

# University of Mumbai

Website - mu.ac.in  
Email id - dr.aams@fort.mu.ac.in  
aams3@mu.ac.in



Academic Authorities,  
Meetings & Services (AAMS)  
Room No. 128, M. G. Road, Fort,  
Mumbai – 400 032.  
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC  
Category- I University Status awarded by UGC

No. AAMS\_UGS/ICD/2024-25/ 458

Date : 24<sup>th</sup> March, 2025

To,  
The Director,  
Garware Institute of Career Education  
and Development,  
Vidyanagari  
Santacruz (East)  
**Mumbai – 400 098.**

**Sub : Post Graduate Diploma in Event Management & PR  
(PGDEM) (One year)(Sem – I & II).**

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4<sup>th</sup> September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9<sup>th</sup> August, 2023** vide Item No. **9.2** have been accepted by the **Academic Council** at its meeting held on **1<sup>st</sup> November, 2023** vide Item no. **9.3 (B) 2 (N)** and subsequently approved by the **Management Council** at its meeting held on **14<sup>th</sup> August, 2024** vide Item No. **6** that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **Post Graduate Diploma in Event Management & PR (PGDEM) (Sem I & II)** (Appendix – 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24.**

The New Ordinances & Regulations as per NEP 2020 is as follows :-

Sr. No	Name of the Programme	Ordinance no. for Title	Ordinance no for Eligibility	Duration
A	P.G Diploma in Event Management & PR (PGDEM)	O.GPA – 33 A	O.GPA – 34 A	One year



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: 2 :

Regulation Nos	
Duration	R. GPA - 76
Intake Capacity	R. GPA - 77
Scheme of examination	R. GPA - 78
Standard of Passing	R. GPA - 79
Credit Structure	R. GPA - 80 A
	R. GPA - 80 B

  
(Dr. Prasad Karande)  
REGISTRAR

**A.C/9.3(B) 2 (N) /01/11/2023**  
**M.C/6/14/8/2024**

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Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Interdisciplinary Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

<b>Copy forwarded for information and necessary action to :-</b>	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), <a href="mailto:dr@eligi.mu.ac.in">dr@eligi.mu.ac.in</a>
2	The Deputy Registrar, Result unit, Vidyanagari <a href="mailto:drresults@exam.mu.ac.in">drresults@exam.mu.ac.in</a>
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari <a href="mailto:dr.verification@mu.ac.in">dr.verification@mu.ac.in</a>
4	The Deputy Registrar, Appointment Unit, Vidyanagari <a href="mailto:dr.appointment@exam.mu.ac.in">dr.appointment@exam.mu.ac.in</a>
5	The Deputy Registrar, CAP Unit, Vidyanagari <a href="mailto:cap.exam@mu.ac.in">cap.exam@mu.ac.in</a>
6	The Deputy Registrar, College Affiliations & Development Department (CAD), <a href="mailto:deputyregistrar.uni@gmail.com">deputyregistrar.uni@gmail.com</a>
7	The Deputy Registrar, PRO, Fort, (Publication Section), <a href="mailto:Pro@mu.ac.in">Pro@mu.ac.in</a>
8	The Deputy Registrar, Executive Authorities Section (EA) <a href="mailto:eau120@fort.mu.ac.in">eau120@fort.mu.ac.in</a>  He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), <a href="mailto:rapc@mu.ac.in">rapc@mu.ac.in</a>
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in <a href="mailto:ar.tau@fort.mu.ac.in">ar.tau@fort.mu.ac.in</a>
11	The Deputy Registrar, College Teachers Approval Unit (CTA), <a href="mailto:concolsection@gmail.com">concolsection@gmail.com</a>
12	The Deputy Registrars, Finance & Accounts Section, fort <a href="mailto:draccounts@fort.mu.ac.in">draccounts@fort.mu.ac.in</a>
13	The Deputy Registrar, Election Section, Fort <a href="mailto:drelection@election.mu.ac.in">drelection@election.mu.ac.in</a>
14	The Assistant Registrar, Administrative Sub-Campus Thane, <a href="mailto:thanesubcampus@mu.ac.in">thanesubcampus@mu.ac.in</a>
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, <a href="mailto:ar.seask@mu.ac.in">ar.seask@mu.ac.in</a>
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, <a href="mailto:ratnagirisubcentar@gmail.com">ratnagirisubcentar@gmail.com</a>
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, <a href="mailto:director@idol.mu.ac.in">director@idol.mu.ac.in</a>
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha <a href="mailto:pinkumanno@gmail.com">pinkumanno@gmail.com</a>
19	Director, Department of Lifelong Learning and Extension (DLLE), <a href="mailto:dlleuniversityofmumbai@gmail.com">dlleuniversityofmumbai@gmail.com</a>

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, <a href="mailto:vice-chancellor@mu.ac.in">vice-chancellor@mu.ac.in</a>
2	P.A to Pro-Vice-Chancellor <a href="mailto:pvc@fort.mu.ac.in">pvc@fort.mu.ac.in</a>
3	P.A to Registrar, <a href="mailto:registrar@fort.mu.ac.in">registrar@fort.mu.ac.in</a>
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), <a href="mailto:camu@accounts.mu.ac.in">camu@accounts.mu.ac.in</a>

To,

1	The Chairman, Board of Deans <a href="mailto:pvc@fort.mu.ac.in">pvc@fort.mu.ac.in</a>
2	<p><b>Faculty of Humanities,</b></p> <p><b>Dean</b></p> <p>1. Prof.Anil Singh <a href="mailto:Dranilsingh129@gmail.com">Dranilsingh129@gmail.com</a></p> <p><b>Associate Dean</b></p> <p>2. Dr.Suchitra Naik <a href="mailto:Naiksuchitra27@gmail.com">Naiksuchitra27@gmail.com</a></p> <p>3.Prof.Manisha Karne <a href="mailto:mkarne@economics.mu.ac.in">mkarne@economics.mu.ac.in</a></p> <p><b>Faculty of Commerce &amp; Management,</b></p> <p><b>Dean</b></p> <p>1. Dr.Kavita Laghate <a href="mailto:kavitalaghate@jbims.mu.ac.in">kavitalaghate@jbims.mu.ac.in</a></p> <p><b>Associate Dean</b></p> <p>2. Dr.Ravikant Balkrishna Sangurde <a href="mailto:Ravikant.s.@somaiya.edu">Ravikant.s.@somaiya.edu</a></p> <p>3. Prin.Kishori Bhagat <a href="mailto:kishoribhagat@rediffmail.com">kishoribhagat@rediffmail.com</a></p>

