

# University of Mumbai

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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/ 446

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

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

**Sub : M. A (Global Event Management, Marketing & Communication)**  
**(Two 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. 9.4 (A) 4 (N) and subsequently approved by the **Management Council** at its meeting held on **5<sup>th</sup> February, 2024 vide** Item No. 3 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 **M.A (Global Event Management, Marketing & Communication) (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 Global Event Management, Marketing & Communication	O.GPA – 7 A	O.GPA – 8 A	Two year
B	M. A (Global Event Management, Marketing & Communication)	O.GPA – 7 B	O.GPA – 8 B	
C	M.A (Global Event Management, Marketing & Communication )	O.GPA – 7C	O.GPA – 8 C	One year



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: 2 :

Regulation Nos	
Duration	R. GPA - 16
Intake Capacity	R. GPA - 17
Scheme of examination	R. GPA - 18
Standard of Passing	R. GPA - 19
Credit Structure	R. GPA - 20 A
	R. GPA - 20 B

  
(Dr. Prasad Karande)  
REGISTRAR

A.C/9.4(A)4(N)/01/11/2023  
M.C/3/5/2/2024

\*\*\*\*\*

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>
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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>
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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>

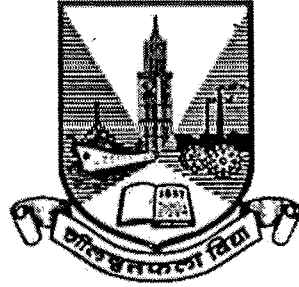
To,

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**



### **Title of the program**

A- P.G. Diploma in Global Event Management, Marketing & Communication

B- M.A. (Global Event Management, Marketing & Communication) (Two Year) } 2023-24

C- M.A. (Global Event Management, Marketing & Communication) (One Year) - 2027-28

**(Garware Institute of Career Education and Development)**

### **Syllabus for Semester- Semester I and II**

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

# UNIVERSITY OF MUMBAI



(AS PER NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: <u>GPA-7 A</u>	A	P.G. Diploma in Global Event Management, Marketing & Communication
	O: <u>GPA -7 B</u>	B	M.A. (Global Event Management, Marketing & Communication) (Two Years)
	O: <u>GPA -7 C</u>	C	M.A. (Global Event Management, Marketing & Communication) (One Year)
2	Eligibility O: <u>GPA -8 A</u>	A	Graduate in any faculty. <b>OR</b> Passed Equivalent Academic Level 5.5
	O: <u>GPA -8 B</u>	B	1. The candidate who has successfully completed P.G. Diploma in Global Event Management, Marketing & Communication. 2. The candidate whose Post Graduate Diploma credits are 60% equivalent to M.A. Global Event Management, Marketing & Communication & he/she earns minimum 8 Credits from P.G. Diploma in Global Event Management, Marketing & Communication. 3. As per NEP criteria on the basis of RPL- Recognition of Prior Learning, Candidate to be admitted to 2 <sup>nd</sup> Year subject to He/she securing minimum 50% in the 1 <sup>st</sup> Year assessment of MGEMMC & proof of employment of minimum 2 Years. <b>OR</b> Passed Equivalent Academic Level 6.0
	O: <u>GPA -8 C</u>	C	Any Graduate with 4 year U.G. Degree (Honours / Honours with Research) Or Equivalent Academic Level 6.0
3	Duration of Program	A	1 Year



	R: <u>GPA -16</u>	B	2 Years
		C	1 Year
4	R: <u>GPA -17</u> Intake Capacity	60	
5	R: <u>GPA -18</u> Scheme of Examination	NEP 50% Internal – Continuous Evaluation 50% External- Semester End Examination Individual Passing in Internal and External Examination	
6	Standards of Passing R: <u>GPA -19</u>	50% in each component	
7	Credit Structure R: <u>GPA -20 A</u> R: <u>GPA -20 B</u>	Attached herewith	
8	Semesters	A	Sem I & II
		B	Sem I, II, III, & IV
		C	Sem I & II
9	Program Academic Level	A	6.0
		B	6.5
		C	6.5
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year Progressively	A	2023-24
		B	
		C	2027-28



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 global event planning and management & marketing. This Program will provide students with 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.

## 1. Aims & Objectives

- To equip students with the necessary skills and knowledge to plan, organize, and manage successful events.
- To imbibe knowledge on analyzing, marketing, planning and strategies in business administration to its students.
- To foster creativity and innovation among students 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.

## 2. Program Outcomes:

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

- PO1: Demonstrate a critical understanding of key theoretical concepts underpinning the event industry.

- PO2: Demonstrate a critical understanding of specialized management techniques underpinning the event industry.
- PO3: Engage and communicate clearly with a diverse range of stakeholders associated with event management.
- PO4: Design an event from concept to evaluation utilizing a range of creative and critical analysis skills.
- PO5: Determine appropriate advertising and marketing communications objectives, strategies and tactics that anticipate consumer trends and utilize traditional and new technologies in order to accomplish an organization's marketing communications goals.
- PO6: Evaluate the effectiveness of a marketing communications plan to accomplish an organization's goals.
- PO7: Develop and demonstrate technical and practical knowledge and skills generate through reflective practice, observations or experience in a work context.
- PO8: Analyse complex situations and apply entrepreneurial management solutions.

