

BU-COMMUNITY COLLEGE CONSULTANCY CENTRE

REVISED SYLLABUS – 2021-22
FOR
DIPLOMA IN EVENT MANAGEMENT



BHARATHIAR UNIVERSITY
COIMBATORE-641046

BHARATHIAR UNIVERSITY: COIMBATORE

**DIPLOMA IN EVENT MANAGEMENT
(Community College)**

(for the candidates admitted form the academic year 2022- onwards)

Minimum qualification for admission to Diploma Course in Event Management and Accounting is a pass in Standard X.

SCHEME OF EXAMINATIONS

S.No	Title of the Course	Credits	Maximum Marks
1	Introduction to Event Management (Theory)	4	100
2	Fundamentals of Event Management (Theory)	4	100
3	Corporate Event Management (Theory)	4	100
4	Event Marketing Management (Theory)	4	100
5	Practical -I From Concept to Reality	4	100
6	Practical -II Organizing the Event	4	100
7	Weddings and Special Events (Practical III)	4	100
8	Internship – 30 Days	4	100
	Total	32	800

Question paper Pattern: Theory

Section A: (10 x 2=20 Marks)

Answer ALL the questions

Section B: (5 x 6 = 30 Marks)

Answer ALL the questions either (a) or (b)

Section C: (5 x 10 = 50)

Answer ALL the questions either (a) or (b)

Duration of examinations for all papers is three hours.

*Minimum Pass Mark: 40 Marks

PAPER I
INTRODUCTION TO EVENT MANAGEMENT

Unit:1	Introduction and Industry Overview	
Introduction And Industry Overview: What is Event Management – the growth of event management industry - relationship with other industries – future of event management industry - Indian approach to event management – market acceptance - Understanding project management - resources - activities - risk management - delegation – selection of project		
Unit:2	Event Managers	
Event Managers: who is an event manager – role of the Event Manager -attitude needed – who needs an event manager – handling client – uncovering needs – venue scouting – creating a concept – concept to design – creative flavors – the psychological approach – venue management – plan of action – creating checklists – on floor management – post event analysis – responsibilities - deliverables. Event Leadership & Communication that involves leadership skills, group development, written and verbal communication		
Unit:3	Career Strategy	
Career Strategy: where to start from – expected and unexpected challenges – skills needed – growth opportunities in National and International market – career planning in event management – organization structure – expectation from each level – areas in event management.		
Unit:4	Corporate Events	
Corporate Events: Fundraisers – Conferences – Tradeshow – Meetings - Team Building Events – understanding the corporate culture –what is expected from an event manager – key areas of deliverables – importance of contract – client servicing – presentation skills – communication – working as a team		
Unit:5	Social Events	
Social Events: Conducting market research - establishing viability - capacities - costs and facilities - plans - timescales – contracts - Clarity - SWOT analysis - estimating attendance - media coverage - advertising - budget - special considerations - evaluating success.		
Reference Books		
1	D.Sharma, 'Event Planning and Management', First Edition, Deep & Deep Pub Pvt ltd., 2005 - 8176296333	
2	S R Singh, 'Event Management', APH Publishing, 2009, - 8131306888	

PAPER II
FUNDAMENTALS OF EVENT MANAGEMENT

Unit:1	Event Objectives	
<p>Event Objectives: Understanding the client – uncovering the needs – studying the feasibility of the event / project - confirming the objectives and the key check points of the deliverables Strategic Planning: Event Planning, Ideation & Costing - Creative's & Collaterals – sponsorship and budgeting – marketing and branding Research and Planning for Special Events that includes category of event, establish objectives and preparing event proposal</p>		
Unit:2	Event Venue	
<p>Event Venue : Venue capacity – types of seating arrangement – parking capacity – entrances to the stage and the seating area - access to main road – power supply – generator backup – dining area – cooking and catering facilities – acoustics and lighting – green rooms – operators console – permissions required – rules and regulations of venue – stage details</p>		
Unit:3	Venue Design	
<p>Venue Design: Entrance arch – welcome board – hall ceiling decor – walls - pathways – carpets – drapes –stage arrangements – podium – dais arrangements – welcome desk – registration desk – seating for VIP and press – parking plan – visitors flow – emergency exits – security points – audio and video placing.</p>		
Unit:4	Contracts	
<p>Contracts: Identifying vendors – Request for proposal – receiving proposal with sample and terms and conditions – negotiation - finalising requirements – finalising payment terms and conditions – signing of contract Invitations: Designing – approval – printing - creating guest list – despatch of invitation – use of hard copies and soft copies.</p>		
Unit:5	Food and Beverage	
<p>Food And Beverage: Number of guests – minimum guarantee – vegetarian and non-vegetarian – food serve style – dining area Risk Management: Crisis planning - prevention - preparation - provision - action phase - handling negative publicity - structuring the plan. Laws and Legislations pertaining to Events</p>		
Reference Books		
1	Shannon Kilkenny, 'The Complete Guide to Successful Event Planning', Atlantic Publishing Company – 2nd edition, 2011, 1601386990	
2	D. G. Conway, 'The Event Manager's Bible: The Complete Guide to Planning and Organizing' Constable & Robinson Pub. – 3rd edition, 2009, 1845283031	