	<b>Faculty of Science &amp; Technology</b> <b>Dean</b> 1. Prof. Shivram Garje <a href="mailto:ssgarje@chem.mu.ac.in">ssgarje@chem.mu.ac.in</a> <b>Associate Dean</b> 2. Dr. Madhav R. Rajwade <a href="mailto:Madhavr64@gmail.com">Madhavr64@gmail.com</a> 3. Prin. Deven Shah <a href="mailto:sir.deven@gmail.com">sir.deven@gmail.com</a>
	<b>Faculty of Inter-Disciplinary Studies,</b> <b>Dean</b> 1. Dr. Anil K. Singh <a href="mailto:aksingh@trcl.org.in">aksingh@trcl.org.in</a> <b>Associate Dean</b> 2. Prin. Chadrashekhhar Ashok Chakradeo <a href="mailto:cachakradeo@gmail.com">cachakradeo@gmail.com</a>
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, <a href="mailto:dboee@exam.mu.ac.in">dboee@exam.mu.ac.in</a>
5	The Director, Board of Students Development, <a href="mailto:dsd@mu.ac.in">dsd@mu.ac.in</a> DSW <a href="mailto:directr@dsw.mu.ac.in">directr@dsw.mu.ac.in</a>
6	The Director, Department of Information & Communication Technology, <a href="mailto:director.dict@mu.ac.in">director.dict@mu.ac.in</a>



As Per NEP 2020

# University of Mumbai



## Syllabus for Post Graduate Diploma in Event Management & PR (PGDEM)

**Garware Institute of Career Education and Development**

**Semester- Semester I and II**

**Ref: GR dated 16<sup>th</sup> May,2023 for Credit Structure of PG**

**(with effect from the academic year 2023-24)**

# University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars
1	Title of the Program O.GPA-33 A	Post Graduate Diploma in Event Management & PR (PGDEM)
2	Eligibility for Admission O.GPA-34 A	Candidates for being eligible for admission to the one-year course leading to the Post Graduate Diploma in Advance Aspects of Media, Marketing & Events, shall be required to have passed Graduation or an equivalent qualification in any stream from any recognized Board/ University. <b>OR</b> Passed Equivalent Academic Level 5.5
3	Duration of Program R.GPA-76	1 year
4	R.GPA-77 Intake Capacity	180
5	R.GPA-78 Scheme of Examination	50 Continuous Internal Examination 50 Semester End Examination
6	Standards of Passing R.GPA-79	50% in each component
7	Credit Structure R.GPA-80 A R.GPA-80 B	Attached herewith
8	No. of Years / Semesters	1 YEARS / 2 SEMESTERS
9	Level	6.0
10	Pattern	Semester
11	Status	New
12	To be implemented from Academic Year Progressively	From Academic Year 2023-24

*Keyurkumar*

Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED

Prof.(Dr.) Anil Kumar Singh  
Dean,  
Faculty of Interdisciplinary Studies

## Preamble

This Program is designed to equip students with the knowledge, skills, and practical experience needed to thrive in the dynamic and exciting field of event planning and management. This Program will provide students the solid groundwork to transform their passion for events into a successful career, be it organizing large-scale conferences, spectacular weddings, or high-profile corporate events.

Throughout this program, the students will delve into the intricacies of event planning, from conceptualization and design to execution and evaluation using a comprehensive curriculum that combines theoretical knowledge with hands-on experiences to ensure that the students develop a well-rounded skill set. The students will learn about event marketing strategies, effective communication techniques, budgeting and financial management, logistical planning, risk assessment, and the use of event technology.

One of the key strengths of the program is the emphasis on practical learning. Real-world experiences are invaluable in preparing for the challenges of the event industry. The students will have numerous opportunities to work on actual events, collaborate with industry professionals, and participate in internships with renowned event management companies. These experiences will not only enhance the students' understanding of event management principles but also help in building a professional network and gain practical skills that are highly sought after in the industry.

The faculty consists of experienced professionals who are passionate about sharing their knowledge and expertise with the students. Additionally, with the help of cultivated strong partnerships with event industry leaders, the student will participate in workshops with guest speakers and industry-specific projects to enrich their learning experience.

The institute is committed to fostering a collaborative and inclusive learning environment where creativity, innovation, and teamwork thrive.



## **2. Aims and Objectives**

- To equip students with the necessary skills and knowledge to plan, organize, and manage successful events.
- To imbibe knowledge on analysing, marketing, planning and strategies in business administration to its students.
- To foster creativity and innovation among students that involves encouraging students to think outside the box, come up with unique event concepts and designs, and explore innovative strategies for event planning and execution.
- To develop professionals who can communicate effectively with clients, vendors, and team members.
- To adhere to ethical standards, maintain high levels of professionalism, and act with integrity and accountability in all aspects of event planning and management.
- To develop students' business acumen and entrepreneurial skills. This includes teaching them about financial management, marketing strategies, contract negotiation, and other business aspects relevant to the event industry.

## **3 Learning Outcomes:**

**After the successful completion of Program the students will be able to:**

- PO1: Demonstrate the ability to get an understanding of the principles, concepts, and best practices of event management.
- PO2: Identify the ability to handle key aspects such as venue selection, event design, coordination with vendors, managing event logistics, and ensuring a seamless event experience for attendees.
- PO3: Develop strong communication and interpersonal skills, enabling them to effectively interact with clients, vendors, team members, and event attendees.
- PO4: Identify potential risks and develop strategies for problem-solving and decision-making in varied situations.
- PO5: Explain foundational and practical knowledge to incorporate ethical, legal, and professional behaviours for audience engagement, and generating interest in events.
- PO6: Perceive the importance of social, environmental, human rights, ethics and other critical issues faced by humanity at the local, national and international level.
- PO7: Acquire job-oriented skills and entrepreneurial skills through a steady progression of internships and industry engagements.

