

Syndicate Dated 24-04-2013 Resolution No. 20

Saurashtra University

RAJKOT

(Re- Accredited Grade B by NAAC CGPA 2.93)



Faculty of Business Management

Syllabus

for

P G Diploma in Event Management

Choice Based Credit System

Effective From

JULY – 2013

Aims

To give formal instructions and training to students to be future managers of the Event Management Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.

ADMISSION REQUIREMENTS & PROCEDURE:-**ORDINANCE & REGULATIONS :****O. PGDEM 01. Admission:**

- Candidates should be graduated from a recognized university.
- Admission in the course will be given on the basis of merit of graduation result.
- If numbers of applicant are more than the intake, the center / department will organize an entrance test.

O. PGDEM 02. Duration and span of the Course and course structure:

- The course will be of one-academic year duration divided into two semesters and for specific purpose of registration of student it will remain valid for the period of 3 years from the date of his/her initial admission in the course

O. PGDEM 03. Award of Degree

- After successful completion of two semesters of the course the candidate will be awarded POST GRADUATE DIPLOMA IN EVENT MANAGEMENT.

O. PGDEM 04.

- The total number of participants to be admitted to the Event Management programme will be 60. The fees of the course will be decided every year in the beginning of academic year by the university.

➤ O. PGDEM 05.

A student will be required to remain present in the Department on each of the working days. However, student who have put less than 75% of attendance will not be allow to appear in semester end examination to be conducted by the University. Such a candidate will be required to keep a fresh term.

The Regulations:

R. PGDEM : 01 The teaching methodology for this professional course based on the following pedagogy.

- Case Pedagogy
- Role Play
- Presentation and Seminar
- Simulation
- Quiz
- Assignment

➤ **R. PGDEM : 02** The medium of instruction and examination will be in English.

R. PGDEM : 03 Teaching & Evaluation scheduled shall be as under:

COURSE STRUCTURE OF MBAE

SEMESTER - I

	Types of Course	Course. Code	Name of Subject	EXT	INT	MP	C	TM
1	Core	PGDEM 13101	Event Communication & Presentation Skills.	70	30	40	4	100
2	Core	PGDEM 13102	Special Events, Research & Planning	70	30	40	4	100
3	Core	PGDEM 13103	Event Accounting & Costing	70	30	40	4	100
4	Core	PGDEM 13104	Event Marketing, Advertising & PR	70	30	40	4	100
5	Project	PGDEM 13105	Project work on event activities	100		40	4	100
Total				380	120	200	20	500

SEMESTER - II

	Types of Course	Course Code	Name of Subject	EXT	INT	MP	C	TM
1	Core	PGDEM 13201	Event Production & Logistics	70	30	40	4	100
2	Core	PGDEM 13202	Event Laws & Licenses	70	30	40	4	100
3	Core	PGDEM 13203	Advance Aspects of Event Management	70	30	40	4	100
4	Practical study	PGDEM 13204	Comprehensive project : Event planning including event costing	200		80	8	100
Total				410	90	200	20	500

Abbreviations:

O = Ordinance
MP = Minimum Passing Marks
TM = Total Marks

EXT = External Examination
C = Credit per week

***For project guidance one credit for one contact hour.**

R. PGDEM : 04 To pass a subject and course student will be required to obtain 40% marks in each component that is 40% marks i.e. 12 out of 30 and 28 out of 70 marks.

R. PGDEM : 05

The CBCS is student centric not only in the teaching-learning processes but also in their evaluation process. In CBCS, the evaluation process is divided into two parts under the CBCS. The first part-consists of Comprehensive Continuous Assessment (CCA) and the second part consists of the Semester end examination. In the CBCS, the evaluation process shall follow the norm that the faculty, who teaches the course, shall conduct the Comprehensive Continuous Assessment (CCA) and the Semester end examination (SEE). The concerned faculty shall be accountable for transparency and reliability of the entire evaluation of the student in the concerned Course.

The framework for Comprehensive Continuous Assessment:

Although assessment and evaluation process in CBCS is in continuous mode, for the purpose of finally letting the candidate know his/her progress periodically, an assessment is divided into four discrete components for reporting the scores to the student as earned by him or her.

The details of the Continuous Assessment are summarized in the Table below:

Component	Units covered In a course	Mode of Evaluation	Weightage	Period of Continuous assessment
1	1 st 30%	Assignments	10%	First part of the semester. To be completed by 5 th week
2	2 nd 30%	MCQ Test	10%	Second part of the semester. To be completed by 10 th week
3	Remaining-40%	Seminar Presentation	10%	Third part of the semester. To be completed by 15 th week
4	100%	Semester end Examination	70%	To be completed between 18 th and 20 th week

- In case a student fails to secure 12 out of 30 in the CCA (all three components taken together), he/she shall not be allowed to appear for the Semester end examination. If

candidate is not appearing in internal examination, he / she will be allowed one more chance to appear for retest and his/her passing marks (Actual marks obtained in retest or passing marks whichever is less) will be consider for grade only.

