

P.G.Diploma in Event Management (Sem-I & II)
for the Examinations in 2010-11

Prospectus No. 20111918

संत गाडगे बाबा अमरावती विद्यापीठ
SANT GADGE BABA AMRAVATI UNIVERSITY

गृहविज्ञान विद्याशाखा
(FACULTY OF HOME SCIENCE)

PROSPECTUS

OF

Post Graduate Diploma in Event Management
Semester-I examination, Winter-2010 &
Semester-II examination, Summer-2011



2010

Price Rs./-

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P.G.Diploma in Event Management Semester-I & II

(Prospectus No.20111918)

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SANT GADGE BABA AMRAVATI UNIVERSITY

SPECIAL NOTE FOR INFORMATION OF THE STUDENTS

(1) Notwithstanding anything to the contrary, it is notified for general information and guidance of all concerned that a person, who has passed the qualifying examination and is eligible for admission only to the corresponding next higher examination as an ex-student or an external candidate, shall be examined in accordance with the syllabus of such next higher examination in force at the time of such examination in such subjects, papers or combination of papers in which students from University Departments or Colleges are to be examined by the University.

(2) Be it known to all the students desirous to take examination/s for which this prospectus has been prescribed should, if found necessary for any other information regarding examinations etc. refer the University Ordinance Booklet the various conditions/provisions pertaining to examinations as prescribed in the following Ordinances-

Ordinance No. 1	:	Enrolment of Students.
Ordinance No.2	:	Admission of Students
Ordinance No. 4	:	National Cadet Corps
Ordinance No. 6	:	Examination in General (relevant extracts)
Ordinance No. 18/2001	:	An Ordinance to provide grace marks for passing in a Head of passing and Improvement of Division (Higher Class) and getting Distinction in the subject and condonation of deficiency of marks in a subject in all the faculties prescribed by the Statute NO.18, Ordinance 2001.
Ordinance No.9	:	Conduct of Examinations (Relevant extracts)
Ordinance No.10	:	Providing for Exemptions and Compartments
Ordinance No. 19	:	Admission Candidates to Degrees
Ordinance No.109	:	Recording of a change of name of a University Student in the records of the University
Ordinance No. 138	:	For improvement of Division
Ordinance No.19/2001	:	An Ordinance for Central Assessment Programme, Scheme of Evaluation and Moderation of answerbooks and preparation of results of the examinations, conducted by the University, Ordinance 2001.

Dineshkumar Joshi
Registrar
Sant Gadge Baba Amravati University

PATTERN OF QUESTION PAPER ON THE UNIT SYSTEM

The pattern of question paper as per unit system will be broadly based on the following pattern.

- (1) Syllabus has been divided into units equal to the number of question to be answered in the paper. On each unit there will be a question either a long answer type or a short answer type.
- (2) Number of question will be in accordance with the unit prescribed in the syllabi for each paper i.e. there will be one question on each unit.
- (3) For every question long answer type or short answer type there will be an alternative choice from the same unit. However, there will be no internal choice in a question.
- (4) Division of marks between long answer and short answer type question will be in the ratio of 40 and 60.
- (5) Each short answer type question shall Contain 4 to 8 short sub question with no internal choice.

SANT GADGE BABA AMRAVATI UNIVERSITY

DIRECTION

No.: 19/ 2010

Date : 15/06/ 2010

Subject : Examinations leading to the Post-Graduate Diploma in Event Management [Semester Pattern.....One Year (Full Time) P.G. Diploma Course], Direction, 2010.

Whereas the Govt. of Mah., Deptt. of Higher and Technical Education, vide its letter No. NGC 2009/(169/09)/मशि-4, dtd.11.7.2009 have sanctioned the P.G. Diploma in Event Management course to Vaidehi Vishnu Saraf Mahavidyalaya, Akola in the faculty of Home Science.

AND

Whereas, the Hon'ble Vice-Chancellor have appointed the Ad-hoc Committee for P.G.Diploma in Event Management on 30.3.2010..

AND

Whereas, the Ad-hoc Committee for P.G.Diploma in Event Management in its meetings held on 20.5.2010 and 21.5.2010, prepared and recommended the Draft Scheme and provisions to be incorporated in the Ordinance for P.G.Diploma in Event Management course to be implemented from the Academic Session 2010-11.

