

To Madam!

SYLLABUS From AIKA

Ashubha

COURSE TITLE : EVENT MANAGEMENT

SEMESTER I:

PERSONALITY DEVELOPMENT

Credits : 2

2

Marks: 50

50

**Objectives:**

1. To create an awareness of what is personality and how it can be developed.
2. To create an understanding of how socio-cultural conditioning places an important role in the development of personality.
3. To encourage self-expression and group interaction.
4. To create a sense of confidence within the student to face life situations positively.
5. To stimulate creative and independent thinking.

**Contents:-**

periods

<b><u>BLOCK 1</u></b>	<b>Understanding Personalities</b>	4
UNIT 1	Personality traits Types of personalities Emotional intelligence	
UNIT 2	Social/Cultural/Gender Conditioning and Personality	
<b><u>BLOCK 2</u></b>	<b>Improving Self Image</b>	4
UNIT 1	Reasons for Poor Self-Image Behaviour Positive thinking	
UNIT 2	Gaining Self-Esteem	
<b><u>BLOCK 3</u></b>	<b>Importance of Focus</b>	4
UNIT 1	Stress Management Decision Making	
<b><u>BLOCK 4</u></b>	<b>Life Management Skills</b>	4
UNIT 1	Stress Management	
UNIT 2	Time Management	

UNIT 1	<b>Interpersonal Skills</b>	
UNIT 2	Handling Criticism	6
UNIT 3	Giving Feedback	
UNIT 4	Managing Disagreement	
UNIT 5	Preparing for an Interview	
	Group Discussions	
	Term work Development	

<b>BLOCK 6</b>	<b>Personal Grooming</b>	2
UNIT 1	- Dress Codes	
UNIT 2	- Social Etiquette	

<b>BLOCK 7</b>	<b>Effective Communication Skills</b>	4
UNIT 1	Effective Speaking	
UNIT 2	Body Language	
UNIT 3	Presentation Skills	
UNIT 4	Essay Writing	

<b>BLOCK 8</b>	<b>Client Presentation Skills</b>	2
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Evaluation :

**SEMESTER I:**

**FUNDAMENTALS OF MANAGEMENT AND MARKETING**

Credits:

2

Marks:

50

**OBJECTIVES:** to enable the students to understand the fundamentals of management and marketing

**Contents:-**

<b>BLOCK 1</b>	<b>Introduction to Management</b>	4
UNIT 1	Principles of Management	
UNIT 2	Functions of Management	

<b>BLOCK 2</b>		8
UNIT 1	Forms of Organizations	

<b>BLOCK 3</b>	<b>Planning as a Process</b>	4
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<b>UNIT 1</b>	Strategic Planning Process	
<b><u>BLOCK 4</u></b>	Marketing and Introduction	
<b><u>BLOCK 5</u></b>	Integrated marketing communication	6
<b><u>BLOCK 6</u></b>	Principles and Methodology of Marketing Research	8

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**Evaluation :-**

- Internal - 50 Marks
- Final - 50 Marks

Internal - 50 Marks  
 Final - 50 Marks

**HUMAN RESOURCE DEVELOPMENT**

Credits: 2  
 Marks: 50

**OBJECTIVES:** to enable the students to understand the fundamentals of human resource management

<b><u>BLOCK 1</u></b>	Human Resources in Management and Event Management	8
<b><u>BLOCK 2</u></b>	Leadership and Goal Setting	8
<b><u>BLOCK 3</u></b>	Team work Building	7
<b><u>BLOCK 4</u></b>	Motivation and morale studies	7

**Evaluation :-**

Internal - 50 Marks  
 Final - 50 Marks

**SEMESTER II**

**EVENT PLANNING AND MANAGEMENT**

Credits: 2  
 Marks: 50

**Objective:** to enable students to understand planning, organising and conducting events

<b><u>BLOCK 1</u></b>	<b>Events - Introduction</b>	4
<b><u>BLOCK 2</u></b>	<b>Types of Events</b>	6
<b><u>BLOCK 3</u></b>	<b>Concept Development</b>	6
<b><u>BLOCK 4</u></b>	<b>Event Planning Process</b>	4
<b>JNIT 1</b>	<b>Steps to planning a process</b>	

UNIT 2

UNIT 3

UNIT 4

Promotion  
Shows  
Media selection

BLOCK 5

Scheduling of events

5

BLOCK 6

Planning various types of Events

5

Evaluation :-

Internal - 50 Marks

Final - 50 Marks

### EVENT PLANNING AND MANAGEMENT

Credits: 22

Marks: ~~150~~ 100

**Objective:** to enable students to understand planning, organising and conducting events.

**Contents:**

- case studies 60
- projects 60
- actual working on events at college level. 210

Evaluation: -

Continuous Assessment for - 100 marks

Sem: III

Disigna

**EVENT FINANCE (TH)**

Credits : 2  
Marks : 50

**Objective:** to make students aware of finance related to events and preparing budgets.

**Contents:**

<b><u>OCK 1</u></b>	Budgeting Process	4
<b><u>OCK 2</u></b>	Elements of Budgeting	4
<b><u>OCK 3</u></b>	Cost sheet preparation	4
<b><u>OCK 4</u></b>	Pricing Factors	4
<b><u>OCK 5</u></b>	Event Pricing	4
<b>VIT 1</b>	Promotions	
<b>NIT 2</b>	Shows	
<b>IT 3</b>	Support	
<b><u>LOCK 6</u></b>	General basics of pricing	5
<b><u>LOCK 7</u></b>	Taxation	5

