



UNIVERSITY OF RAJASTHAN
JAIPUR
SYLLABUS

Certificate and Diploma in Event Management

(Semester Scheme)

Examination – 2023-24

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(Academic)
University of Rajasthan
JAIPUR

CENTER FOR ENTREPRENEURSHIP AND SKILL DEVELOPMENT

Scheme of the Course

Certificate and Diploma Course in Event Management

Courses Objectives		
<ul style="list-style-type: none">➤ To develop basic understanding about event management➤ To develop basic entrepreneurship skills➤ To orient for their own venture setup➤ To boost start-ups.		
Eligibility Criteria for Admission		
<ul style="list-style-type: none">➤ 10+2 (Arts, Commerce, Science or any other Discipline) with 45%marks in aggregate		
Number of Seats 50, Fees Rs.12,000/- Per Semester		
Scheme of the Examination		
<ul style="list-style-type: none">➤ Duration of the Courses - Certificate Course One Semester (6 Months) - Diploma Course Two Semesters (12 Months)		
<ul style="list-style-type: none">➤ There will be six (6) papers (6 credits 3L,3T each) each in Certificate course as well as in Diploma course and each paper will have three hours of duration of examination.		
<ul style="list-style-type: none">➤ Medium of instruction will be both in Hindi and English		
<ul style="list-style-type: none">➤ There will be five questions in all. The candidates will be required to attempt all the questions selecting one question from each unit with an internal choice (either/or).Each paper shall consist of 100 marks.		
<ul style="list-style-type: none">➤ Every candidate for the above Certificate and Diploma examination shall be required to offer the following papers.		
Certificate and Diploma Course in Event Management		
S. No.	Certificate Course (Ist Semester)	Diploma Course (IInd Semester)
1.	Principles of Event Management	Behavioral Aspects at work
2.	I.T. for Event Management	HRM for Event Industry
3.	Event Marketing Management	Event Laws and Licenses
4.	Business Communication & Negotiation Skills	Event Logistics
5.	Basic Event Accounting	Special Events
6.	Project Report (Based on 45 days field Training)	Project Report-Viva


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Paper No. 101 : Principles of Event Management

Unit - I

Introduction : Event Management-Meaning-Need-Analysis of Event, Scope of Event, Decision Makers- Event Manager, Technical Staff- Establishing of Policies and Procedure – Developing Record Keeping Systems.

Unit - II

Event Management Procedure : Principles for Holding an Event, General Details, Permissions-Policies, Government and Local Authorities, Ethical Issues in Event Management.

Unit - III

Phonographic Performance, License, Utilities – Fire Brigade, Ambulance, Catering, Electricity, Water, Taxes Applicable.

Unit - IV

Conduct of an Event : Preparing a Planning Scheduling, Organizing Tables, Assigning Responsibility, Communication and Budget of Event – Checklist, Computer Aided Event Management, Roles and Responsibilities of Event Management for different Events.

Unit - V

Corporate Events : Planning-Job Responsibility-Arrangements-Budgeting-Safety of Guests and Participants, Creation of Blueprint, Managing Social and Central Events.

Suggested Readings:

1. Event Entertainment and Production- Author: Mark Sonderm CSEP Publisher: Wiley& Sons, Inc.
2. GhouseBasha - Advertising & Media Mgt, VBH.
3. Anne Stephen-Event Management, HPH.
4. K. Venkataramana, Event Management, SHBP.
5. Special Event Production- Doug Matthews - ISBN 978-0-7506-8523-8
6. The Complete Guide to successful Event Planning-Shannon Kilkenny
7. Human Resource Management for Events - Lynn Van der Wagen (Author)
8. Successful Team Manageemnt (Paperback) - Nick Hayed (Author)
9. Event Management & Public Relations by Savita Mohan-Enkay Publishing House
10. Event Management & Public Relations By Swarup K. Goyal-Adhyayan Publisher


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Paper No. 102 : IT for Event Management

Unit - I

Computer Fundamentals : Data and Information, Characteristics of Computers, Various Fields of applications of computers, Input–Output Devices (Hardware, Software, human ware and Firmware) Advantage of limitations of Computer, Classification of Computers. Data Representation : Different Number system (Decimal, Binary, Octal and Hexadecimal) and their Inter Conversion.