AND

Whereas, the Hon'ble Vice-Chancellor under sub-section (7) of Section 14 of the Maharashtra Universities Act, 1994 has accepted the above said recommendations of Ad-hoc Committee on behalf of the faculty of Home Science on 27.5.2010.

AND

Whereas, the above recommendations were placed before the Academic Council of its meeting held on 28.5.2010 vide item No.44 and the Council resolved to accept and refer the Scheme/Draft Ordinance to Ordinance Committee for placing it directly before the Management Council.

AND

Whereas, the making of Ordinance for P.G.Diploma in Event Management is a time consuming process.

AND

Whereas, the Academic Session is starting from 14th June 2010 and it is necessary to provide the Schemes of examinations along with other details.

Now, therefore, I, Dr. Kamal Singh, Vice Chancellor of Sant Gadge Baba Amravati University, in exercise of powers conferred upon me under sub-section (8) of section 14 of the Maharashtra Universities Act., 1994, do hereby direct as under:

1. This Direction may be called " Examinations leading to the Post-Graduate Diploma in Event Management [Semester Pattern.....One Year (Full Time) P.G. Diploma Course], Direction, 2010".
2. This direction shall come into force from the date of its issuance.
3. Following shall be the Examinations leading to the Post - Graduate Diploma in-
 - (i) Post Graduate Diploma in Event Management, Semester-I Examination
 - (ii) Post Graduate Diploma in Event Management, Semester-II Examination
4. Duration of each of the above semester shall be six months with an examination at the end of each semester.
5.
 - (i) The examinations specified in paragraph 3 above shall be held twice a year at such places and on such dates as may be appointed by the Board of Examinations.
 - (ii) Main Examination of Semester-I shall be held in Winter and Supplementary Examination in Summer.
 - (iii) Main Examination of Semester-II shall be held in Summer and Supplementary Examination in Winter.

6. Subject to his/her compliance with the provisions of this Direction and of other Ordinances in force from time to time, the following candidates shall be eligible for admission to the Post-Graduate Diploma in Event Mangement [Semester Pattern.....One Year (Full Time) P.G. Diploma Course] Examinations namely:-
Bachelor Degree in any discipline of this University of any other Statutory University, equivalent thereto.

7. Subject to his/her compliance with the provisions of this Direction and of other Ordinances (Pertaining to examination in General) in force from time to time, the applicant for admission to examination at the end of the course of study of a particular Semester shall be eligible to appear at it, if:

(i) he/she satisfied the conditions in the table and the provisions there under :-

TABLE

Sr.No.	Name of examination	The student should have completed the term satisfactorily	The student should have passed following examination
1	2	3	4
1	Diploma in Event Mangement Semester-I	Semester-I	As indicated in Para 6.
2	Diploma in Event Mangement Semester-II	Semester-II	-----

(Note - Subjects prescribed and numbered in the scheme of Examinations shall be treated as separate subjects, however, the theory and practical, if any, of the subject shall be treated as separate Head of Passing.)

(ii) He/She has complied with provisions of Ordinance pertaining to Examination in general.

(iii) He/She has prosecuted a regular course of study in University Department/College affiliated to the University.

(iv) He/She has in the opinion of the Head of the Department/Principal, shown satisfactory progress in his/her studies.

8. Papers and the Practicals in 'which an examinee is to be examined, maximum marks for these and the minimum pass mark which an examinee must obtain in order to pass in the subject and the examination are detailed in the Examination Scheme appended herewith as **Appendix-A** with this Direction.

9. Examination fees for each semester of the examination and also the practical examination shall be as prescribed by the University from time to time.

10. An examinee who is successful at Semester-I, Semester-II examinations under this Direction and who obtained 75% or more marks in aggregate of Semester-I, Semester-II Examinations shall be placed in the First Division with Distinction, those obtaining 60% or more but less than 75% shall be placed in the First Division and all other successful examinee shall be placed in the Second Division.

11. (i) Scope of the subjects shall be as indicated in the syllabus.

(ii) Medium of instruction and examination shall be English.