PAPER III
CORPORATE EVENT MANAGEMENT

Unit:1	Fund Raisers	
Fundraisers: Different types of fund raisers - definition - objectives - target market - budget - strategic development - implementation - evaluation.		
Unit:2	Conferences	
Conferences: Craft a Vision of the Conference - Drafting Essential Details - Creating a Business Plan - Comparing Venues and Services - How to Evaluate Each Venue - Recruiting and Managing Registrants -online registration system - Planning On-site Details - Meeting Space Floor Plans - Ideas for an Effective Registration Table - Signage Strategies to Manage Conference Flow - logistics		
Unit:3	Tradeshows	
Tradeshows: Trade Show / Fair rules – Checklist – Merchandise - Floor plan - Construction and Electrical needs - Light - Carpet - Booth decoration - Logistic - Badges and tickets - Customer report template - Cleaning products and office supplies - Fair organization - Marketing opportunities - Cost overview		
Unit:4	Meetings	
Meetings: Topic – Location - Identify Participants- communication - Dates and Times - Presentation Needs - Catering - Final Details - itinerary - details to each participant - emergency contacts.- Meeting Day - A/V coordinators – Signage - Transport.		
Unit:5	Team Building Events	
Team Building Events: Participants profile – Objectives of Team Building event – Theme – Venue – Activities – Logistics for the event – Budget – Running the event – Volunteers roles and responsibilities - feedback		
Reference Books		
1	Judy Allen, 'Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events', John Wiley & Sons Pub. – 2nd edition, 2009, 0470155744	
2	WAGEN, 'Event Management' Pearson Pub. 2nd Edition, 2004, 0131149385	
	Ratandeep Singh, 'Meeting, Conference, Association, Event and Destination Management', Kanishkaa pub. 2nd edition, 81739182522007	

PAPER IV
EVENT MARKETING MANAGEMENT

Unit:1		
To introduce the students with basic concepts of marketing, various orientation that guide marketing and its key concepts, modern marketing – customer relationship management.		
Unit:2		
Market, Marketing & Marketing Environment, Introduction – Meaning, Importance, Modern marketing concept, Social marketing, marketing process, functions, integrated marketing, marketing mix, relevance of marketing in a developing economy. Marketing Environment – Meaning, Definition, threats & Opportunities, Organisational Environment, Social-Cultural Environment.		
Unit:3		
Market Segmentation : Meaning and Definition, Ways to segment : No Segmentation, Complete Segmentation, Segmentation according to income, age, literacy etc.		
Unit:4		
Characteristics of effective segmentation, Strategies towards market segmentation. event development and event Life Cycle – Meaning, Process, Product concept, Advertising and Sales Promotion : Meaning, Publicity, Propaganda, Sales promotion, and personal selling, Advertising effectiveness, Sales Promotion, Methods of Sales Promotion.		
Unit:5		
Theories of Motivation Goal Setting, Benefits, Group Structure, Group decision making, Effective Team, Managing Team, Processes and Issues, Theories and issues. Basis of Power, Conflict Process, Organizational Design, Nature & Dynamics, Managing Change, Work Stress		
Reference Books		
1	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid	
2	Event management, a professional approach By Ashutosh Chaturvedi	
3	Pal, Rajendra & Korlahalli, J.s. :- “Business communication” Sultan chand& sons	
4	Rai, S.m. &Urmila “Business communication” HPH	
5	Sinha, k.k. “Business communication”.	
6	Successful Event Management By Anton Shone & Bryn Parry	