# SYLLABUS DETAILS – M.A. (Global Event Management, Marketing & Communication) (Full Time)

**R: GPA -20 A**

Curriculum Framework								
FIRST YEAR								
	Sem. (2 Yr)	Major		RM	OJT, FP, CEP, CC, RP	RP	Cum. Cr.	Degree
		Mandatory	Electives					
Level 6	Sem I	Overview of Global Events Industry (T) (4 credits)	Human Resource Management & Organisational Behaviour (T) (4 credits)  OR Economic Analysis for Business Decisions (T) (4 credits)	Research Methodology I (T) (4 credits)	—	—		
		Designing & Planning Events (T) (4 credits)						
		Innovative Events Solution (Concept Creation) (T) (4 credits)						
		Legal Aspects of Business & Events (T) (2 credits)						
	Credits	14	4	4	0	0	22	
	Sem II	Meetings, Incentives, Conferences & Exhibitions (T) (4 credits)	Tourism, Travel & Hospitality Management (T) (4 credits)  OR Financial Management (T) (4 credits)	—	OJT: Professional Learning Experience in Event Management (P) (4 Credits)	—		PG Diploma (After 3 Yr Degree)
		Wedding Planning & Management (T) (4 credits)						
		Event Production I & II (T) (4 credits)						
		Integrated Marketing Communications (T) (2 credits)						
	Credits	14	4	0	4	0	22	

**R: GPA -20 B**

		28	8	4	4	0	44	
	Sem III	Corporate Communications (T) (2 Credits) Experiential Marketing & Immersive Experience (4 credits) Event Operations & Risk Management (T) (4 credits) Global Festivals & Social Events (T) (4 credits)	Event Fundraising & Budgeting (T) (4 Credits) OR Start Up and New Venture Management (T) (4 Credits)			Research Project - I (P) (4 Credits)		
	Credits	14	4	0	0	4	22	
	Sem IV	Sustainable Event Management (T) (4 credits) Global Sports and Mega Events (T) (4 credits) Event Logistics & Vendor Management (T) (4 credits)	Entrepreneurship Development (T) (4 credits) OR Indian Ethos & Business Ethics (T) (4 credits)			Research Project - II (P) (6 Credits)		
Level 6.5	Credits	12	4	0	0	6	22	PG Diploma (After 3 Yr UG OR PG Degree after 4-yr UG)
		26	8	0	0	10	44	
		54	16	4	4	10	88	

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Faculty of Interdisciplinary Studies



Sem- I	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
	Topics		Course Type	Internal Marks	External Marks	Total Marks	Theory Hours	Practical Hours	Total Hours	Total Credits
				50	50	(CA) 100				
		Overview of Global Events Industry	Major	50	50	100	60	-	60	4
		Designing & Planning Events	Major	50	50	100	60	-	60	4
		Innovative Events Solution (Concept Creation)	Major	50	50	100	60	-	60	4
		Legal Aspects of Business & Events	Major	25	25	50	30	-	30	2
		Human Resource Management & Organisational Behaviour Or Economic Analysis for Business Decisions	Elective	50	50	100	60	-	60	4
		Research Methodology - I	RM	100	-	100	60	-	120	4
		<b>Total</b>		<b>325</b>	<b>225</b>	<b>550</b>	<b>330</b>	<b>0</b>	<b>330</b>	<b>22</b>

Sem- II	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
	Topics		Course Type	Internal Marks	External Marks	Total Marks	Theory Hours	Practical Hours	Total Hours	Total Credits
				50	50	(CA) 100				
		Meetings, Incentives, Conferences & Exhibitions	Major	50	50	100	60	-	60	4
		Wedding Planning & Management	Major	50	50	100	60	-	60	4
		Event Production I & II	Major	50	50	100	60	-	60	4
		Integrated Marketing Communications	Major	25	25	50	30	-	30	2
		Tourism, Travel & Hospitality Management Or Financial Management	Electives	50	50	100	60	-	60	4
		Professional Learning Experience in Event Management	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>

Sem- III	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
	Topics		Course Type	Internal Marks	External Marks	Total Marks	Theory Hours	Practical Hours	Total Hours	Total Credits
				50	50	(CA) 100				
		Corporate Communications	Major	25	25	50	30	-	30	2
		Experiential Marketing & Immersive Experience	Major	50	50	100	60	-	60	4
		Event Operations & Risk Management	Major	50	50	100	60	-	60	4
		Global Festivals & Social Events	Major	50	50	100	60	-	60	4
		Event Fundraising & Budgeting Or Start Up and New Venture Management	Elective	50	50	100	60	-	60	4
		Research Project - I	RP	100	-	100	-	120	120	4
		Total		325	225	550	270	120	390	22

Sem- IV	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
	Topics		Course Type	Internal Marks	External Marks	Total Marks	Theory Hours	Practical Hours	Total Hours	Total Credits
				50	50	(CA) 100				
		Sustainable Event Management	Major	50	50	100	60	-	60	4
		Global Sports and Mega Events	Major	50	50	100	60	-	60	4
		Event Logistics & Vendor Management	Major	50	50	100	60	-	60	4
		Entrepreneurship Development Or Indian Ethos & Business Ethics	Elective	50	50	100	60	-	60	4
		Research Project - II	RP	100	-	100	-	180	180	6
		Total		300	200	500	240	180	420	22



**Sem.I**

**Detailed Syllabus**  
**SUBJECT-WISE SYLLABUS**  
**M.A. (Global Event Management, Marketing & Communications)**  
**Semester I**

**Overview of Global Events Industry**

**Modules at a Glance**

Sr. No.	Modules	No. of lectures
Module 1	<b>Introduction</b>	12
Module 2	<b>Objective</b>	12
Module 3	<b>Procedure</b>	12
Module 4	<b>Requirements</b>	12
Module 5	<b>The Future of Event Industry</b>	12
	<b>Total</b>	<b>60</b>

**Course Objectives:**

1. To understand the event management framework of knowledge.
2. To get detailed understanding of past, present and future of the event industry.

**Course Outcome**

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

Learning Outcomes	Blooms Taxonomy Level
Define the procedure and requirements to execute an event successfully.	Remember
Explain the key roles of an event managers	Understand
Examine the event industry with a global perspective	Apply
Establish an understanding about the future of the event industry.	Analyse

### Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	12
	Defining & Understanding the Events, 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	
2	Objective	12
	Event Objective, Structure of Demand for Events, Fragmentary Nature of Event Business, Various Service Providers / Organizations / Stakeholders, social, economic, political and developmental implications of running events	
3	Procedure	12
	Initial Planning, Visualisation, 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	
4	Requirements	12
	Room Requirements, 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	
5	The Future of Event Industry	12
	Exploring future forms of Event Industry, Virtual Aspects in Event Management. Role of technology in events, Green Events: Exploring future trends & Issues, Industry Perspective of Event future, Scenario for the Future.	