**valuation :-**

Internal - 50 Marks  
Final - 50 Marks

**LAWS RELATED TO EVENTS (TH)**

Credits : 2  
Marks:50

**LAWS RELATED TO EVENTS**

Credits:2

**BLOCK 1**

Jnit 1	Permissions and Various Authorities	4
Jnit 2	The Indian contract Act	4
Jnit 3	The Bombay Shops and Establishment Act	4
Jnit 4	Applicability of Various Labour Laws	4
Jnit 5	Applicability Of Income tax Act	4
Jnit 5	Applicability of the Service Tax Act	5
Jnit_6	Problems and Case Studies ,	5

**SEMESTER IV**

**EVENT MARKETING & EVENT PROMOTION (TH)** ✓

Clock  
12:00 - 1:30  
1:30 - 2:00

Credits : 2  
Marks:50

**Objective:** to make students learn about marketing and promoting events.

<b>BLOCK 1</b>	Marketing - an Introduction	3
<b>BLOCK 2</b>	Segmentation	4
<b>BLOCK 3</b>	Understanding Client Needs	2
<b>BLOCK 4</b>	Strategy Formulation	2
<b>BLOCK 5</b>	Organisational Structure	2
<b>BLOCK 6</b>	Event Sales - a Concept	3
<b>BLOCK 7</b>	The 4 step communication process	6
UNIT 1	TLC	
UNIT 2	EMAIL	
UNIT 3	Personal Visit	
UNIT 4	Follow up	
UNIT 5	Event Proposal	
UNIT 6	Final Closure	
UNIT 7	Promotions'	
<b>BLOCK 8</b>	Types of Promotions	2
<b>BLOCK 9</b>	Production	2
<b>BLOCK 10</b>	Creative Inputs	2
<b>BLOCK 11</b>	Manpower Selectionon	2

UNIT 1 Pricing

**Evaluation :-**

Internal - 50 Marks  
Final - 50 Marks

**RECENT ADVANCES IN EVENT MANAGEMENT**

Credits : 24

Marks :150

**Objectives:** to make students aware about the recent advances in event management

Contents:

1. Case studies
2. Book review
3. Project presentations
4. Field work

**Evaluation: -**

Continuous Assessment for - 150,marks

**ADVANCED DIPLOMA**



**SEMESTER V :**

**EVENT PRODUCTION**

Credits : 2

Marks :50

Objectives: to understand the concepts of producing events.

Contents:

<b><u>BLOCK 1:</u></b>	<b>Elements of Events</b>	<b>6</b>
<b>Production</b>		
i)	Promotion	
ii)	Showbiz	
iii)	Creative Analysis	
iv)	Budgeting	16
<b><u>BLOCK 2</u></b>	<b>Elements of Event</b>	
<b>Specification</b>		
i)	Venue Selection	
ii)	Event Flow	
iii)	Stage Designing & Setup	
iv)	Seating	
v)	Branding	
vi)	Security	
vii)	Lights	8
viii)	Sound	
<b><u>BLOCK3:</u></b>	<b>Vendor Selection &amp;</b>	
<b>Management</b>		

Evaluation :-

Internal - 50 Marks

Final - 50 Marks

**PUBLIC RELATIONS**

**Credits :2**

**Marks:50**

**Objective:**

**Contents:**

<b><u>BLOCK 1:</u></b>	<b>Public Relations and</b>	<b>15</b>
<b>Communication Media</b>		

- a) Event Permissions
- b) Event Sponsorship
- c) Client Servicing
- d) Presentation Skills
- e) Do's & Don't of Public Relations

**BLOCK 2: Communication Media - a concept**

15

- g) Types of Communication media
- h) Pricing
- i) Utilities of communication media

**Evaluation :-**

- Internal - 50 Marks
- Final - 50 Marks

**WINTER VI**

**CREATIVE THINKING**

**Credits : 2**  
**Marks :50/each**

**ESSENTLY WORKING ON THE SYLLABUS**

**INTERNSHIP/PROJECT**

**Credits: 24**  
**Marks: 150**

**Objective:** To train students in the field of event management

**Contents:**

- placement of students in various event management organisations 180
- presentations of various projects/case studies/assignments 180

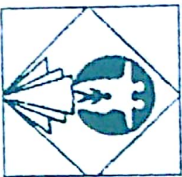
**Evaluation: -**

**Continuous Assessment for - 100 marks**

**DR. BHANUBEN MAHENDRA NANAVATI  
COLLEGE OF HOME SCIENCE**

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**UGC SPONSORED CAREER ORIENTED PROGRAMME**  
**CERTIFICATE / DIPLOMA / ADVANCED DIPLOMA**  
**IN PHYSICAL FITNESS AND WEIGHT MANAGEMENT /**  
**EVENT MANAGEMENT / BEAUTY CULTURE & HAIR DRESSING**

Name \_\_\_\_\_

Date \_\_\_\_\_ Year \_\_\_\_\_ Grade \_\_\_\_\_



Principal \_\_\_\_\_

*Managed by :* SEVA MANDAL EDUCATION SOCIETY  
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