12. Provision of Ordinance No.18 of 2001 relating to an Ordinance to provide grace marks for passing in a head of passing and Improvement of Division (Higher Class) and getting distinction in the subject and condonation of deficiency of marks in a subject in all the faculties prescribed by the Statute No.18 and of Ordinance No.10 relating to Providing for Exemptions and Compartments shall apply to the examination under this Ordinance.

13. An examinee who does not pass or who fails to present himself/herself for the examination shall be eligible for readmission to the same examination on payment of fresh fees and such other fees as may be prescribed.

14. As soon as possible after the examination, the Board of Examinations shall publish a result of the examinees. The result of the examinations shall be classified as above and merit list shall be notified as per Ordinance No. 6

15. Notwithstanding anything to the contrary in this Direction no one shall be admitted to an examination under this Direction, if he/she has already passed the same examination or an equivalent examination of any Statutory University.

16. Examinees who have passed in all the subject prescribed for Semester-I, Semester-II of the examination of the Diploma course shall be eligible for award of the Post-Graduate Diploma in Event Management [Semester Pattern.....One Year (Full Time) P.G. Diploma Course].

Amravati
Dated : 14/06/2010

Sd/-
(Dr.Kamal Singh)
Vice-Chancellor

Scheme of Teaching and Examination for the Post Graduate Diploma in Event Management (One Year – Semester Pattern)

Sr. No.	Sub. Code No.	Subject	Teaching Scheme				Examination Scheme								Grand Total	
			Theory	Practical	Total Periods / week	Duration of Papers (Hrs.)	Theory				Practical					
							Max. Marks Theory Papers	Max. Marks Internal Assessment	Total	Min. Pass Marks	Max. Marks	Max. Marks Internal Assessment	Total	Min. Pass Marks		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Semester-I																
1	IEM1	Principles of Management	4	-	4	2	40	10	50	25	--	--	--	--	50	
2	IEM2	Event Communication and Presentation Skills	4	-	4	2	40	10	50	25	--	--	--	--	50	
3	IEM3	Basic and Advanced Event Accounting	4	-	4	2	40	10	50	25	--	--	--	--	50	
4	IEM4	Project Management	4	-	4	2	40	10	50	25	--	--	--	--	50	
5	IEM5	Practical-I Managing Event Design & Décor	-	4	4	--	--	--	--	--	40	10	50	25	50	
6	IEM6	Practical-II Presentation about Event Management	-	4	4	--	--	--	--	--	40	10	50	25	50	
		Total	16	8	24				200				100		300	
Semester-II																
1	2EM1	Event Marketing and Advertising	4	-	4	2	40	10	50	25	--	--	--	--	50	
2	2EM2	Corporate Event Management	4	-	4	2	40	10	50	25	--	--	--	--	50	
3	2EM3	Event Team Management	4	-	4	2	40	10	50	25	--	--	--	--	50	
4	2EM4	Event Evaluation and Computer Application	4	-	4	2	40	10	50	25	--	--	--	--	50	
5	2EM5	Practical-III *	-	4	4	--	--	--	--	--	40	10	50	25	50	
6	2EM6	Project Report**	-	4	4	--	--	--	--	--	--	--	50	25	50	
		Total	16	08	24				200				100		300	
														Grand Total of Semester-I & II		600

* Study of Marketing Strategy for any Event and Submission of Report

** Project Report : Each student should under take project work allotted by Head of the Department in a given area pertaining to Event Management and submit project report by the end of Semester-II.

**SYLLABI PRESCRIBED FOR
POST GRADUATE DIPLOMA IN EVENT MANAGEMENT
(Introduced from the Academic Session 2010-11)**

SEMESTER-I

1EM1 : Principles of Management

Unit - I

Meaning and definition of management, functions of management; Planning, organizing, directing, controlling, motivating, communicating.

Unit - II

Responsibility and authority, centralization and de-centralization, delegation of authority, span of management.

Unit - III

Types of organization, organization structure, and its types. Types of committee, decision making process.

Unit - IV

Recruitment and selection, orientation, performance appraisal, methods of performance appraisal.

Unit - V

Meaning and development, meaning and importance of training, need of training, methods of training.