#### Reference Books:

1. People & Work in Event & Convention: A Research Perspective, Mixed Sources.
2. Events Management, , Glen Bowdin, Johnny Allen, William O'Tolle, Rob Harris, Ian McDonell, 2nd Edition, Routledge
3. Events Management: An Introduction, Charles Bladen, James Kennell, Emma Abson, Wilde, Routledge
4. Events Management: Principles and Practice, Razaq, Paul Walters, Tahir Rashid, SAG

## Designing and Planning of Events

### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Event planning -INTRODUCTION	15
Module 2	Designing Events	15
Module 3	Planning components required to execute an Event	15
Module 4	Subsidiary Aspects of Event Planning	15
	<b>Total</b>	<b>60</b>

### Course Objectives

1. To provide a rigorous framework of knowledge and understanding, whereby students will have the opportunity to explore the key aspects and processes of planning an event.
2. To understand the process and stages of Event conceptualization, designing & creation.

### Course Outcome

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

Learning Outcomes	Blooms Taxonomy Level
Identify the different planning stages of events as required at different levels.	Remember
Discuss the budgets, incomes, expenses and understand the role of sponsorships on events.	Understand
Explain the steps required to plan an event.	Apply
Analyse and evaluate the preliminary planning requirements of an event.	Analyse
Create a draft plan of an event.	Evaluate



## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Event planning -INTRODUCTION</b>	<b>15</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>Designing Events</b>	<b>15</b>
	Process phases, Characteristics of a Creative person, External Environment, Creative Techniques & Methods, Introduction to set design, Study of design styles, types of set design, Materials in Set/Event Design, Construction of Set/Event Design, Story Boarding, Location Hunting, Estimation and Budgeting, Presentation Techniques, Special Effects, Drafting techniques for Set Design, Computer Aided Drafting, Manual Drafting, Software  Design Thinking, Visual design tools, Elements-Color, Shape, Texture, Form, Unity/ Harmony, Balance, Scale/ Proportion, Emphasis, Similarity, Contrast; Color-Primary, Secondary & Tertiary colors, Hue, value, intensity and saturation; Emotional response to colors; Color Symbolism, meaning and cultural variations; Composition-Focus, Leading lines, Scale/ Hierarchy, Contrast, Repetition, White space, Rule of thirds	
<b>3</b>	<b>Planning components required to execute an Event</b>	<b>15</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>4</b>	<b>Subsidiary Aspects of Event Planning</b>	<b>15</b>
	Gifts Planning, Know your Audience, Planning Food and Beverages, Dealing with the Caterer, Alcohol Liability, Marketing & Promotion Planning, Invitations, Website designing, Online Registrations, Role of Social Media, Contracts, Covering your Assets, High Profile Guest Security, Crowd Control, Data Security, Network Protection.  Registration Confirmations, Speakers & Entertainers Confirmations, Pre-vent meeting, Transportation needs, contact vendors & suppliers, schedule volunteers, making badges. On the Day:	

**Reference Books:**

1. Event Planning & Management, Ruth Dowson & David Bassett, Kogan Page Limited.
2. Event Portfolio Planning and Management: A Holistic Approach, Vassilios Ziakas, Routledge
3. Event Studies: Theory, research and policy for planned events, Donald Getz, Stephen J. Page
4. Event Management: A Professional and Developmental Approach, Greg Damster, Dimitri Tassiopoulos, 2nd Edition
5. Special Event Production: the Process, Doug Mathews, 1st Edition, Elsevier Inc.
6. Special Event Production: The Resources, Doug Mathews, Elsevier Inc.
7. Events Design and Experience, Graham Berridge, Elsevier Inc

**Innovative Events Solution (Concept Creation)**

Students are encouraged to come up with their own concept/ ideas of an event. They can pick up any particular area or event as per their area of interest. Student is expected to think of ways of how to ideate an innovative event or how to make an event better through different ways. The concept can be discussed with the mentor for approval. The student need to present the idea in form of a presentation for approval from the faculty.

**Course Objectives**

1. To enhance students' knowledge in one particular event.

**Course Outcome**

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

Learning Outcomes	Blooms Taxonomy Level
Chart out an event plan.	Apply

**Legal Aspects of Business & Events****Modules at a Glance**

Sr. No.	Modules	No. of lectures
Module 1	The Contract Act, 1872	6
Module 2	Sales of Good Act, 1930	6
Module 3	The Negotiable Instrument Act, 1881	6
Module 4	The Consumer Protection Act, 1986 & The Companies (Amendment) Act, 2015	6
Module 5	Event Permissions & Licenses	6
	<b>Total</b>	<b>30</b>

## Course Objectives

1. To understand thoroughly the policies, permissions and laws required in the event industry.
2. To expose the students to the objects & broad framework of legislative enactments within which business operates.

## Course Outcome

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

Learning Outcomes	Blooms Taxonomy Level
Define essential elements of a contract.	Remember
Describe the importance of law and legal institutions in business	Understand
Illustrate various permissions required to conduct an event.	Apply
Write analyses of legal issues that may arise in business environment.	Analyse
Appreciate the importance of law and legal institutions in business and events.	Evaluate

## Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>The Contract Act, 1872</b>	6
	Essential Elements of Valid Contract, Essential elements of Valid Contracts, Contracts of Indemnity & Guarantee, Contingent Contract, Quasi Contract, Discharge of contract, Breach of contract-Meaning & remedies, Agency - Creation of Agency – Agent and Principal (Relationship/rights), Types of agency.	
2	<b>Sale of Goods Act, 1930</b>	6
	Contract of sale of goods, Conditions & warranties, Transfer of property or ownership, Performance of the Contract of Sale, Rights of unpaid seller, Sale by Auction	
3	<b>The Negotiable Instrument Act, 1881</b>	6
	Negotiable Instruments – Meaning, Characteristics, Types. Parties, Holder and holder in due course, Negotiation and Types of Endorsements, Dishonor of Negotiable Instrument – Noting and Protest.	
4	<b>The Consumer Protection Act, 1986 &amp; The Companies (Amendment) Act, 2015</b>	6
	Company – Definition, Meaning, Features and Types, One Person Company, Incorporation of Company – Memorandum of Association (MOA), Articles of Association (AOA), Share capital & Debentures, Acceptance of deposits, Appointment of director including woman Director. Unfair & Restrictive Trade Practices, Dispute Redressal Forums – District, State & National Forum, Composition, Jurisdiction, Powers, Appellate Authority. Information Technology Act, 2000, Digital Signature, Electronic Governance, Electronic Records E –	

	Contracts, E – Business models, E – Commerce & Security, Cyber Crimes. Intellectual Property Laws – Understanding of concepts of patents, copyrights, trademarks and designs.	
<b>5</b>	<b>Event Permissions &amp; Licenses.</b>	<b>6</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 Performance 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 Surface, Sea and Air Transport Laws in relation to carriage of passengers. Legal and regulatory framework in tourism and travel.	