Unit - II

Computer Software : Types of Software, Application software and system software, compiler and Interpreter. Computer Memory : Primary Memory & Secondary Memory. Storage Media. Introduction to Windows, **Operating System** : Renaming Coping and Deleting the directory File Manipulation: Creating a file, Deleting, Coping, renaming a File.

Unit - III

Ms-Word : Creating, Saving, Opening, Importing, Exporting and Inserting documents, Formatting pages, Alignment, Paragraphs and Sections. Indents and Out dents, Creating lists and numberings, Formatting Commands: Headings, Styles, Font and Size editing, viewing Text, Finding and Replacing Text, Headers and Footers, Inserting Page Breaks, Page Numbers, Special Symbols and Dates Mails Merge, Preview and Printings Command.

Ms-Power Point : History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto content wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting Pictures and graphics and Printing Slides.

Unit - IV

MS-Excel: Introduction, Creating, Saving, Opening, Spread Sheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

Note: Relevant Practical Applications should be discussed in class.

Suggested Readings:

1. Ram,B.(2018).Computer Fundamentals Architecture and Organization. New Delhi: Age Publications
2. [Sinha, P.K. and Sinha, P. (2017).Foundation of computing. New Delhi: BPB Publications.
3. Arora, A. (2015) Computer fundamentals and applications. Vikas Publishing.
4. Rajaraman,V.(2014).Fundamentals of Computers. Delhi: Prentice-Hall.
5. Roger,J. (2010). MicrosoftAccess 2010. Delhi:Pearson Education.
6. Forouzan,(2009).Basics of Computer Science. India: Cengage Learning

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Paper No. 103 : Event Marketing Management

Unit - I

Introduction : Concept, Nature, Scope and Importance of Marketing, Marketing Segmentation, Marketing Environment

Unit - II

Introduction to Event Marketing : Objectives and Scope of Event Management, PS of Event Marketing: Product, Promotion, Price, Public Relations, place. Internal versus External Event Marketing

Unit - III

Sponsorship: Developing Sponsors, Selling Sponsorships, Overcoming Sponsor Objections Negotiating your Sponsorship, closing the Sponsorship, Sale, Servicing Sponsorship Sales, Evaluating Sponsorships. Online Event Marketing

Unit - IV

Event Promotion : Introduction, Tools of Promotion, Advertising, Mail outs/ Email, Media

Promotional Methods : Direct Marketing, Word of Mouth, Hospitality, websites., Sales

Unit - V

Publicity: Marketing and Publicizing the Event, Branding, Print, Design and Production, Advantages and Disadvantages of Publicity, Modes of publicity

Suggested Readings:

1. Allen Judy, "Marketing your Event Planning Business: A Creative Approach to Gaining the Competitive edge", John Wiley & Sons.
2. Anton Shone & Bryn Parry, Successful event Management, Cengage Learning
3. Ashutosh Chaturvedi Event Management, a professional approach, Global India Publications
4. Kothari, Mehta, Sharma: Marketing Management
5. Gaur, Sanjaya S. and Sanjay V. "Event Marketing and Management ", Vikas Publishing
6. Leonard H. Hoyle, Event Marketing, Wiley India.
7. Razaq Raj, Paul Walters & Tahir Rashed, Event Management, an integrated & practical approach, Sage Publications
8. Sanjaya singh Gaur, Sajay V. Saggere Event Marketing and Management , Vikas Publications.

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Paper No. 104: Business Communication and Negotiation Skills

Unit – I

Business Communication: Meaning, Nature, Importance, Objectives; Process of Communication, Effective Communication, Media of Communication, 7 C's of Communication, Types of Communication

Unit – II

Barriers of Communication, Overcoming Barriers, Effective Listening, Public Speaking, Seminar, Presentation, Interview, Group Discussion

Unit – III

Business Letters: Layout, Kinds, Report Writing: Format, Types of Report, Application for Employment, Resume Writing: Preparing the Resume, Do's & Don'ts of Resume.