## SYLLABUS DETAILS

### Post Graduate Diploma in Event Management & PR (Full Time)

S e m e s t e r - I	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
		Topics	Course Type	Internal Marks	External Marks 50	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	Total Credits
				50						
	PGDEMS 1MJP1	Introduction to Event Management & PR	Major	25	25	50	30	-	30	2
	PGDEMS 1MJP2	Event Planning, Sponsorship & Budgeting	Major	50	50	100	60	-	60	4
	PGDEMS 1MJP3	Event Marketing & Branding	Major	50	50	100	60	-	60	4
	PGDEMS 1MJ P4	Special Events - Wedding Planning & LIVE Events	Major	50	50	100	60	-	60	4
	PGDEMS1P5	Event Team & Crew Management Or Communication PR & Presentation Skills	Elective	50	50	100	60	-	60	4
	PGDEMS 1 P6	Research Methodology	RM	50	50	100	60		60	4
		<b>Total</b>		<b>275</b>	<b>275</b>	<b>550</b>	<b>330</b>	<b>0</b>	<b>330</b>	<b>22</b>

	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
		Topics	Course Type	Internal Marks	External Marks 50	Total Marks (CA) 100	Topics	Course Type	Internal Marks	External Marks 50
				50						
S e m e s t e r - I I	PGDEMS2 MJ P7	Advance Aspects of Event Management	Major	50	50	100	60	-	60	4
	PGDEMS2 MJ P8	Event Production & Logistics	Major	50	50	100	60	-	60	4
	PGDEMS2 MJ P9	Special Events – MICE & Corporate Events	Major	50	50	100	60	-	60	4
	PGDEMS2 MJ P10	Legal Aspects of Event Management	Major	25	25	50	30	-	30	2
	PGDEMS2 P11	Event Hospitality & Catering OR Event Coordination	Elective	50	50	100	60	-	60	4
	PGDEMS2 P12	Internship/ Industrial Training – I	OJT	100		100	-	120	120	4
		<b>Total</b>		<b>325</b>	<b>225</b>	<b>550</b>	<b>270</b>	<b>120</b>	<b>390</b>	<b>22</b>

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## SEMESTER WISE SYLLABUS

### Post Graduate Diploma in Event Management & PR

Year	Sem. (2 Yr.)	Major		RM	OJT, FP, CEP, CC, RP	RP	Cum. Cr.	
		Mandatory	Electives					
I	Sem I	Introduction to Event Management and PR (T) (2 Credits)	Event Team and Crew Management (T) (4 Credits)	Research Methodology (T) (4 Credits)	—	—		
		Event Planning, Sponsorship and Budgeting (T) (4 Credits)	OR					
		Event Marketing and Branding (T) (4 Credits)	Communication, PR and Presentation Skills (T) (4 Credits)					
		Special Events - Wedding Planning and LIVE Events (T) (4 Credits)						
	Credits	14	4	4	0	0	22	
	Sem II	Advance Aspects of Event Management (T) (4 Credits)	Event Hospitality and Catering (T) (4 Credits)	—	OJT: Internship/Industrial Training - I (P) (4 Credits)	—		
		Event Production and Logistics (T) (4 Credits)	OR					
		Special Events - MICE and Corporate Events (T) (4 Credits)	Event Coordination (T) (4 Credits)					
		Legal Aspects of Event Management (T) (2 Credits)						
	Credits	14	4	0	4	0	22	
Cum. Cr. For PG Diploma		28	8	4	4	0	44	

*Keyurkumar*

Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED



Prof.(Dr.) Anil Kumar Singh  
Dean,  
Faculty of Interdisciplinary Studies



**Sem.- I**

# **Detailed Syllabus**

## **PG Diploma in Event Management and PR Semester I**

### **PGDEMS1MJP1. INTRODUCTION TO EVENT MANAGEMENT**

#### **Course Objectives**

1. To study the concept & significance of events and event management
2. To understand the various dimensions of events & their impact
3. To identify requirements and select the right tools, people and resources to meet demands.

#### **Course Outcome**

After successful completion of the course the learner will be able to:

<b>Learning Outcomes</b>	<b>Blooms Taxonomy Level</b>
Identify the social, economic, political and developmental implications of running events.	Remember
Explain the importance of event management.	Understand
Examine the size and scope of the event market.	Understand

### Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Defining &amp; Understanding the Events</b>	<b>8</b>
	Need & Framework of Events, Typology of Events, Historical Contexts and Precedents, Special Characteristics of Events, Code of Ethics, Size & Scope of Events Market, Determinants & Motivations, Requirement of Event Manager	
<b>2</b>	<b>Event Objectives</b>	<b>8</b>
	Structure of Demand for Events, Fragmentary Nature of Event Business, Various Service Providers / Organizations / Stakeholders, social, economic, political, and developmental implications of running events	
<b>3</b>	<b>Initial Planning</b>	<b>8</b>
	Visualization, Monitoring the Budget, Critical Path, Function sheets, Timings, Checklist, getting everyone on board, assigning tasks, deadlines, Site Selection, Location Requirements, Contracts, Transportation, Guest Arrival, Registrations, Arrival checklist	
<b>4</b>	<b>Requirements</b>	<b>6</b>
	Staging, Audiovisual, Lighting, Venue and Event Suppliers Checklist, Guest Demographics, The Guest List, Invitations, Food & Beverages Considerations, Entertainment, Photographers, Videographers, Staff, Work permits, Event Risk Assessment	

### Reference Books:

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd. -
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House.
4. Successful Event Management - A Practical Handbook by Anton Shone, Bryn Parry
5. Event Planning - The ultimate guide Public Relations by S.J. Sebellin Ross

## **PGDEMS1MJP2. EVENT PLANNING, SPONSORSHIP & BUDGETING**

### **Course Objectives**

1. To understand the Event Planning Process
2. To identify and Secure Event Sponsorship
3. To create and Manage Event Budgets
4. To develop Effective Event Marketing Strategies

### **Course Outcome**

After successful completion of the course the learner will be able to:

<b>Learning Outcomes</b>	<b>Blooms Taxonomy Level</b>
Develop a comprehensive understanding of the key stages and components involved in event planning.	Remember
Demonstrate the ability to negotiate and secure sponsorship agreements that align with event objectives and deliverables.	Understand
Explain financial forecasting and cost management techniques to ensure the financial success of the event	Understand



### Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Planning</b>	<b>12</b>
	Common Planning for most of the Events, Job of an Event Planner, Defining Goals & Objectives, Financial Goals - ROI, Planning Session - High level Goal Questions, Scheduling, Assigning Roles, Creating Checklists, Outsourcing, Making a Budget, Streamlining Income and Expenses, Sponsorship	
<b>2</b>	<b>Logistics</b>	<b>12</b>
	Planning logistics, selecting dates & time, selecting destination, choosing site, detailed list of the requirements of potential site, site inspection, outdoor site, choosing talent - speaker, lecturer, instructor, entertainer, signing a contract, room design, registration & ticket sales area, internet access & wi-fi, technical support.	
<b>3</b>	<b>Event Sponsorship</b>	<b>12</b>
	Understand sponsorship, understand – event organizer, event partners, event associates, event sponsor, importance of sponsorship – for event organizer, for sponsor, type of sponsorship, making sponsorship database, making sponsorship proposal, closing a sponsorship, research of sponsorship, converting sponsorship into partnership..	
<b>4</b>	<b>Cost &amp; Expenses</b>	<b>12</b>
	Fixed cost, variable cost, additional expenses, indirect costs, making of a cost statement and profit calculations, managing cash flows, understanding contribution, calculating break even points and target income, cost-volume-profit analysis, sensitivity analysis, BEP. analysis as applied to event management and tactical decisions	
<b>5</b>	<b>Cost Allocation</b>	<b>12</b>
	Allocating costs to an event, basis of allocation, allocating cost of support departments, cost control, direct & indirect variances, event based costing, preparing the budget, developing system to track expenses, list of expense categories, bifurcating actual expenses, monitoring expenses.	