**Reference Books:**

1. Legal Aspects of Business, Ravinder Kumar
2. Business Laws, S. D. Geet
3. Business Laws, S.S. Gulshan
4. Legal Aspects of Business, Akhileshwar Pathak

## **Human Resource Management & Organisational Behaviour**

### **Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	12
Module 2	Job Design & Analysis	12
Module 3	Performance Appraisal & Career Planning	12
Module 4	Participative management & Industrial Relations	12
Module 5	Concept & Theory of OB	12
	<b>Total</b>	<b>60</b>

### **Course Objectives**

1. To enable the students to understand the HR Management and system at various levels.
2. To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct decisions.



## Course Outcome

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

Learning Outcomes	Blooms Taxonomy Level
Describe the functions of human resource management.	Remember
Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.	Understand
Examine current issues, trends, practices and processes in human resource management.	Apply
Outline the compensation strategies of an organization	Analyse
Interpret the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.	Evaluate
Design and formulate various HRM process such as Recruitment, Selection, Training and Development	Create

## Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Introduction</b>	12
	Introduction to HRM Definition, features, scope/Functions of HRM. Evolution of HRM/ Trends in HRM Difference between HRM and PM Challenges Before the HR Manager Role of the HR manager Traits/Characteristics of the workforce, Personnel Philosophy Personnel Manual Human Resource Planning: Definition of HRP Process of HRP along with brief coverage of personnel demand and supply Forecasting techniques Factors affecting HRP HRIS VRS, outsourcing, pink slip/ termination/ retrenchment/downsizing/ separation Contracting and subcontracting Promotions and transfers.	
2	<b>Job Design &amp; Analysis</b>	12
	Job analysis, Job Design and Job evaluation Job analysis- definition, method of collecting job data, merits and demerits/ limitations Job design definition, factors affecting job design , approaches to job design Job evaluation- definition, methods of job evaluation, process of job evaluation Recruitment, selection and Induction: Recruitment- Definition, sources of recruitment, merits and demerits Selection- definition process of selection, types of selection tests, types of interviews Induction/orientation- definition, methods, process Placement Training and Development Definition of training and development Methods of training Managers Process/ Procedure of conducting training programs How to evaluate effectiveness of training program Advantages of T & D	
3	<b>Performance Appraisal &amp; Career Planning</b>	12
	Performance Appraisal – Definition, Methods of appraisal for managers – traditional and modern, Process/procedure of conducting performance appraisal, Advantages of performance appraisal, Limitations of performance appraisal Compensation management, Definition of	

	compensation Components of salary/ salary slip Fringe benefits-definition and types Performance linked incentives/incentives definition, advantages and disadvantages. Career planning and Development, Definition of career planning and career development Process /procedure Career stages/career life cycle and how to handle personnel at each stage Essentials to make career planning successful Career counseling Employee Retention techniques Succession planning	
<b>4</b>	<b>Participative management &amp; Industrial Relations</b>	<b>12</b>
	Definition of participative management, Levels of participation, Trends in Participative management, Factors important for effective participative management, Forms of participation, Participation through quality circles, Empowered teams Industrial relations, Definition of industrial relations, Features of industrial relations, Importance of industrial relations, Approaches to industrial relations, Parties to industrial relations, Trade Unions, Definition of a trade union, Features of a trade union, Trade Union movement in India, Trends in TU.	
<b>5</b>	<b>Concept &amp; Theory of OB</b>	<b>12</b>
	Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.	

#### Reference Books:

1. "Human Resource Management" by Gary Dessler
2. "Organizational Behavior" by Stephen P. Robbins and Timothy A. Judge
3. "Human Resource Management: Theory and Practice" by John Bratton and Jeffrey Gold
4. "Managing Human Resources" by Luis R. Gomez-Mejia, David B. Balkin, and Robert L. Cardy
5. "Organizational Behavior: Improving Performance and Commitment in the Workplace" by Jason Colquitt, Jeffery LePine, and Michael Wesson

### Economic Analysis for Business Decisions

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Managerial Economics	12
Module 2	Utility and Demand Analysis	12
Module 3	Supply and Market Equilibrium	12
Module 4	Revenue Analysis and Pricing Policies	12
Module 5	Consumption Function and Investment Function	12
	<b>Total</b>	<b>60</b>

## Course Objectives

1. To gain an understanding of core economic principles and how they apply to a wide range of real-world issues.
2. To make student understand the demand and supply analysis in business applications.

## Course Outcome

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

Learning Outcomes	Blooms Taxonomy Level
Identify the various issues in an economics context and demonstrate their significance from the perspective of business decision making.	Remember
Explain the key terms in micro-economics, from a managerial perspective	Understand
Examine the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.	Apply
Analyze the demand and supply conditions and assess the position of a company	Analyse
Design competition strategies including costing, pricing and market environment according to the nature of product.	Evaluate

## Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Managerial Economics</b>	12
	Concept of Economy, Economics, Microeconomics, Macroeconomics. Nature and Scope of Managerial Economics, Managerial Economics and decision-making. Concept of Firm, Market, Objectives of Firm: Profit Maximization Model, Economist Theory of the Firm, Cyert and March's Behavior Theory, Marris' Growth Maximisation Model, Baumol's Static and Dynamic Models, Williamson's Managerial Discretionary Theory.	
2	<b>Utility and Demand Analysis</b>	12
	Utility – Meaning, Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus. Demand - Concept of Demand, Types of Demand, Determinants of Demand, Law of Demand, Elasticity of Demand, Exceptions to Law of Demand. Uses of the concept of elasticity. Forecasting: Introduction, Meaning and Forecasting, Level of Demand Forecasting, Criteria for Good Demand Forecasting, Methods of Demand Forecasting, Survey Methods, Statistical Methods, Qualitative Methods,	

