordination and execution, Event control and evaluation, Event Safety and Security, Event Risk Management: Major risks and Contingency Planning, Fire, Theft & Natural Calamities, Location contingencies, Crowd Management, Incident reporting, emergency procedures. Managing Human Resource for Event Management.

4. Event Management & Communication

Business Communication, Negotiation Skills, Cross-Cultural Management, Written communications, (Official, Semi-official, Invoice), Verbal communications, On-Field Communication, Personnel grooming, expression, bearing, body language. Event promotion, Public relations, Role of Computers in Event Management, IT for Event Management, Latest Technological updation in Event Management.

5. Event Financing and Accounting

Event revenue sources and budgeting, Event accounting, break-even point, cash flow analysis, Profit & loss statement, balance sheet, panic payments, financial control system, Event taxation.

6. Practical Manual/Internship Manual

Students will be required to manage live event upon which they will be tested for planning, concept, designing and lay out of an event. A detailed project report on the allotted event will be required to submit followed by Viva-Voice comprising of 100 marks.

Attendance

Students will be required to complete seventy-five percent attendance in theory classrooms to become eligible for appearing in Term-end Examination. Similarly, they will be required to complete seventy five percent attendance in practical contact sessions to become eligible for appearing in practical examination.

Continuous Evaluation of Theory Component

Assignments

Assignment is a means of continuing assessment of theory and practical. Assignments will help to recapitulate the theory and go back to the text again in case students are unable to answer a particular question. Thus, assignments also help to reinforce learning in distance learning system of education.

The assignments will cover all types of questions (long answer type, short answer type, objective type, multiple choice questions and case studies). The assignments will carry thirty percent weightage. Students will be required to obtain fifty percent marks as pass percentage in each assignment separately. Each assignment will carry 30 marks. In the final result assignments will carry thirty percent weightage.

Term-end Examination

As stated earlier, term-end examination is the major component of the evaluation system and it carries seventy percent weightage in the Final result.

In case any student fail to get a pass score in the Term-end Examination, the person will be eligible to reappear at the next Term-end Examination for that course as and when it is held, within the total span of the Programme.

Medium of Instructions: English and Hindi