Unit - IV

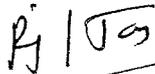
Negotiation: Concept, basic terms, defining the language and conceptual framework to develop strategy for deal making negotiation, conflict management, dispute resolution, third party negotiation.

Unit - V

Multiparty and team negotiations. Negotiation basic principles. Negotiation traps, reasons for inefficiency. Negotiation myths, cross cultural negotiations.

Suggested Readings:

1. Chaturvedi & Chaturvedi, Business Communication, Pearson Education, Delhi
2. Diwan, Parag, Communication Management, Deep Publication Pvt. Ltd, Delhi
3. Pandey, H.S. & Pareek, Neelima, Business Communication, RBD Publication, Jaipur
4. Rajendra Pal and J.S. Korhali, Essentials of Business Communication, Sultan Chand & Sons, New Delhi
5. Himanshu Rai, Negotiation, Tata Mc Graw Hill


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Paper No. 105 : Basic Event Accounting

Unit - 1

Introduction to Event cost Accounting: Objectives and Scope, Event Cost Centres and Cost Units, Event Cost Classification, Profit measurement, Decision making and control, Elements of Costing system, Cost Ascertainment, Material Cost, Employee cost, direct Expenses, Overheads.

Unit - II

Event costing- Fixed Cost and Variable Cost, PV Analysis, Break Even Point Analysis for Events

Unit - III

Budget and Events- Introduction, Making the Budget, Do's, Don'ts, Contingency, Monitoring the budget, Budget Review and Control

Unit - IV

Income Categories for an Event, Expenses, Venue, Outdoor Venues, Indoor Venues, Budget for Sets, Security, Sound and Lights, Generators, walkie Talkie, Pyros, Advertising PR, Printing, Hoarding, Transport, Public Relations, Performers,

Unit - V

Making a Cost Statement and profit calculation. Use of Cost Centers In Event Management, Event Management Fees, Percentage of the total events cost, flat fees package price.

Suggested Readings:

1. Advanced Accountancy –R.L. Gupta and Radhaswamy
2. Advanced Accountancy -Parveen Sharma,
3. Accountancy -Kapileshwar Bhalla
4. Management Accounting- Brown and Howard
5. Management Accounting-Khan and Jain
6. Management Accounting-S.N.Maheswari

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Paper No. 106 : Project Report and Viva-Voce

Each Student will be required to submit a Project Report based on a filed visit conducted by him/her under the guidance of a supervisor appointed by CESD. The Viva-Voce will be based on the Project Report. Submitted by the candidates.

Project Report-50marks

Viva-Voce -50marks

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DIPLOMA COURSE (IIND SEMESTER)

Paper No. 201 BEHAVIORAL ASPECTS AT WORK

UNIT I

Media in event management: Writing Press Releases and Reports, Media Relations and Press Releases, Communicating with the customers

UNIT II

Managing special events: Staging an event, Wedding and party coordination, Fashion show as an event, Exhibition

UNIT III

Selecting contracting and managing performers, Corporate sponsorship for promotional events and programs, How to avoid mistakes

UNIT IV

Uses of information technology for events : Areas of event planning and control that can benefit from IT, Possible limitations of IT for events, Use of information software, Implementation of a computer system for an event, Evaluation and control procedures for the IT, Considerations in implementation of a computer system for an event

UNIT V

Catering as an event management tool : Temporal Art, Location, Equipment, Utilities, Time constraints, Service styles, Catering ideas

Suggested Readings :

1. Dr. Bhiwandiwala: Research Module on Event Marketing and Special aspects of Event Management, National Institute of Event Management.
2. Kalai Selvan N: Event Management and Marketing, ICFAI.
3. Barry Avrich : Event and Entertainment Marketing: A Must Guide for Corporate Event Sponsors and Entertainment Entrepreneurs, Probus Professional Publication.
4. Gibson G. Vedmani: Event Management – Functional principles & Practices; Jaico publishing house. Chetan Bajaj, Rajnish Tuli, Nidhi V. Srivastava; Event Management, Oxford university press.
5. Swapna Pradhan : Event Management, Tata McGraw Hill
6. Barry Berman, Joel R Evans: Event Management – A strategic approach; Pearson Education.