References :-

- (1) Principles of Management by T.Ramaswamy, Himalaya Publishing House.
- (2) Human Resource Management by A.M.Sarma, Himalaya Publishing House.
- (3) Human Resource Management by K.Aswthapa, Tata McGraw Hill.

1EM2 : Event Communication and Presentation Skill

Unit - I

Meaning of communication, importance and nature of communication, process of communication.

Unit - II

Principles of effective communication, barriers of communication and its remedies.

Unit - III

Forms of communication, verbal communication, written communication. Dimension and direction of communication.

Unit - IV

Business letter writing, business correspondence, essentials of good business letter, structure of business letter.

Unit - V

Report Writing, types of reports, structure and style of report, presentation skills.

References :-

- (1) Business Communication by Dr.V.K.Jain and Dr.Om Prakash Biyani, S.Chand and Company.
- (2) Business Communication by Urmila Rai and S.M.Rai, Himalay Publishing Hosue.

1EM3 : Basic and Advanced Event Accounting

Unit - I

Definition, objectives, principles and branches of accounting, double entry system of accounting, accounting books, journal entries, ledger rules for recording of transaction.

Unit - II

Subsidiary books, trial balance, balance sheet, profit and loss account, final account.

Unit - III

Sources of long term and short term finance, working capital; concept, importance, estimating working capital.

Unit - IV

Cost accounting : Nature, scope, importance, classification of cost, methods of costing, concept and techniques of material control, methods of wage payment.

Unit - V

Statement of cost, tender, quotation.

References :-

- (1) Fundamentals of Accounting by R.L.Gupta, S.Chand and Sons.
- (2) Advance Accounting by Shukla and Grewal, S.Chand and Sons.
- (3) Cost Accounting by Jawaharlal, Tata Mc Graw Hill.

1EM4 : Project Management

Unit - I

Project : Meaning and concept, types of Project, Generation of Project ideas, market analysis, demand analysis.

Unit - II

Project Feasibility Study : Technical Analysis, financial analysis, sources of finance.

Unit - III

Project Appraisal : Criteria for appraisal, involvement of risk and its analysis, social appraisal of project.

Unit - IV

Project Management and Control : Planning, organizing, control. Concept of CPM and PERT.

Unit - V

Quality Concept : ISO 9000, ISO 14000, Steps for implementation of ISO.

References :

- (1) Project Management by S.Chaudhary.
- (2) Project Management by P.Chandra.
- (3) Project Management by Kumar and Ghosh.

1EM5 : Practical-I

Managing Event Designing and Décor.

- (1) Preparation of Action Plant for Event.
- (2) Preparation of Material Requirement for Event execution.
- (3) Preparation of Time Plant for Event execution.
- (4) Preparation of various committees for Event execution.
- (5) Planning for various meetings of committees.
- (6) Planning for rehearsal of team.
- (7) Making format for Evaluation of Team.

Allotment of marks of 50 for practical work for every end of academic year.

This practical work will be evaluated by the External and Internal Examiner.

Scheme of marking as under :-

(1)	Internal Assessment	10 Marks
(2)	External Assessment	40 Marks.
	Total-	50 Marks

1EM6 : Practical-II

Presentation about Event Management

- (8) Presentation about planning of Event
- (9) Presentation about execution of Event.
- (10) Presentation about evaluation of Event.
- (11) Presentation about formation of Tema.
- (12) Presentation about marketing of Event.
- (13) Presentation about advertisement of Event.
- (14) Presentation about Market Survey.

Allotment of marks of 50 for practical work for every end of academic year.

This practical work will be evaluated by the External and Internal Examiner.

Scheme of marking as under :-

(1)	Internal Assessment	10 Marks
(2)	External Assessment	40 Marks.
	Total-	50 Marks

SEMESTER-II

2EM1 : Event Marketing & Advertising

Unit - I

Market, Concept of exchange, Need, Demand, Buying power,
Product mix – (4P's Product, price, place, promotion),
Marketing Management.

Unit - II

Market Era's – (Production, Sales, Marketing and Customer relationship),
Maslow's Need Theory,
Event Marketing, Marketing Information system.

Unit – III

Objective of event marketing, need of event marketing,
Development of strategies marketing plan,
Event as a marketing tool.

