

**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR  
UNIVERSITY, SOLAPUR**

**SKILL DEVELOPMENT CENTRE**



**Course Name: Certificate Course in Event  
Management**

**Year- 2023**

**Syllabus**

**Duration of course:** 6 Month

**Need of Course:**

- 1 To understand the process of managing and marketing events from conceptualisation, planning and feasibility analysis, to staging the event and post-event evaluation.
- 2 To explain the students about event management as a career option
- 3 To aware the students about the new dimensions of the event management.
- 4 To understand about planning and managing an event.

**Employment and Entrepreneurship Opportunities from Course:**

- 1 Event management offers a wide range of job roles like event manager, Event planner, marketing & promotion specialist and product manager in dynamic and growing industry.
- 2 Start event marketing agency
- 3 Provide event décor and design services
- 4 Start own event management planning business.

**Tentative Fees:** 2000

**Minimum Admission Eligibility for Student:** 25% <sup>12th</sup>

**Eligibility for Teacher to teaching this course:** Degree

**Course Duration:** 6 Months

Name of Skill Course	Duration	Name of Paper	Paper	Hours Per Paper	Th.	Int	Pract .	Credits
Certificate Course in Event Management	6 Months	Introduction to Event management	I	45	80	20	0	3 Credits
		Event Management Protocol, Security and Evaluation	II	45	80	20	0	3 Credits
		Report Writing - Practical	III	45			100	3 Credits
		Case Studies - Practical	IV	45			100	3 Credits
Total				180	160	40	200	12 Credits

**Abbreviations:**

Th.- Theory Evaluation,

Int.- Internal Evaluation,

Pract. - Practical Evaluation.

**SYLLABUS Details**

1)	Paper Title	<b>Introduction to Event management</b>		
2)	Paper No	01		
3)	Objectives of Paper	1. To understand event management		
		2. To able to review the planning and delivery of a event		
		3. Describe the various forms of feasibility in event management		
		4.To understand the different aspects of event management		
4)	Expected out comes from Paper	1. Develop the expertise to plan and execute wide range of events.		
		2. At the end of the course students will be enable to widen their knowledge on organizing events from conception, designing, planning, budgeting and marketing to the final execution.		
5)	<b>Content</b>			
	Unite-1	<b>Concept and Design of Events</b> A) Event – Definition, Objectives and Importance B) Classification of Events C) Creating and Developing Events D) Five-card Draw: Playing the Five Senses		Hour    10
	Unite-2	<b>Event Planning and Management</b> A) Event Planning - Benefits of Event Planning B) Five ‘Cs’ of Successful Event Planning C) Activities in Event Planning and Management D) Event Planning Timeline		Hour    10
	Unite-3	<b>Event Feasibility</b> A) Risks Feasibility, Time Feasibility, Funding Feasibility, Support Feasibility, Staffing Feasibility, Venue and Equipment Feasibility & Environmental Feasibility B) SWOT Analysis		Hour    10
	Unite-4	<b>Different Aspects of Event Management</b> A) Stage Management - Responsibilities of Stage Manager, Stage Manager Duties: Live Events		

		B) Budgeting in Event Management - Criteria in Budget development, Budget Control C) Leadership Skills & Qualities D) Success of the Event - Understanding Key Performance Areas, Event Feedback	Hour 15
6)	Reference Book	1. Sukhpreet Kaur, Event Management DMGT 304, Lovely Professional University. 2. Event Management, HM-402, Uttarakhand Open University 3. Devesh Kishore and Ganga Sagar Singh, Event Management: A Booming Industry And An Eventful Career. 4. John Wiley & Sons, Inc., The Wiley Event Management Series 5. Taylor, P. and Torkildsen, G. (2011) Torkildsen's sport and leisure management. 6th ed. London: Routledge. 6. Successful Event Management – A Practical Handbook by Anton Shone & Bryn Parry 2nd Edition	

#### SYLLABUS Details

1)	Paper Title	<b>Event Protocol, Security and Evaluation</b>	
2)	Paper No	02	
3)	Objectives of Paper	1. To discuss the concept of protocol in event management	
		2. To identify the constituents of efficient staffing	
		3. To discuss the need to know crowd management	
		4. To discuss the need of monitoring, control & Evaluation	
4)	Expected out comes from Paper	1. Understand the protocol during the event.	
		2. Ensuring the success of an event and the satisfaction of both organizers and attendees.	
		3. Ensure that everyone can exit the venue safely in case of an emergency.	
		4. Ensure the success of an event and identify areas for improvement	
5)	<b>Content</b>		
	Unite-1	<b>Protocol and Staging</b> A) Objectives of Protocol B) Event Venue Selection C) Organizing and Staging a Special Event D) Essentials Staging	Hour  15