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Paper No. 202 HRM FOR EVENT INDUSTRY

UNIT I

Introduction to Human Resource Management : Human Resource Management- Meaning, Importance, nature, scope & Objectives; Evolution and Development of Personnel Management and HRM; Functions and Activities of HRM; line & staff role of HR

UNIT II

Acquiring Human Resources : HR Planning & its process, Job Analysis: job design & Job Description, Job Specification, Role Analysis, Recruitment; Selection, interviews and salary negotiations, Appointment, legal aspects of employment contract, placement and joining formalities and Induction.

UNIT III

Training and Developing Human Resources : Meaning, need, objectives; training needs assessment, training methods, training evaluation, executive development

UNIT IV

Compensating Human Resources : Job Evaluations, Compensation Administration; Incentive Plans and Fringe Benefits, Emerging statutory aspects of compensation & benefits

UNIT V

Performance Appraisal Process : Definition, purpose, objectives, benefits, steps in appraisal program, methods of performance appraisal. Potential appraisal

Suggested Readings :

1. L.M.Prasad, Human Resource Management, Jain Book Depot, 2005
2. Gary Dessler, Human Resource Management, Prentice Hall of India, 10th edition, 2004
3. Michael Armstrong, Human Resource Management Practice, Kogan Page Ltd, 10th edition, 2006
4. R.S.Dwivedi, Human Resource Management, Galgotia Publishing House, 2007
5. Robert L. Mathis and John H. Jackson, Human Resource Management, South-Western College Publications, Edition 11
6. N.P.Agarwal, R.K.Tailor, Human Resource Management, RBSA Publishers, 2009
7. Dessler Gary, Framework for Human Resource Management, Pearson Education, 7th Edition, 2013
8. Jyothi P and Venkatesh D N, Human Resource Management, Oxford University Press, 2nd Edition, 2012
9. Aswathappa K, Human Resource Management: Text and Cases, TataMcGraw Hill, 6th Edition, 2011

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Paper No. 203 EVENT LAWS AND LICENSES

UNIT I

Introduction to Contract: Meaning of contract, Important definitions, Valid essentials of contract, Difference in agreement and contract, Classification of Contracts

Proposal and Acceptance: Meaning of proposal, Types and legal rules, Acceptance,

UNIT II

Contractual capacity : Meaning, Minors, effects, person of unsound mind, Persons disqualified by other laws,

Free consent, Consideration

UNIT III

Forming your own event company : Legal aspects of the event company formation, TDS rates, Self marketing your own event company, Event company set-up

UNIT IV

Tax Tips in events :Salaries, Income Tax, Bombay shop and establishment Act

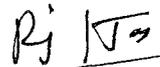
UNIT V

Other Important Information : Permissions Required for holding an event, Permissions for open ground event,

Entertainment tax and Bombay entertainment duty act, Service tax for event management services and related service

Suggested Readings :

1. Swapna Pradhan, Event Management McGraw Hill
2. Berman and Evans, Event Management – A strategic approach, MacMillan Publishing Co.
3. Levy and Weitz , Event Management, Tata McGraw Hill
4. Bajaj Chetan, Tuli Rajnish Srivastava Nidhi: Event Management, Oxford Univ. Press
5. Kapoor, N. D., Elements of Mercantile Law, Sultan Chand & Sons, New Delhi
6. Tulsian, P. C., Business Law, Tata McGraw-Hill Publishing Company, New Delhi, 2006
7. Dr. Bhiwandiwalla: Research Module on Event Production, event law and catering, National Institute of Event Management.
8. Aggarawal, Rohini, Student's guide to Mercantile & Commercial Laws, Taxmann Allied Services Pvt. Ltd., New Delhi.