Unit – IV

Event Branding, Positioning of event, Repositioning of event,
Market research for event, Retailing event, Segmentation of market.

Unit – V

Advertising concept, Types of advertises, Understand audience,
AIDA (Attention, Interest, Desire and Action),
Networking Components – Print media, Radio, Television, Internet, Cable network, Out door Media,
Banners, Display's.
Promotional mix (Advertising, Personal selling, public relations, Direct marketing & Sales promotion).

Reference Book -

Marketing Management, 13th edition, by Philip Kotler and Kevin Keller

2EM2: Corporate Event Management

Unit - I

Event Management, Importance of event management, Need of event management
Concept – Corporate, Companies, Industry,
Privet, Public & Cooperative companies,

Unit - II

Understanding target audience, Event contract,
Negotiating contracts with event organizers,
Event designing – Planning, Organising, staffing, Leading, Co-coordinating & Controlling,

Unit – III

Event Planning - Pre event activities, During event activities, Post event activities
Event Management information system,

Unit – IV

Opportunity & resource analysis for event management,
Business potential assessment, Market attractiveness,

Unit – V

Market Segmentation :
Social Events - Wedding Management, Birthday Parties, Anniversaries, Get Together, Social Gathering,
Fund raising for Large Clubs, Charitable Trusts etc.
Educational Events - Education Fairs, College Events, Picnics & Holidays, Annual Sports
Corporate Events – Meetings, Seminars, Conferences, Training Programs, Annual Picnics, Award
Functions.
Exhibitions & Fairs - Property Exhibitions, Export Exhibitions, Electronic Fairs, Jobs Fair, Finance &
Banking Fairs etc.
Entertainment Events - Movie Promotions, Celebrity Nights, Music Video Release, Award Nights,
Sports, Fashion Shows, Beauty Pageant Contest, Stage Shows, Dramas etc.
Marketing & Promotions - Ad Campaigns, Product Launches, Road Shows, Promotion Activities,
Shopping Festivals etc.

2EM3 : Event Team Management

Unit - I

Meaning of team, purpose and objectives of team, importance of team, knowing the team members and formation of team.

Unit - II

Concept of personality, attitude, leadership, learning, motivation.
Maslows theory of motivation.

Unit - III

Stress :- Meaning of stress, different types of stress, causes of stress, stress management, understanding inter group behavior.

Unit - IV

Risk : Meaning of risk, importance of risk, types of risk, advantages and dis-advantages of risk, risk management.
Conflicts, resolution of conflicts.

Unit - V

Empowerment :- Meaning & Importance, team empowerment, decision making process, creativity and innovation.

References :-

- (1) Organization Behaviour by Robin S.P., Prentice Hall of India, New Delhi.
- (2) Organization Behaviour by Luthans F., Mc Graw Hill.

2EM4 : Event Evaluation and Computer Application

Unit - I

Evaluation :- Meaning, need and importance. Market research & analysis, competitors of event handling.

Unit - II

Factors for Evaluation of Event :- Time factor, cost effectiveness, achievement of objectives, team effectiveness, impact of event etc. Feed back from clients and its importance, group cohesion.

Unit - III

SWOT Analysis of Team Members, Environmental analysis, competitive analysis, internal corporate analysis. Format for evaluation.

Unit - IV

Computers an Introduction, components of computer system, generation of computers, computer languages, application of P.C. in business.

Unit - V

Software Packages,
MS Office :- Word, Spreadsheet, Power Point, Creation of spreadsheet application, formula function, data base function in spreadsheet. Preparation of presentation on power point.

PRACTICAL-III

Allotment of marks of 50 for practical work for every end of academic year.

This practical work will be evaluated by the External and Internal Examiner.

Scheme of marking as under :-

(1)	Assignment work	15 Marks
(2)	Class Test & Work	15 Marks.
(3)	Field Visit & Report	20 Marks

	Total-	50 Marks

Project Report :-

Project report submitted by the candidate based on his Training/Field Work/Work experience shall be assessed by External and Internal Examiner.

Scheme of marking as under :-

(1)	Project Report	---	30 Marks
(2)	Viva	---	20 Marks

	Total	---	<u>50 Marks.</u>