	Demand Forecasting for New Products. (Demand Forecasting methods - Conceptual treatment only numericals not expected)	
<b>3</b>	<b>Supply and Market Equilibrium</b>	<b>12</b>
	Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance, Market Equilibrium and Changes in Market Equilibrium. Production Analysis: Introduction, Meaning of Production and Production Function, Cost of Production. Cost Analysis: Private costs and Social Costs, Accounting Costs and Economic costs, Short run and Long Run costs, Economies of scale, Cost-Output Relationship - Cost Function, Cost-Output Relationships in the Short Run, and Cost-Output Relationships in the Long Run.	
<b>4</b>	<b>Revenue Analysis and Pricing Policies</b>	<b>12</b>
	Introduction, Revenue: Meaning and Types, Relationship between Revenues and Price Elasticity of Demand, Pricing Policies, Objectives of Pricing Policies, Cost plus pricing. Marginal cost pricing. Cyclical pricing. Penetration Pricing. Price Leadership, Price Skimming. Transfer pricing. Price Determination under Perfect Competition- Introduction, Market and Market Structure, Perfect Competition, Price-Output Determination under Perfect Competition, Short-run Industry Equilibrium under Perfect Competition, Short-run Firm Equilibrium under Perfect Competition, Long-run Industry Equilibrium under Perfect Competition, Long-run Firm Equilibrium under Perfect Competition. Pricing Under Imperfect Competition- Introduction, Monopoly, Price Discrimination under Monopoly, Bilateral Monopoly, Monopolistic Competition, Oligopoly, Collusive Oligopoly and Price Leadership, Pricing Power, Duopoly, Industry Analysis. Profit Policy: Break Even analysis. Profit Forecasting. Need for Government Intervention in Markets. Price Controls. Support Price. Preventions and Control of Monopolies. System of Dual Price.	
<b>5</b>	<b>Consumption Function and Investment Function</b>	<b>12</b>
	Introduction, Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Multiplier, Accelerator. Business Cycle: Introduction, Meaning and Features, Theories of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions.	

**Reference Books:**

1. Managerial Economics, Homas and Maurice, Tata McGraw Hill
2. Managerial Economics - Analysis, Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi.
3. Managerial Economics, Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
4. Managerial Economics, D.M.Mithani
5. Managerial Economics, Joel Dean, Prentice Hall, USA.
6. Managerial Economics by H L Ahuja, S Chand & Co. New Delhi.

## Research Methodology - I

### Detailed Syllabus

Sr. No.	Modules	No. of lectures
Module 1	Introduction	15
Module 2	Data Collection & Processing	15
Module 3	Data Analysis and Interpretation	15
Module 4	Techniques in Report Writing	15
	<b>Total</b>	<b>60</b>

### Course Objectives

To understand concepts and applications of research methods.

### Course Outcome

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

Learning Outcomes	Blooms Taxonomy Level
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.	Apply

### Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Introduction</b>	15
	<p>Meaning and Objectives of Research</p> <p>2 Types of Research – (a) Pure, Basic and Fundamental (b) Applied (c) Empirical (d) Scientific &amp; Social (e) Historical (f) Exploratory (g) Descriptive (h) Causal</p> <p>3. Concepts in Research: Variables, Qualitative and Quantitative Research</p> <p>4. Stages in Research Process</p> <p>5. Characteristics of Good Research</p> <p>6. Hypothesis - Meaning, Nature, Significance, Types of Hypothesis, Sources</p> <p>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</p> <p>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.</p>	
2	<b>Data Collection &amp; Processing</b>	15
	<p>1. Types of Data and Sources - Primary and Secondary Data Sources</p> <p>2. Methods of collection of primary data</p> <p>(a) Observation - (i) structured and unstructured, (ii) disguised and undisguised, (iii) mechanical observations (use of gadgets)</p> <p>(b) Experimental - (i) Field, (ii) Laboratory</p>	

	<p>(c) Interview – (i) Personal Interview, (ii) focused group, (iii) in depth interviews - Method</p> <p>(d) Survey – Telephonic survey, Mail, E-mail, Internet survey, Social Media, and Media Listening</p> <p>(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</p> <p>(f) Scaling techniques - (i) Likert scale, (ii) Semantic Differential scale</p>	
<b>3</b>	<b>Data Analysis and Interpretation</b>	<b>15</b>
	<p>(a) Processing of data – i) Editing - field and office editing, ii) coding – meaning and essentials, iii) tabulation – note</p> <p>(b) Analysis of data- Meaning, Purpose, types.</p> <p>(c) Interpretation of data- Essentials, importance and Significance of processing data</p> <p>(d) Multivariate analysis – concept only</p> <p>(e) Testing of hypothesis – concept and problems – (i) chi square test, (ii) Z and t-test (for large and small sample)</p>	
<b>4</b>	<b>Techniques in Report Writing</b>	<b>15</b>
	<p>Report Writing – (i) Meaning, Importance, Functions of Reports,</p> <p>Essential of a Good Report, Content of Report, Steps in writing a Report, Types of Reports, Footnotes and Bibliography</p> <p>Ethics and Research</p> <p>Objectivity, Confidentiality and Anonymity in Research</p> <p>Plagiarism</p>	

### 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 Gupta, Business research method



**Sem.II**

**Syllabus of Courses of**  
**M.A. (Global Event Management, Marketing & Communications)**  
**Semester II**

**Meetings, Incentives, Conferences & Exhibitions**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	12
Module 2	Exhibition Management	12
Module 3	Conference Management	12
Module 4	Corporate Events	12
Module 5	Designing MICE Events	12
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To understand how to manage MICE Events