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Paper No. 204 Event Logistics

Unit I

Event Elements Assessment: Key Elements, Event evaluation-need and parameters

Event Space Considerations: Purpose, Cost, suitability, capacity, resource availability, parking, Space Layouts **Unit II**

Tented Events: Suitability, event suitable timings, contingency planning-weather, hygiene and sanitation, post event operations

Event Technology – Latest trends, Audio Visual Aids, lighting, special effects, event security technology

Unit III

Entertainment: Types of entertainment, purpose, content, analyzing performance – music, dance, theater and other creative performances, working with the performers – mindset, amenities, communications, the special case: celebrities.

Production Planning: compliances, site layout, venue management, set ups, production schedules, supervising events, team and client coordination; Pre-show, the show and postshow- follow up with team & clients

Unit IV

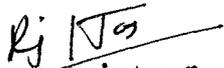
Event Design, Venue Design, Site Design, Audio-Visual production, Budgeting & Negotiation, Technical Design, Health & Safety, Adaptation and Coordination, Follow-up with events coordinators, Run Charts, Flight booking of Artists & Guest, Visa assistance, Hotel booking, Airport and hotel transfers

Unit V

Booking of facilities and technical equipment i.e. Sound, Lights, Audio Visual facilities, hiring of interpreters, Catering services, Secretarial support, preparation of Badges, Name plates, Conference kits, brochures, Posters, Backdrop, Panels, Standees, Banners etc.

Suggested Readings:

1. Sonder, Mark. “Event Entertainment and Production” Wiley, ISBN:
2. Matthews, Doug. “Special Event Production - The Process”, A ButterworthHeinemann Title
3. Halsey, Troy. “Freelancers Guide to Corporate Design”, A Butterworth-Heinemann Title
4. Wagen, Lynn. And Carlos, Brenda. “Event Management: For Tourism, Cultural, Business and Sporting Events”
5. Shone, Anton and Parry, Bryn. “Successful Event Management - A Practical Handbook”


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Paper No. 205 Special Events

UNIT I

WEDDINGS : 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.

UNIT II

Staging Events: Introduction- The Stage, Themes and design, Programming, Choice of venue, Audience and guests, Logistic, Power, lights, sound, audio visual, Props and decoration, Catering, Performers and hospitality

UNIT III

EXHIBITIONS & TRADE FAIR: Introduction to Exhibitions and Trade Fairs, Scope of exhibition and trade fair, Types of exhibitions and fairs, element of exhibition planning, duties and responsibilities of key trade fair and exhibition personnel, Players of exhibition, Exhibition fees, Shipping methods and Marketing and promotional plan for exhibitions.

UNIT IV

Conceptualising the Event: Introduction, Stakeholders in event, The host organization and the host community, Sponsors and media, Co-workers , participants and spectators, Sourcing events- Bidding, Franchising, Developing and creating new events

UNIT V

Conference Management : Introduce students to key elements of conference management, Types of conference, Details Planning of Why, What and Where the conference, Executive checklist, Session Planning and Timing, Type of Presentation, Role of delegates/audience, Policies related to conference, Promotion of Conference, Documentation and administration related to organization of Conference.

Suggested Readings:

1. Barry Avrich : Event and Entertainment Marketing: A Must Guide for Corporate Event Sponsors and Entertainment Entrepreneurs, Probus Professional Publication.
2. Koontz and Wechrich H, Essentials of Management, Tata McGraw-Hill, New Delhi.
3. Stoner, Freeman, and Gilbert, Management, Prentice Hall of India, New Delhi.
4. Tanaz Barur: Successful Event Management, Rupa & Co.
5. Glenn Bowdin, Johnny Allen, William O'Toole, Rob Harris, Ian McDonnell- Event Management.
6. Dr. Bhiwandiwalla: Research Module on Event management, National Institute of Event Management

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7. Kalai Selvan N: Event Management and Marketing, ICFAI.

Paper No. 206 Field Report

Each student will be required to do case studies, Field Work, Project related to the syllabus. They will be required to prepare and submit a report file on the same for internal evaluation as well as external evaluation.

The panel of examiners will evaluate the practical file.

100 Marks

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