R. PGDEM 6

Semester End Examination (SEE)

- The duration of the semester-end examination shall be 3 hours per course. A question paper for semester-end examination shall not expect the student to reproduce the answers by memorizing the topics, but it shall rather examine the candidate's creativity, comprehension, problem solving ability, interpretation and awareness capabilities.
- Minimum passing mark in external examination is 28 marks out of 70 marks.

R. PGDEM 7

Project Report

- Project Report: 05 Students Projects Guidance will equal to 20 hours of teaching.
- For Project Report in semester - I students have to select appropriate organization for the purpose and understand its functioning and develop a report on working of the organization. The objective of this project is to know how any event is planned and implemented by any successful organization. The paper is equivalent to 100 marks. The written part of the project shall account for 50 marks and the viva voce shall account for 50 marks. Evaluation will be done by the Board of Examiners duly appointed by the university. The Student will be guided by the relevant faculty and the event management company.

R. PGDEM 8

Comprehensive Project work:

- Comprehensive Project: 05 Students Projects Guidance will equal to 20 hours of teaching.
- Students have to plan any event and make its projection and planning with the help of his guide. The paper is equivalent to two papers (200 marks). The written part of the project shall account for 100 marks and the viva voce shall account for 100 marks. Evaluation will be done by the Board of Examiners duly appointed by the university.

R. PGDEM 9

Promotion, Re-Admission Rules & Maximum Time for Completion of Course

- From semester I to semester II, if a student undergoes a regular course of study of the semester I and fulfills the required criterion of attendance and secures minimum 12 (out of 30) marks in the internal assessment component.

R. PGDEM 10

- A candidate having obtained graduation degree from other than Saurashtra University, will required to obtain eligibility certificate from the university.

R. PGDEM 11

- **The provisions for the award of Class and passing standard shall be the same as it is decided by the Syndicate in its meeting dated 13-02-2013 resolution number 20 and it will be stand amended as an when it is revised by the Syndicate.**

R. PGDEM 12 Candidates must forward their applications for admission to university examination to the Registrar on or before the prescribed date with a certificate of attendance duly signed by the Head of the Department along with the examination fees fixed by the University.

R. PGDEM 13 30 % internal evaluation shall be within the exclusive preview of the concerned Head of the center / Department which requires purity, transparency accuracy in the evaluation & assessment of students. The benefits of re-assessment scheme will not be made available to the students in this regards.

R. PGDEM 14 there will be theory and practical examination (Where it is prescribed in the syllabus) at the end at each semester. The viva voce examination will be conducted at the end of semester.

Detail Syllabus:

Semester I

EM 13101EVENT COMMUNICATION & PRESENTATION SKILLS

Unit I

Written communications, (Official, demi-official, Invoice, tender, proposal).
Verbal communications, Personality, attitude

Unit II

Presentation skills and use of computer in events

Unit III

Personnel grooming, expression, bearing.

Unit IV

body language

Unit V

Mobile and net, mailing official, leaning computer and excel

EM 13102 SPECIAL EVENTS, RESEARCH & PLANNING

Unit I

Types and category, Sports, Rallies, Wedding, social, adventure

Unit II

Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools

Unit III

Protocols, Dress codes, staging, staffing

Unit IV Code of ethics, professional association

Unit V handling venders

EM 13103: Event Accounting & Costing

Unit I Understanding accounting

Unit II Budget,

Unit III Breakeven point,

Unit IV Cash flow analysis,

Unit V Profit & loss statement, balance sheet, financial control systems

EM 13104: Event Marketing, Advertising & PR

Unit I

Nature of Marketing, Process of marketing, Marketing mix, Sponsorship

Unit II

Image, Branding, Advertising, Publicity and Public relations

Unit III

Understanding service marketing

Unit IV

Branding

Unit V

Advertising and PR for event management organization

EM 13105: Project work on event activities

Semester – II

EM 13201: Event Production & Logistics

Unit I

Concept, theme, Fabrication, light & sound, handling vendors

Unit II

Logistic policy, procedures, performance standards functional areas, motivation and leadership

Unit III

Understanding Food and Beverages industry

Unit IV

Understanding decoration industries

Unit V

Developing understandings about other relevant industries.

EM 13202: Event Laws & Licenses

Unit I Relevant legislations, liquor licenses,

Unit II trade acts,

Unit III stake holders and official bodies, contracts

Unit IV Security related issues

Unit V Handling other legal issues of event management.

EM 13203: Advance Aspects of Event Management

Unit I Preparations,

Unit II accounting for series of events with one part and many party

Unit III Designing,

Unit IV Mega events coordination, safety

Unit V Monitoring and evaluation

EM 13204: Practical Study: Comprehensive Project Report Event planning including event costing,