**Course Outcome**

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

<b>Learning Outcomes</b>	<b>Blooms Taxonomy Level</b>
Identify and define Special events.	Remember
Explain the responsibilities of Exhibition organizer, corporate event organizer, conference management company.	Understand
Write the different requirements of a MICE event.	Apply
Distinguish between MICE and other types of events	Analyse
Assess the designing of MICE events.	Evaluate
Plan and design a MICE event.	Create

### Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>12</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>12</b>
	Exhibitions Industry, requirement of exhibitions, Job Responsibilities of exhibition organizer, exhibition arrangements, exhibition budgeting, Understanding exhibition Customer, Understanding exhibition Flow, exhibition safety, Creating Blueprint, Designing exhibition Plan,	
<b>3</b>	<b>Conference Management</b>	<b>12</b>
	Conference management Industry, Planning conference, Job Responsibilities of conference management company, congruence arrangements, budgeting, Live Show Flow, Creating Blueprint,	
<b>4</b>	<b>Corporate Events</b>	<b>12</b>
	Corporate Events, planning corporate events, Job Responsibilities of corporate event organizer, arrangements, budgeting, Understanding Customer, Understanding Flow, safety, Creating Blueprint,	
<b>5</b>	<b>Designing MICE Events</b>	<b>12</b>
	Designing Plan, Understanding entertainment requirements, Celebrity management in MICE. Understanding need of entertainment in MICE Understanding technical requirements.	

#### Reference Books:

1. Meetings, Expositions, Events and Conventions by George G. Fenich

# Wedding Planning & Management

## Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Wedding Industry	12
Module 2	Aspects of Wedding Planning	12
Module 3	Workflow	12
Module 4	Destination Weddings	12
Module 5	Client & Vendor Relations	12
	<b>Total</b>	<b>60</b>

### Course Objectives:

1. To understand and analyze the wedding industry as a business and the special needs and pre-requisites required to give the best client experience.
2. To understand the role of a wedding planner.

### Course Outcome

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

Learning Outcomes	Blooms Taxonomy Level
List down the different rituals and culture and planning wedding accordingly	Remember
Describe different wedding traditions and customs.	Understand
Determine all logistical and creative elements involved in organizing a wedding.	Apply
Work out and negotiate for best deals on F&B, venue, printing, floral etc.	Analyse
Plan the wedding and the ceremony.	Evaluate

### Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Wedding Industry</b>	<b>12</b>
	About Wedding Industry, Why Wedding Planner Required, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Wedding arrangements, budgeting	
<b>2</b>	<b>Aspects of Wedding Planning:</b>	<b>12</b>
	Understanding Rituals and Customer, Understanding Wedding Flow, Creating Blueprint, Designing Wedding Plan, Understanding entertainment requirements, Celebrity management in wedding, Wedding workflow, Points to note down, Date & Time of Wedding ceremonies, Venue address and	

	venue no's	
<b>3</b>	<b>Workflow:</b>	<b>12</b>
	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	
<b>4</b>	<b>Destination Weddings</b>	<b>12</b>
	Tourism & Destination Weddings, Tourism in Destination weddings, Transportation, Wedding sites, The Wedding Summary	
<b>5</b>	<b>Client &amp; Vendor Relations</b>	<b>12</b>
	Initial Screening, Contracts, Competitions. Evaluation, Building Vendor Relations, Obligation & Ethics.	

#### Reference Books:

1. Wedding Planning & Management, Maggie Daniels & Carrie Loveless, Elsevier
2. Wedding Planning & Management, Second Edition, Maggie Daniels & Carrie Loveless, Elsevier

### Event Production I & II

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Light & Sound	10
Module 2	Fundamentals of Lighting System	10
Module 3	Fundamentals of Sound System	10
Module 4	Considerations for Event Set Up	10
Module 5	Stage/Set Design & Special Effects	10
Module 6	Venue Management	10
	<b>Total</b>	<b>60</b>

#### Course Objectives

1. To understand the function and importance of sound and light on events.
2. To understand fundamentals of lighting and sound system used in events.

**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 venue and according using different types of lights and sound.	Remember
Illustrate the objectives of event lighting.	Understand
Determine the different Sound aspects and the techniques involved in its application.	Apply
Appraise the importance of sound and light to enhance the mood and improve the guest experience.	Analyse
Create a production schedule that outlines the elements of sound and light for the event.	Evaluate

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Light &amp; Sound</b>	<b>10</b>
	What is light, Functions of Lighting, Illuminance & Luminance- Five Metrics, Introduction to Sound, Acoustic Theory & its application	
<b>2</b>	<b>Fundamentals of Lighting System</b>	<b>10</b>
	Objective of Lighting, Qualities, Event Light Designing, Lighting Instruments, Lighting Control, Light Setup & Operations, Risk & Safety in event	
<b>3</b>	<b>Fundamentals of Sound System</b>	<b>10</b>
	Uses of audio system, Main audio system groups & their Components, Signal Flow & Equipment Location, Pre Event Sound Check & System Operations.	
<b>4</b>	<b>Considerations for Event Set Up</b>	<b>10</b>
	Event Set up, Visual Presentation, Visual Sources, Projection, Display Equipment, Equipments Setup & Operations.	
<b>5</b>	<b>Stage/Set Design &amp; Special Effects</b>	<b>10</b>
	Style of Stage, Types & Construction Of stage, Placement & Sizing of stages, Stage Draping, Stage Sets & Set Design, Design Process & Criteria, Set Construction & Installation.	
<b>6</b>	<b>Venue Management</b>	<b>10</b>
	Venue - Introduction to Venue - Types of Venues - On Site & Off Site - Anatomy of a Venue - Site Surveys - Common Venue Oversights- Selecting a Venue/Site - Site Constraints & Opportunities, Checklist for Events at alternative Venues, Sample Event Venue Requirements Form, Event Site Map - Floor Plans - Guidelines for use of Event Signage	

	Venue Requirements, - Venue and Event Supplier Checklist	
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#### Reference Books:

1. Stage Lighting: Design Application & More, Richard Dunham, Focal Press Books.
2. Stage Lighting: The Fundamentals, Second Edition, Richard Dunham, Focal Press Books.
3. Stage Lighting- The Technicians Guide, Skip Mort, Bloomsbury.
4. Special Event Production: The Resources, First Edition, Doug Mathews, Elsevier Inc.