### Reference Books:

1. The Complete Guide to Successful Event Planning by Shennon Kilkenny
2. Accounting and Management Essentials You by Vibrant Publishers, Kalpesh Ashar
3. Time-Driven Activity-Based Costing: A Simpler by Robert S. Kaplan, Steven R. Anderson

## PGDEMS1MJP3. EVENT MARKETING & BRANDING

### Course Objectives

1. To understand the Role of Events in Marketing
2. To develop Event Marketing Strategies
3. To create compelling event concepts
4. To manage branding and identity

### Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Gain a comprehensive understanding of the significance of events in the overall marketing strategy and how they contribute to brand building and customer engagement	Remember
Learn to develop effective event marketing strategies that align with the overall brand goals and target audience, considering factors such as event objectives, messaging, positioning, and target market analysis.	Understand
Create unique and compelling event ideas that resonate with the target audience, effectively communicate the brand message, and generate interest and excitement	Apply

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Marketing of Events</b>	<b>12</b>
	Understanding marketing of events, events as marketing strategies, intercommunications context of the modern marketing, events as a marketing tool, events within the marketing mix, advantages of events to the brand marketer, matching event traits with the personality of your company, ways to improve event marketing experiences, scope of event marketing activities.	
<b>2</b>	<b>Evolution of Event Marketing</b>	<b>12</b>
	The Evolution of Event Marketing, Consumer Socialization in the Twentieth Century, Need for Event Marketing Strategy, Strategies for Stakeholders, Internal Event Marketing, Event Strategy Formulation, SWOT Analysis, The Why, Who, When, Where & What of Event Marketing	
<b>3</b>	<b>Event Marketing Mix</b>	<b>12</b>
	The six p's of event marketing, perspective of the event sponsor, event sponsorship practicalities, sponsorship in a communication context, synergy between sponsor & event, identifying potential sponsors, in-kind sponsorship, cause-related event marketing.	
<b>4</b>	<b>Technology &amp; Marketing Events</b>	<b>12</b>
	Focus on e-event marketing, technological convergence, web page requirements, web page involvement, web page accessibility, contextualizing online marketing, web analytics, innovation in social networks, online tactics, online advertising, the breadth and scope of experiential marketing.	
<b>5</b>	<b>Festival and Events Marketing</b>	<b>12</b>
	Aspects of festival & entertainment events marketing, considerations for marketing first-time events, stunts, street promotions, and guerrilla marketing, the celebrity factor, appraising event performance, corporate event marketing, social event marketing, future trends in event marketing.	

### Reference Books:

1. Event Marketing second edition by C.A. Preston
2. "Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, by R" Schmitt, Bernd H

**PGDEMS1MJP4. Special Events - Wedding Planning & LIVE Events**

**Course Objectives**

- 1. To understand the Wedding and Live Event Industry
- 2. To Master Event Planning Fundamentals
- 3. To Develop Wedding Planning Expertise
- 4. To create Memorable Event Experiences

**Course Outcome**

After successful completion of the course the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Gain a comprehensive understanding of the wedding planning and live events industry, including its trends, challenges, and opportunities.	Remember
Learn the fundamental principles and skills of event planning, including budgeting, timeline creation, vendor management, logistics, and coordination.	Understand



### Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>About Wedding Industry</b>	15
	Why Wedding Planner Required, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Wedding arrangements, budgeting	
2	<b>Understanding Rituals and Customer</b>	15
	Understanding Wedding Flow, Creating Blue Print, Designing Wedding Plan, Understanding entertainment requirements, Celebrity management in wedding, Wedding work flow, Points to note down, Date & Time of Wedding ceremonies, Venue address and venue no's	
3	<b>Travelling &amp; Logistics</b>	15
	Cost of Travelling, different modes of travelling, catering services checklist for wedding, wedding checklist, creating paperwork according to wedding, Crew requirement for wedding, crew work distribution, briefing of crew members, setting goals for crew heads, execution of the wedding flow, final inspection of according to process	
4	<b>LIVE Events &amp; Arrangements</b>	15
	About Live Events, Live entertainment Show Industry, Understanding the requirement of live shows, Planning Live Show, Job Responsibilities of Live Show Planner. Live Show arrangements, budgeting, live Show Flow, Creating Blue Print, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show	

#### Reference Books:

1. Wedding Planning For Dummies, Second Edition by Marcy Blum
2. The Everything Wedding Organizer: Checklists, Charts, And Worksheets for Planning the Perfect Day! (Everything: Weddings) by Shelly Hagen
3. The Ultimate Wedding Planner & Organizer by Alex Lluch
4. A Comprehensive Indian Wedding Planner - Sarbjit K. Gill (Author)
5. Professional Event Coordination (Wiley Desktop Editions) - Julia Rutherford Silvers (Author)

## **PGDEMS1P5 A. EVENT TEAM & CREW MANAGEMENT**

### **Course Objectives**

1. To understand the purpose of the team
2. To contact the team members to achieve organizational standards.

### **Course Outcome**

After successful completion of the course the learner will be able to:

<b>Learning Outcomes</b>	<b>Blooms Taxonomy Level</b>
Locate the concepts of organisational effectiveness, volunteer staffing.	Remember
Discuss the importance of framework for an event organization's performance	Understand
Illustrate the concept of personal management and its various facets including recruitment, orientation, instruction Manual, training Programs, motivation.	Remember

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Event Framework</b>	15
	Organization Manager & the Team during the Event, Simplified Event Structure, Organizational Effectiveness, Volunteer Staffing, Framework for an event organization's performance	
<b>2</b>	<b>Volunteer Management</b>	15
	Volunteer Management, Factors influencing the number and type of staff, Itemize your needs, Create job Descriptions, Paid Staff, Typical Event Organization Communication tool	
<b>3</b>	<b>Finding Staff</b>	15
	Finding Staff, Job Description Form, Staffing an Event, Running the Event on the Day, Organization and Briefing of Staff on the day, Creating a Resume and Writing the Cover Letter, Effective Interviewing, Interview Etiquette, After the Interview, Designations	
<b>4</b>	<b>Workforce Employment Issues</b>	15
	Workforce Employment Issues, Personnel Management, Orientation Sessions, Instructions, Manuals & Handbooks, Training Programs, Scheduling & Assignments, Motivation, Recognition & Retention	

### Reference Books:

1. Successful Event Management - A Practical Handbook by Anton Shone, Bryn Parry
2. Professional Event Coordination by Julia Rutherford Silvers
3. Special Events by Joe Goldblat

## **PGDEMS1P5 B. Communication, Pr & Presentation Skills For Events**

### **Course Objectives**

1. To study the concept & significance of events and event management
2. To understand the various dimensions of events & their impact
3. To identify requirements and select the right tools, people and resources to meet demands.