PAPER V
PRACTICAL I

Concept To Reality				
Objective				
To impart training in converting a Concept into Reality Event.				
Course Content				
1	Understanding the client requirements			
2	Creating and finalizing the checklist			
3	Venue visit and finalization			
4	Concepts options and finalization			
5	Creative designing			
6	Identifying and finalizing vendors			
7	Budget finalization			
8	Production of requirements			
9	Identifying and training on day staffs			
Sl No	Phases	Method	Evaluation	Marks
1	Understanding the client requirements	Discussion	Report	10
2	Creating and finalizing the checklist	Pen n Paper	Report	10
3	Venue visit and finalization	Physical	Report	10
4	Concepts options and finalization	Pen n Paper	Presentation	10
5	Creative designs	Pen n Paper	Presentation	10
6	Identifying and finalizing vendors	Physical	Report	10
7	Budget finalization	Pen n Paper	Report	10
8	Production of requirements	Physical	Report	10
9	Identifying and training on day staffs	Physical	Report	10
10	Following Timeline	Physical	Report	10
Methodology				
At the end of the course the students will be evaluated by their understanding and reporting of the essentials of “From Concept to Reality”				
Reference Books				
1	C.P. Harichandan, ‘Event Management’, Global Vision Publishing House – First edition, 2010, 818220304X			
2	Prof.Hasmukh R. Padia, ‘Event Management (Planning, Creation and Development), Paradise Pub 1st edition			

PAPER VI
PRACTICAL II

Organizing The Event				
Objective				
To impart training in Running an Event Successfully				
Course Content				
1	Understanding the nuances of the Event Day			
2	Venue takeover and basic checks			
3	Layout marking and erection of structures			
4	Setting up of Audio and Video equipment's			
5	Doing the dry run			
6	Seating arrangements			
7	Guest lists, Registration and Welcome table			
8	Briefing and allocation of tasks to floor managers			
9	Back stage management			
10	Artist and MC management			
11	Creating Agenda and Cue sheet			
12	Feedback from client			
13	Post event feedback from team and vendors			
14	Disbursement of payments			
Sl No	Phases	Method	Evaluation	Marks
1	Understanding the nuances of the Event Day	Pen n Paper	Report	10
2	Venue takeover and basic checks	Physical	Report	10
3	Layout marking and erection of structures	Physical	Presentation	10
	Setting up of Audio and Video equipment's			10
4	Doing the dry run	Physical	Presentation	10
	Seating arrangements			10
5	Guest lists, Registration and Welcome table	Pen n Paper	Presentation	10
6	Briefing and allocation of tasks to floor managers	Physical	Presentation	10
7	Back stage management, Artist and MC management	Physical	Presentation	10
8	Creating Agenda and Cue sheet	Pen n Paper	Report	10
9	Post event feedback from client, team and vendors	Pen n Paper	Report	10
10	Disbursement of payments	Pen n Paper	Report	10
Methodology				
At the end of the course the students will be evaluated by their understanding and reporting of the essentials of “Organizing The Event”				

Reference Books	
1	Speedy Publishing LLC, 'Event Planner: Keep on Schedule with Planning Birthdays, Parties or Weddings', Speedy Publishing LLC, 2014, 1633837661
2	Debs Armstrong (Author), Jason Allan Scott (Author), Simon Burton, 'The Event Professional's Handbook Kindle eBook ', Harriman House ltd 1st edition- Kindle Book, 2016, BOILQHHPKS
3	Swarup K. Goyal, 'Event Management', Adhyaya publishers – 1st edition, 2013, 8184351801

PAPER VII
(PRACTICAL III)

Wedding's and Special Events	
Objective	
1	The necessary guidelines and procedures to coordinate execute and evaluate a Wedding and Special Event.
2	The course will be centered on the coordination of a special event/Wedding in the hospitality sector, from idea conception to implementation of the same
3	To develop a planning process, this aids the delivery of a special event/wedding.
Course Content	
Introduction to Wedding Planning and Special Events, Types of Special Events/Wedding, Arranging a Special Event, Arranging a Wedding, Budgeting & Planning, Venue, Wedding Themes, Catering, The Wedding Dress, Flowers, Transport, Invitation, Photographer, Weddings Hire and Entertainment.	
Pedagogy	
1	Class discussions.
2	Case Studies.
3	Audio/Visual class presentations.
4	Assignment and Project.
5	Experimental Group Exercise.
6	Seminars.
7	Industry based guest lectures.

PAPER VIII
INTERNSHIP – 30 days

An event planning internship could lead to your dream career. Even in our increasingly digital age, event planning requires good old-fashioned organization, relationship building, and face-to-face interaction. Your internship will provide you with hands-on experience in negotiating with vendors, coordinating logistics and timelines, and ensuring everything goes off without a hitch