## Integrated Marketing Communications

### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Integrated Marketing Communication	6
Module 2	Advertising Part 1	6
Module 3	Advertising Part II	6
Module 4	Sales Promotion	6
Module 5	Public Relations, Publicity and Corporate Advertising	6
	<b>Total</b>	<b>30</b>

#### Course Objectives

1. To understand the concepts and function areas of Integrated Marketing Communications.
2. To understand when and how to use various functions of IMC such as sales promotion and personal selling.

#### Course Outcome

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

Describe the IMC mix and the IMC planning process	Remember
Restate the role of integrated marketing communications in building brand identity, brand equity, and customer franchise	Understand
Demonstrate good understanding of traditional and non traditional marketing communication tools.	Apply
Devise a sales promotion campaign and Choose the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product.	Analyse
Demonstrate good understanding of traditional and non traditional marketing communication tools.	Apply
Prepare an IMC plan.	Create



<b>Detailed Syllabus</b>		
<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Integrated Marketing Communications</b>	<b>6</b>
	Integrated Marketing Communication, Evolution of Integrated Marketing Communication, Role of IMC in creating brand identity, brand equity, and customer franchise, Communication Process, Promotional Mix: Tools for IMC, The IMC Planning Process, Global IMC. The Value of IMC plans – information technology, changes in channel power, increase in competition, brand parity, integration of information, decline in the effectiveness of mass-media advertising.	
<b>2</b>	<b>Advertising Part 1</b>	<b>6</b>
	(a) Definition, History, Roles and Functions of Advertising, Types of Advertising, Steps in Development of Advertisement. (b) Advertising Design: Appeals, Message Strategies & Execution Framework: Advertising Design, Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement, Message Strategies, Cognitive strategies, Execution Strategies, Creating an Advertising, Advertising Effectiveness. (c) Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content.	
<b>3</b>	<b>Advertising Part II</b>	<b>6</b>
	(a) Media Planning and Strategies: Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness. (b) Print Media and Outdoor media: Characteristics of the press, Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising, Packaging, Out-of-home Advertising, Directory Advertising. (c) Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising.	
<b>4</b>	<b>Sales Promotion</b>	<b>6</b>
	Scope and Role of Sales Promotion, Growth of Sales Promotion, Consumer Oriented Sales Promotion, Techniques in Sales Promotion, Trade Oriented Sales Promotion, Coordinating sales promotion and advertising; Sales promotion abuse; Personal selling.	
<b>5</b>	<b>Public Relations, Publicity and Corporate Advertising</b>	<b>6</b>
	Definition of Public Relations, Publicity and Corporate Advertising; Difference between public relations and advertising, Functions of Public Relations; Creating positive image building activities; Preventing or reducing image damage; Sponsorship and Event marketing; Role of internet in Public Relations, Publicity, Advantages and Disadvantages of Publicity.	

#### **Reference Books:**

1. Integrated Marketing Communication, Tom Duncan, McGraw-Hill
2. Integrated Marketing Communication: Trends and Innovations, Shridha Jain, Global India Publications
3. IMC, The Next Generation, Don Schultz and Heidi Schultz, Tata McGraw Hill, New Delhi.

# Tourism, Travel & Hospitality Management

## Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	12
Module 2	Travel Management	12
Module 3	Tour Planning	12
Module 4	Tourism Management	12
Module 5	Eco Tourism	12
	<b>Total</b>	<b>60</b>

### Course Objectives

1. To understand the management of Tourism & travel sector with respect to event industry
2. To understand the role and functions of International agencies in hospitality industry.

### Course Outcome

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

Learning Outcomes	Blooms Taxonomy Level
Define the various components of the Tourism Industry & Types of Tourism	Remember
Explain the basic operations of a Travel Agency & tour conduction	Understand
Demonstrate theoretical knowledge to design various tour packages & work on costing for the packages	Apply
Analyze changing trends in Travel & Transport industry- Domestic & International	Analyse
Build new concepts of Ecotourism according to customer requirements	Evaluate

### Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>12</b>
	Tourism Definitions and Concepts, Components of tourism, Geographic components of tourism, Types of Tourists, Visitor, Traveler, and Excursionist, Differentiation Tourism, Recreation and leisure, adventure tourism, their inter-relationships, Tourism organization / Institutions, Role and functions of International agencies in Hospitality industry.	
<b>2</b>	<b>Travel Management</b>	<b>12</b>
	Travel Agency and Tour Operation Business, Functions of Travel Agency, Setting up a full-fledged Travel Agency - Sources of Income of a travel agency, Diversification of Business, Travel and Health Insurance, Forex, Cargo & MICE, Documentation, IATA Accreditation, Recognition from Government.	

<b>3</b>	<b>Tour Planning</b>	<b>12</b>
	Tour Packaging & Costing, Importance of Tour, Packaging, Classifications of Tour Packages, Components of Package Tours, Concept of costing, Types of costs, Components of tour cost, Preparation of cost sheet, Tour pricing, Calculation of tour price, Pricing strategies	
<b>4</b>	<b>Tourism Management</b>	<b>12</b>
	Tourism infrastructure, Tourism organizations, Travel motivators, Leisure or holiday Tourism, Visiting friends and Relatives (VFR), Cultural Tourism, Adventure Tourism, Sports Tourism, Religious Tourism, Business Tourism, Medical Tourism, Alternative Forms of tourism-Tourism Products and types	
<b>5</b>	<b>Eco Tourism</b>	<b>12</b>
	Evolution, Principles, Trends and Functions of Ecotourism, Themes, Eco-tel and Eco resorts, Fundamentals of Ecology- Basic Laws & ideas in Ecology, Function and Management Ecosystem, Biodiversity and its Conservation, Pollution, Ecological FootPrints, Mass Tourism Vs Ecotourism, Typology of Eco-tourists, Ecotourism Activities & Impacts, Western and Eastern Views of Ecotourism	

#### Reference Books:

1. Foster Dennis L., The Business Of Travel Agency Operations and Administration (1993)Macmillan/ McGraw, Singapore
2. Tourism Operations and Management, Sunetra Roday, Archana Biwal & Vandana Joshi