### **Course Outcome**

After successful completion of the course the learner will be able to:

<b>Learning Outcomes</b>	<b>Blooms Taxonomy Level</b>
Enhance verbal and written communication skills necessary for effective event communication	Remember
Identify the types of active listening techniques to understand client needs, event requirements, and stakeholder expectations.	Understand
Outline and implement PR strategies to create positive event publicity and enhance brand image	Understand

### Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction To Communication</b>	<b>15</b>
	Meaning, Importance & Objectives, Principles of Communication, Forms of Communication, Communication Process, Barriers of Effective Communication, Techniques Of Effective Communication. Nonverbal Communication - Body Language, Gestures, Postures, Facial Expressions, Dress Codes. The Cross-Cultural Dimensions of Business Communication. Listening & Speaking, Techniques of Electing Response, Probing Questions, Observation. Business And Social Etiquettes.	
<b>2</b>	<b>Importance of Group Communication</b>	<b>15</b>
	Group Communication - Importance, Meetings - Group Discussions. Video Conferencing. Reports - Types of Business Reports - Format, Choice of Vocabulary, Coherence and Cohesion, Paragraph Writing, Organization Reports by Individual, Report By Committee. The Communication Process - The Communication Process, Communication Fundamentals.	
<b>3</b>	<b>Presentation, press release &amp; reports</b>	<b>15</b>
	Know your subject matter, know your audience, develop a theme, Prepare your script: The opening, The Body, The summary, The closing, Select the proper visual aids, prepare a story board, Produce the visuals, Rehearsing, Answering Questions Writing press releases and reports - the approach, sample letter for contacting local organizations, invitations, and programs, designing elements, addressing invitations, media relations - in dealing with the print or broadcast media person, new press advisory, follow up, skeleton of a press releases, sample skeleton of press release, headline for the press release	
<b>4</b>	<b>Use Of Celebrities &amp; Use Of Media In Communication</b>	<b>15</b>
	The use of celebrities, Endorsements, Testimonials, Placements, Dramatizations, Representatives, Identification, Various media in communication Television, Radio, Radio and TV Similarities, Radio Differs from TV, Classifications of Magazines, News paper classifications, News paper characteristics, Unique News paper Features, Internet communications objectives.	

### Reference Books:

1. Lesiler & Flat lay, Basic Business communication. Tata McGraw Hill.
2. Event Management & Public Relations by Savita Mohan - Enkay Publishing House.
3. Effective Presentation Skills : A Practical Guide for Better Speaking by Steve Mandel

## **PGDEMS1 P6 Research Methodology**

### **Course Objectives**

1. To understand concepts and applications of research methods.

### **Course Outcome**

After successful completion of the course, the learner will be able to:

<b>Learning Outcomes</b>	<b>Blooms Taxonomy Level</b>
Memorize the definition of research problems and identify the process for research management problem	Remember
Identify the purpose, usage, description of basic and applied research	Understand
Relate the methods and tools used for quantitative and qualitative kind of research.	Understand

## Detailed Syllabus

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction</b>	<b>15</b>
	Meaning and Objectives of Research 2 Types of Research – (a) Pure, Basic and Fundamental (b) Applied (c) Empirical (d) Scientific & Social (e) Historical (f) Exploratory (g) Descriptive (h) Causal 3. Concepts in Research: Variables, Qualitative and Quantitative Research 4. Stages in Research Process 5. Characteristics of Good Research 6. Hypothesis - Meaning, Nature, Significance, Types of Hypothesis, Sources 7. Research Design – Meaning, Definition, Need and Importance, Steps in Research Design, Essentials of a Good Research Design, Areas/Scope of Research Design and Types - Descriptive, Exploratory and Causal 8. Sampling – (a) Meaning of Sample and Sampling, (b) Methods of Sampling - (i) Non Probability Sampling – Convenient, Judgement, Quota, Snow ball (ii) Probability – Simple Random, Stratified, Cluster, Multi Stage.	
<b>2</b>	<b>Data Collection &amp; Processing</b>	<b>15</b>
	1. Types of Data and Sources - Primary and Secondary Data Sources 2. Methods of collection of primary data (a) Observation - (i) structured and unstructured, (ii) disguised and undisguised, (iii) mechanical observations (use of gadgets) (b) Experimental - (i) Field, (ii) Laboratory (c) Interview – (i) Personal Interview, (ii) focused group, (iii) in depth interviews - Method (d) Survey – Telephonic survey, Mail, E-mail, Internet survey, Social Media, and Media Listening (e) Survey Instrument – (i) Questionnaire designing, (ii) Types of questions – (a) structured/ close ended and (b) unstructured/ open ended, (c) Dicotomous, (d) Multiple Choice Questions (f) Scaling techniques - (i) Likert scale, (ii) Semantic Differential scale	

<b>3</b>	<b>Data Analysis and Interpretation</b>	<b>15</b>
	(a) Processing of data – i) Editing - field and office editing, ii) coding – meaning and essentials, iii) tabulation – note (b) Analysis of data- Meaning, Purpose, types. (c) Interpretation of data- Essentials, importance and Significance of processing data (d) Multivariate analysis – concept only (e) Testing of hypothesis – concept and problems – (i) chi square test, (ii) Z and t-test (for large and small sample)	
<b>4</b>	<b>Techniques in Report Writing</b>	<b>15</b>
	Report Writing – (i) Meaning, Importance, Functions of Reports, Essential of a Good Report, Content of Report, Steps in writing a Report, Types of Reports, Footnotes and Bibliography Ethics and Research Objectivity, Confidentiality and Anonymity in Research Plagiarism	

### Reference Books:

1. C R Kothari, Vishwa Prakashan , Research methodology,2002
2. Donald R. Cooper & Pamela s Schindler Business research methods., TMH/9e/2007
3. Naresh K Malhotra, Marketing research, Pearson Education /PHI/5e/2007
4. SL Gupta and Hetesh Guptha, Business research methods, McGraw hill – 2012



**Sem.- II**

# Detailed Syllabus

## Post Graduate Diploma in Event Management and PR

### Semester II

#### PGDEMS2 MJ P7. ADVANCE ASPECTS OF EVENT MANAGEMENT

#### Course Objectives

1. To develop advanced skills in strategic event planning, including conducting thorough market research, analyzing target audiences, and aligning event objectives with broader organizational goals.
2. To develop expertise in identifying, assessing, and mitigating risks associated with event management.
3. To gain advanced knowledge of event marketing and promotion strategies.

#### Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Develop event concepts and themes that resonate with the target audience.	Remember
Outline the leverage event registration systems, event apps, virtual event platforms, and other digital solutions to enhance attendee engagement, streamline processes, and measure event success.	Understand
Create comprehensive risk management plans, including contingency plans and crisis communication strategies, to ensure the safety and success of events.	Apply

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Role of an event manager</b>	<b>12</b>
	Role of an event manager, delegation - benefits and risk, health and safety policy document and rules, what is risk and hazards, how to do risk assessment, importance of risk assessment, crowd management, individual versus mob, recording accidents, estimating audience size, overestimating, and underestimating attendees, significance of advertising, forms of advertising, selling advertising space, selecting, and defining event attractions.	
<b>2</b>	<b>Event Requirements</b>	<b>12</b>
	Brainstorming the event requirements, revisit and rework, accommodation and services, event manager's office, cash office, public address system, managing electricity, water, stalls, telephone, etc., event site size, negotiations, car parking site, sign posting, hidden dangers, staff safety factors, supervisors, traffic management, emergency access route, exit routes, vehicle passes and permits	
<b>3</b>	<b>Communications</b>	<b>12</b>
	Radio communications & discipline, training, emergency messages, defining staff roles & responsibilities, volunteer management, first aid requirements, casualties, security arrangements, insurance, handling emergencies like fire, lost children, property, etc., handling cash, accounts, video diary evidence, event summary, final checklist.	
<b>4</b>	<b>Ancillary Fields</b>	<b>12</b>
	Closely related professional fields - parks & recreation management, tourism management & tourism studies, hospitality management & hospitality studies, education & interpretation, communications, media and performance studies, arts & cultural management, sports management & sports study, venue, club, and assembly management.	
<b>5</b>	<b>Starting your own event planning business</b>	<b>12</b>
	Starting your own event planning business, conducting market research, industry research, finding your niche, estimating start-up cost, business plan, company name, location, structure, licences and permissions, financing, fundamentals of hiring employees, marketing your business, keeping business healthy.	

### Reference books:

1. The Event Manager's Bible - The Complete Guide to Planning and Organising a Voluntary or Public Event by D G Conway
2. Event Studies - Theory, research and policy for planned events by Donald Getz
3. Start up - Start your own Event Planning Business by Entrepreneur Press and Anmy Jean Peters

## PGDEMS2 MJ P8. EVENT PRODUCTION & LOGISTICS

### Course Objectives

1. To Understand Event Production Processes
2. To Master Event Logistics Management
3. To. Plan and Execute Event Timelines
4. To Coordinate with Event Stakeholders

### Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Explain the event production from conceptualization to execution.	Remember
Develop expertise in managing event logistics, including venue selection, transportation, accommodations, equipment rentals, and catering	Understand
Create detailed event timelines that outline the sequence of activities and tasks leading up to the event day	Apply

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Creativity</b>	<b>12</b>
	Creativity – process phases, characteristics of a creative person, external environment, creative techniques & methods, drafting a production budget – expense spreadsheets, expense heads, actual expenses, expense audit, managing unplanned expense, cash flow management, ways to earn profits, budget layouts, other considerations.	
<b>2</b>	<b>How to act professionally</b>	<b>12</b>
	How to act professionally, writing a winning proposal - content, packaging, technology, delivery, business ethics, importance of a team, organizing production team, working in a team, resolving conflicts, understanding contracts, resolving disputes.	
<b>3</b>	<b>Event risk management</b>	<b>12</b>
	Event risk management, compliances, insurances, site layout, venue management, capacity & standard set ups, logistical issues, production schedules, supervising event execution, staff coordination, communication equipment, pre-show, the show and post-show , follow up – team & clients	
<b>4</b>	<b>Types of entertainment</b>	<b>12</b>
	Types of entertainment, purpose for entertainment, content in entertainment, analyzing performance – music, dance, theater and other athletic performances, working with the performers – mindset, amenities, communications, the special case: celebrities.	
<b>5</b>	<b>Setup considerations</b>	<b>12</b>
	Setup considerations for décor – prior to the event and at the event, staging & seating needs, knowing rigging, objectives of event lighting, video & projection, introduction to audio, types of special effects - streamers, confetti, fog, smoke, lasers, etc., technological terms - audio visual services & equipment's risk and safety.	

### Reference Books:

1. Special Event Production - The Process by Doug Matthews
2. Freelancers Guide to Corporate Design by Troy Halsey
3. Special Event Production - The Resources by Doug Matthews

## **PGDEMS2 MJ P9. SPECIAL EVENTS (M.I.C.E. & CORPORATE EVENTS)**

### **Course Objectives**

1. To understand the MICE and Corporate Events Industry
2. To master Event Planning for MICE and Corporate Events
3. To create Effective Event Concepts

### **Course Outcome**

After successful completion of the course the learner will be able to:

<b>Learning Outcomes</b>	<b>Blooms Taxonomy Level</b>
Develop expertise in planning and organizing MICE and corporate events, considering the specific requirements of each type of event.	Remember
Review event concepts that cater to the needs of MICE and corporate clients	Understand
Recognize the unique considerations for choosing appropriate venues and efficiently coordinating various logistical elements.	Understand

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Special events</b>	<b>15</b>
	Special events – what are special events? Reasons for special events? Categories of special events, The players in special events, Tips for producing special events. MICE – Meaning, Industry, Important statistics, India as MICE Destination, MICE Services, Types of MICE Services India offers	
<b>2</b>	<b>Exhibition Management</b>	<b>15</b>
	Exhibition Management –Exhibitions Industry, requirement of exhibitions, Job Responsibilities of exhibition organizer, exhibition arrangements, exhibition budgeting, Understanding exhibition Customer, Understanding exhibition Flow, exhibition safety, Creating Blue Print, Designing exhibition Plan, Understanding entertainment requirements, Celebrity management in exhibition.	
<b>3</b>	<b>Conference Management</b>	<b>15</b>
	Conference Management – About conference management Industry, Planning conference, Job Responsibilities of conference management company, congruence arrangements, budgeting, Live Show Flow, Creating Blueprint, Designing conference Plan, Understanding technical requirements.	
<b>4</b>	<b>Corporate Events</b>	<b>15</b>
	Corporate Events – Corporate Events, planning corporate event, Job Responsibilities of corporate event organizer, arrangements, budgeting, Understanding Customer, Understanding Flow, safety, Creating Blue Print, Designing Plan, Understanding entertainment requirements, Celebrity management in corporate events, Understanding need of entertainment in corporate events.	

### Reference Books:

1. Festival and Special Event Management - by Johnny Allen, William O'toole, Robert Harris
2. Event Management: A Professional and Developmental Approach by Dimitri Tassiopoulos
3. Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey
4. Meetings, Expositions, Events & Conventions - 3rd Edition - George Fenich - Mar 2011

## **PGDEMS2MJ P10. LEGAL ASPECTS OF EVENT MANAGEMENT**

### **Course Objectives**

1. To gain a comprehensive understanding of the legal principles, regulations, and requirements specific to the event management industry.
2. To recognize the legal obligations and liabilities that event organizers and managers have towards participants, attendees, vendors, and other stakeholders.
3. To learn how to draft, review, and negotiate contracts and agreements with event vendors, sponsors, and service providers.

### **Course Outcome**

After successful completion of the course the learner will be able to:

<b>Learning Outcomes</b>	<b>Blooms Taxonomy Level</b>
Familiarize yourself with relevant local, national, and international laws that govern event planning and execution	Remember
Recognize the legal obligations and liabilities that event organizers and managers have towards participants, attendees, vendors, and other stakeholders	Understand
Draft, review, and negotiate contracts and agreements with event vendors, sponsors, and service providers.	Apply



## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction To Law &amp; Contract Act</b>	<b>8</b>
	The Indian Contract Act, Acceptance, Consideration, Essentials of a Valid contract, Free Consent, Coercion, Undue Influence, Fraud, Misrepresentation, Mistake. Tax Tips In Events - Important terms, assessment year, previous year, assessee, residence in India, important point with reference to income from business, salaries, income tax slabs	
<b>2</b>	<b>Shops And Establishment Act</b>	<b>8</b>
	Important terms, apprentice, child, commercial establishment, Establishment, registration of establishments. Service Tax For Event Management Services And Related Services - Basic concepts, Meaning of Client, Advertising, Valuation of Taxable Services, Scope of Taxable Service	
<b>3</b>	<b>Permissions</b>	<b>8</b>
	Permissions required for holding an event, general details, police permission, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society (IPRS) 208, Phonographic Performing License (PPL) Entertainment Tax, Permissions for Open Ground Events, auditorium show, some events attract entertainment tax, some don't, general, the be Acts of all these laws can be obtained from, Permissions/Law for using animals, Approvals for Fire Usage, Insurance	
<b>4</b>	<b>Forming Your Own Event Company</b>	<b>6</b>
	Forming Your Own Event Company - Self Marketing your own event company, Event Company set – up	

### Reference Books:

1. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition By Donald Getz.
2. Event Correlation: What You Need to Know for It Operations Management by Michael Johnson.
3. Hospitality Management: An Introduction 2nd Edition Tim Knowles
4. Professional Catering by Stephen B. Shiring
5. Services Marketing- S.M. Jha – Himalaya Publishing House.
6. Services Marketing – Ravishankar – Excel Books.
7. Indian Contract Act
8. Shop & Establishment Act

## **PGDEMS2MJ P11. A. EVENT HOSPITALITY & CATERING - I**

### **Course Objectives**

1. To learn about logistical considerations and logistics laws for effective catered events.
2. To learn about the world of hospitality and its evolution in various regions of the world
3. To understand various logistics laws, service styles which can aid the students to receive an in-depth view on the hospitality industry.

### **Course Outcome**

After successful completion of the course the learner will be able to:

<b>Learning Outcomes</b>	<b>Blooms Taxonomy Level</b>
Describe catering as an event management tool	Remember
List down the questions that the caterers need to ask the clients for best service delivery	Remember
Discuss the workings of hotel operations and food and beverage sector	Understand

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Hospitality Industry</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>The World of Hospitality -The Travel and Tourism Industry in Perspective,</li> <li>Catering As An Event Management Tool, Location, Equipment, Utilities, Time Constraints, Service Styles, and Event Service Styles &amp; When to Use Them, Logistical Considerations, Logistics laws for Effective Catered Events</li> </ul>	
<b>2</b>	<b>Catering Services</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>Catering Industry, Catering Segments, Questions Caterers need to ask, Types of Catering, Creativity and the Caterer,</li> <li>The Seven Functions of Catering - Planning, Execution of Tasks, Organising the Event, Equipments, Implementation, Controlling &amp; Risk Management, Beverage Management</li> </ul>	
<b>3</b>	<b>Operations</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>Hospitality and Service</li> <li>Spirit of Service</li> <li>Lodging Sector</li> <li>Hotel Operations and Careers</li> <li>Food and Beverage Sector</li> <li>Restaurant Operations and Careers</li> </ul>	
<b>4</b>	<b>Trends and Innovations in Event Hospitality and Catering</b>	<b>15</b>
	Exploring current trends in event hospitality and catering, such as farm-to-table concepts, sustainability, and interactive food stations. Understanding the use of technology in enhancing guest experiences and streamlining catering operations.	

### Reference Books:

1. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition by Donald Getz.
2. Event Correlation: What You Need to Know for It Operations Management by Michael Johnson.
3. Hospitality Management: An Introduction 2nd Edition Tim Knowles
4. Professional Catering by Stephen B. Shiring
5. Services Marketing- S.M. Jha – Himalaya Publishing House.
6. Services Marketing – Ravishankar – Excel Books

## **PGDEMS2MJ P11 B. EVENT COORDINATION**

### **Course Objectives**

1. To gain the skills and knowledge necessary to plan and coordinate various types of events, including understanding the event objectives, target audience, and logistics involved.
2. To enhance communication skills to effectively interact with event stakeholders, including clients, vendors, suppliers, and team members. This includes active listening, clear and concise instructions, and timely and professional correspondence.
3. To gain the ability to think quickly and find creative solutions to unexpected challenges or issues that may arise during event coordination.