## Financial Management

### Modules at a Glance

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Business Finance	12
Module 2	Techniques of Financial Statement Analysis	12
Module 3	Working Capital Management	12
Module 4	Capital Structure	12
Module 5	Capital Budgeting	12
	<b>Total</b>	<b>60</b>

#### Course Objectives

1. To understand the basic concepts of business finance.
2. To help and understand how to manage budgets

## Course Outcome

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

Learning Outcomes	Blooms Taxonomy Level
Describe the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.	Remember
Demonstrate an understanding of the overall role and importance of the finance function.	Understand
Compute all the required calculations through relevant numerical problems.	Apply
Analyze the situation and comment on financial position of the firm	Analyse
Evaluate impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm	Evaluate

## Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Business Finance</b>	12
	Introduction to Business Finance, Meaning and Definition of Financial Management, Objectives of Financial Management- (Profit Maximization and Wealth Maximization), Modern Approach to Financial Management- (Investment Decision, Financing Decision, Dividend Policy Decision), Finance and its relation with other disciplines, Functions of Finance Manager	
2	<b>Techniques of Financial Statement Analysis</b>	12
	Introduction, Objectives of financial statement analysis, various techniques of analysis viz Common Size Statements, Comparative Statements, Trend Analysis, Ratio Analysis, Funds Flow Statement & Cash Flow Statement	
3	<b>Working Capital Management</b>	12
	Meaning of Working Capital, its components or types, Operating Cycle, Factors affecting working capital, Estimation of working capital requirement. (Total Cost Method & Cash Cost Method)	
4	<b>Capital Structure</b>	12
	Meaning and Factors affecting Capital Structure, Different sources of finance. Concept and measurement of Cost of Capital (measurement of Specific Cost and WACC), Trading on Equity, Concept of Leverages and its types.	
5	<b>Capital Budgeting</b>	12
	Meaning, Definition of Capital Budgeting, Time value of money. Tools of evaluation of the project based on traditional techniques and modern techniques - ARR, Payback Period, Discounted Payback Period, NPV, PI & IRR	

## Reference Books:

1. Financial Management, Rajiv Srivastava and Anil Misra (OXFORD University Press)
2. Financial Management, Ravi Kishore (Taxmann)
3. Financial management, V.K. Bhalla (S. Chand)
4. Financial Management, Jonathan Berk, Peter DeMarzo and Ashok Thampy (Pearson Publication)

## **Professional Learning Experience in Event Management**

### **Goals:**

To enable students to make a carefully guided transition into the world of work.

1. To create an interface between learning and practice.
2. To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.
3. To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth
4. To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.
5. To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals

### **Objectives:**

Internship is introduced with a cohesive plan of action to realise the following learning outcomes: After going through the Internship the student will be able to :

- Facilitate cross- disciplinary learning and development of new skills.
- Integrate knowledge obtained through in-class teaching with a hands-on approach and become familiar with Professional Practices and the world of work
- Pursue responsible roles in an organization
- Develop a road map for future career

### **Course Outcome**

CO1 – Evaluate the working style and culture of different companies in the industry. (Cognitive level: Evaluate)

CO2 – Create a training report. (Cognitive level: Create)

### **Duration:**

Each student shall undergo an Internship of four weeks approx. in relevant industry or any other business. The objective of this training is to make the students acquainted with the industrial / business working environment.

### **Report:**

After completion of the training, they will have to submit a training report.

### **Marks & Evaluation:**

The internship/project reports will carry 100 marks. It will be evaluated by the examiner. It is to be submitted on or before the date fixed by the Institute.

The students will also have to submit a performance certificate from the company where he/she undertook the training/internship. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do an industrial internship the students will prepare a project report on a topic assigned to him/ her by the Institute.

This allows students to undertake experiential learning by working with organizations/ in the industry to critically examine a major aspect of their operation.

**Semester Abroad Program**

Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad program (SAP) up to a maximum of 1 semester will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per the recommendations of the Equivalence committee.

**Approved Certifications for Additional Credits**

All M.A. (Global Event Management, Marketing & Communication) students graduating will have the option to earn a maximum of upto 10 (Ten) additional credits. Students can earn these credits anytime during the Program. To earn the said Credits, students can select one or more of short term certification courses from the options made available by the Faculty.

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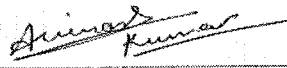
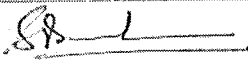
UNIVERSITY OF MUMBAI'S  
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT  
COURSE COMMITTEE MEETING

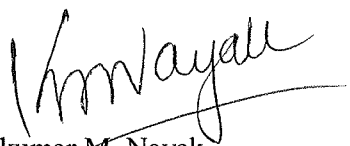
Masters, Bachelors, PG & UG Diploma Programmes – Event Management & PR


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	<i>Km Nayak</i>
2	Mr Vipul Solanki Course Coordinator, Masters, Bachelors, PG & UG Diploma Programmes – Event Management & PR	<i>Solanki</i>
3	Mr Vipul Khunte Senior Talent Manager, VK Artist management	<i>Penumb.</i>
4	Ms Riddhi Sonni Co Founder, Golden Chariot Events	<i>Riddhi S Sonni</i>
5	Mr Aditya Lohana Director, Higher Education, Future Varsity Education Group	<i>Aditya Lohana</i>
6	Ms Gwen Athaide Executive Coach	<i>Gwen Athaide</i>
7	Dr. Krishna Kant Sahu Director- Open & Distance Learning, Lakshmi Bai National Institute of Physical Education (Gwalior)	AB

8	Dr. Ashish Phulkar 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	

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

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

## Justification for M.A. (Global Event Management, Marketing &amp; Communication)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce two years Full time M.A. in Global Event Management, Marketing & Communication. The M.A. in Global Event Management, Marketing & Communication 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. M.A. in Global Event Management, Marketing & Communication would empower one with sharp vision, effective business acumen and an unparalleled Event management skill set leading to a cherishing career.
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.
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 Two years (Four 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 60 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