### **Course Outcome**

After successful completion of the course the learner will be able to:

<b>Learning Outcomes</b>	<b>Blooms Taxonomy Level</b>
Recognize the importance of prioritization and delegation to meet deadlines.	Remember
Develop a keen eye for detail to ensure all aspects of the event are organized and executed flawlessly.	Understand
Discover adaptability to handle changes in plans or unforeseen circumstances.	Remember

## Detailed Syllabus

Module	Topics	No. of Lectures
1	What Are Events	15
	A Comprehensive New Definition, Objectives Of Events Types Of Events, Leisure Events, Cultural Events, Organizational Events, Personal Events, Event Characteristics, Uniqueness, Intangibility, Rituals, Personal Interactions, Time Scale, Weird And Wonderful, The Wow Factor.	
2	Structure of events	15
	Purpose of the event, magnitude - size of the event, the creative parameters, target audience, media, pre-event, police permissions, security, event designing, 5 c's of events conceptualization of the creative idea, costing involves calculation of the cost of production and safety margins , canvassing for sponsors, customers and networking components, customization of the event according to brand personality, budgets, carrying-out involves execution of the event according to the final concept.	
3	Event As a Marketing Tool	15
	Innovative, Brand Image of The Product Or Service, Media-Owned Or Media-Designed, Communication Through Live Events, Diverse Marketing Needs Addressed By Events, Brand Building, Creating Awareness Of New Brands Products, Highlight The Added Features Of Product Service, Rejuvenating, Communicating The Repositioning, The Brand Personality	
4	Elements Of Events	15
	Event Infrastructure, Core Concept, Core People, Core Talent, Core Structure, Event Process, Clients, Target Audience, Concept, Set Objectives For The Event, Is It The Right Event, Budgets, Event Organisers, Targeting Clients, Marketing Intelligence And Information Systems	

### Reference Books:

1. Event Management: A Professional and Developmental Approach by Dimitri Tassiopoulos
2. Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey
3. Event Studies - Theory, research and policy for planned events by Donald Get

## **PGDEMS2 P12 . Internship/Industrial Training - I**

Students will be exposed to the practical ground requirements of Event Management. Theoretical concepts shall be made more stronger by their involvement in the events industry. Student needs to document their key learning made and shall submit the same in the form of a report for all the Events they have participated.

<b>CRITERIAS FOR EVALUATION</b>
<b>1. PERFORMANCE AT THE EVENT</b>
Quality of work
Readiness to perform the tasks
Time management
Handling of emergencies and flexibility with spontaneous occurrences
Attendance
<b>2. ATTITUDE</b>
Adaptability (ability to accept instructions and flexible)
Responsible
Professionalism
Ethics
<b>3. SOFT SKILLS</b>
Communication skills
Interaction with colleagues and supervisor
Interaction with the target audience
Public Relations
<b>4. COOPERATION</b>
Towards company & peer
Teamwork
Discipline
Responds positively to supervisor's feedback
<b>TOTAL MARKS</b>
<b>OVERALL COMMENTS ABOUT THE STUDENT'S PERFORMANCE</b>

**PASSING PERFORMANCE GRADING :**

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

**Letter Grades and Grade Point**

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha-Sign/Letter Grade Result	Grading Point
9.00 – 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 < 60.0	B (Average)	6
5.00 - < 5.50	50.0 < 55.0	C (Pass)	5
Below 5.00	Below 50	F (Fail)	0
AB (Absent)		Absent	

NOTE : VC : Vocational Courses, SEC : Skill Enhancement Courses, AEC : Ability Enhancement Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System, OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner:  $SGPA = \frac{\sum CG}{\sum C}$  for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner:  $CGPA = \frac{\sum CG}{\sum C}$  for all semesters taken together.

**PASSING STANDARD:**

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

- A. Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- B. A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However, his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

## **ALLOWED TO KEEP TERMS (ATKT)**

- A. A learner shall be allowed to keep term for Semester II irrespective of the number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

**OR**

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of the number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

**OR**

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III

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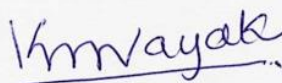


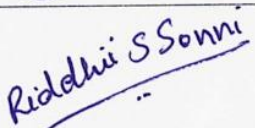


**UNIVERSITY OF MUMBAI'S  
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT  
COURSE COMMITTEE MEETING**

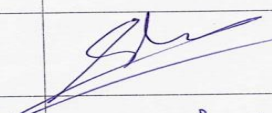
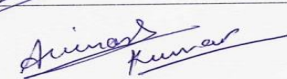
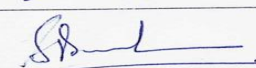
**Masters, Bachelors, PG & UG Diploma Programmes – Event Management & PR**

Date: 8<sup>th</sup> June 2023

Time 12:00 noon

**Attendance Sheet**

Sr. No.	Name of the Member	Signature
1	Dr. Keyurkumar M. Nayak, Director, UM-GICED	
2	Mr Vipul Solanki Course Coordinator, Masters, Bachelors, PG & UG Diploma Programmes – Event Management & PR	
3	Mr Vipul Khunte Senior Talent Manager, VK Artist management	
4	Ms Riddhi Sonni Co Founder, Golden Chariot Events	
5	Mr Aditya Lohana Director, Higher Education, Future Varsity Education Group	
6	Ms Gwen Athaide Executive Coach	
7	Dr. Krishna Kant Sahu Director- Open & Distance Learning, Lakshmibai National Institute of Physical Education (Gwalior)	AB

8	<b>Dr. Ashish Phulkar</b> Associate Professor Department of Sports Management & Coaching I/C Placement Cell, I/C Adventure sports, LNIPE, Gwalior (M.P) Accredited by NAAC A++	AB
9	Mr Shivam Mishra Event Manager, SKIL Events	
10	Mr Avinash Kumar Event Executive, Jio World Centre	
11	Smt. Shilpa Borkar, Placement Officer, UM-GICED	

Keyurkumar

Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED



Prof.(Dr.) Anil Kumar Singh  
Dean,  
Faculty of Interdisciplinary Studies

**Justification for (P.G Diploma in Event Management & Public Relations)**

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce One year Full time P.G Diploma in Event Management & Public Relations. The P.G Diploma in Event Management & Public Relations will help students to develop the skills to design, plan, create, implement, manage, and market events. Students will examine the scope of the events industry, learn how to manage events in a sustainable manner, and evaluate event outcomes.
2.	Whether the UGC has recommended the course:	Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.
3.	Whether all the courses have commenced from the academic year 2023-2024	Yes, it would be commencing from the Academic year 2023-24 as per NEP 2020. However, the course has been launched in the year 2017-18.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
5.	To give details regarding the duration of the Course and is it possible to compress the course?	The duration of the course is One year (Two Semester). It cannot be further compressed.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	The intake capacity of this course is 180 students. The admission procedure is still ongoing.
7.	Opportunities of Employability/ Employment available after undertaking these courses:	The students pursuing their careers in Event Management are offered high employment opportunities as Event Manager, Production Head, Wedding Planner, Event Conference Architect, Event Digital Analytics Manager, Event Reporter, Event Sponsorship Manager, Event Tech Experts, Event Customer Experience Manager, Event Security & Safety Manager, Creative Event Director, Event Diversity Coordinator.



Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED



Prof.(Dr.) Anil Kumar Singh  
Dean,  
Faculty of Interdisciplinary Studies