	Unite-2	<b>Staffing</b> A) Recruitment and Selection of Workforce for Events B) Preparing Job Description for Event Staff C) Education and Training for Event Staff D) Top Tips for Event Staff Management	Hour  15
	Unite-3	<b>Crowd Management and Evacuation</b> A) Crowd Management B) Crowd in Panic C) Evacuation D) Emergency Evacuation	Hour  15
	Unite-4	<b>Monitoring, Control and Evaluation</b> A) Monitoring and Controlling Purpose Objectives Other Monitoring Information B) Evaluating the Event Completing the Event Event Management Checklist Coding	Hour  10
	6) Reference Book	1. Sukhpreet Kaur, Event Management DMGT 304, Lovely Professional University. 2. Event Management, HM-402, Uttarakhand Open University 3. Devesh Kishore and Ganga Sagar Singh, Event Management: A Booming Industry And An Eventful Career. 4. John Wiley & Sons, Inc., The Wiley Event Management Series 5. Taylor, P. and Torkildsen, G. (2011) Torkildsen's sport and leisure management. 6th ed. London: Routledge. 6. Successful Event Management – A Practical Handbook by Anton Shone & Bryn Parry 2nd Edition	

### SYLLABUS Details

1)	Paper Title	<b>Report Writing - Practical</b>	
2)	Paper No	03	
3)	Objectives of Paper	1. To understand the important aspects of planning and organizing an event.	
		2. To identify the different resources used in the event.	
		3. To identify the strengths and weaknesses of the event and areas for improvement.	
4)	Expected out comes from Paper	1. Demonstrate knowledge and ability to identify risk areas, evaluate safety measures	
		2. Students will be acquired the knowledge about the new techniques in event management.	
		3. Student will get knowledge about report writing.	
5)	<b>Content</b>		
	Practical	<b>Report Writing</b> 1. Students have to observe any two events from the beginning to the end. 2. Observe and list the activities and resources involved in the event. 3. SWOT Analysis of that particular event. 4. Identify the problems and give the suggestions to improve the quality of event.	Hour 45

### SYLLABUS Details

1)	Paper Title	<b>Case Studies - Practical</b>	
2)	Paper No	04	
3)	Objectives of Paper	1. To acquaint students with planning and management of event.	
		2. To identify the different resources used in the event	
		3. To understand different types of events	
4)	Expected out comes from Paper	1. Develop analytical abilities to face the event management.	
		2. To prepare Planning and management timeline and safety measures of event management.	
		3. Demonstrate knowledge and ability to review, analyze events and relate to case studies.	

5)	Content		
	Practical	Wedding Ceremony Birth Day Celebration Stage Show Leader Speech Festival/Carnival Rallies Exhibitions & Trade Fairs Conference & Seminars etc. <b>Case studies should include:</b> Successful Event Planning Develop an Event Budget Event Management Timelines Crowd Management and Evacuation Monitoring, Control and Evaluation	Hour  45



Principal

 B.P.Sulakhe Commerce  
 College, Barshi-413411

**Attachment - II****EXAMINATION PATTERN : -****A) Theory Paper Title & Total Mark & Minimum Passing Marks**

Sr. No.	Paper Title	Total Marks	Minimum Passing Marks
1	Introduction to Event management	Theory 80 + Int.20 = 100 Marks	80 = 32 20=8
2	Event Management Protocol, Security and Evaluation	Theory 80 + Int.20 = 100 Marks	80 = 32 20=8

**B) Practical Paper Title, Total Marks & Minimum Passing Marks**

Sr. No.	Paper Title	Total Marks	Minimum Passing Marks
1	Report Writing - Practical	100 Marks	40
2	Case Studies - Practical	100 Marks	40

**NOTE :-**

- 1) 45 hours for each Paper is mandatory
- 2) 3 Papers requires for Basic Certificate Course (including Theory & Practical)
- 3) 4 Papers requires for Certificate Course (including Theory & Practical)
- 4) 6 to 8 Papers requires for Diploma Course (including Theory & Practical)

  
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Nature of Theory Question Paper I & II

Course Title: "Certificate Course in Event Management"

Time: 3 Hrs.

Total Marks: 80

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**Instructions:**

1. All questions are compulsory.
2. The figure to the right indicates **full marks**.
3. Use of logarithmic table and calculator is allowed.

**Q.No.1) Multiple choice questions.**

**(20)**

1. \_\_\_\_\_

a)                      b)                      c)                      d)

2.

3.

4.

5.

6.

7.

8.

9.

10.

**Q.No.2) Write Short Note (any Four)**

**(16)**

1.

2.

3.

4.

5.

6.

**Q.No.3.) Write Answer in Details. (Any Two)**

**(14)**

1.

2.

3.

**Q.No.4) Write Long Answer (any one).**

**(15)**

1.

2.

**Q.No.5) Write Long Answer.**

**(15)**

1.

**Internal Examinations of Total Marks: 20**

Pattern / Examination nature may be as follows (Any Two of Following):

Written test/ Seminar/ PPT Presentation/ Open book examination / Field Work report / Project Report etc.

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**Nature of Practical Question Paper III**

**Course Title: "Certificate Course in Event Management"**

**Total Marks: 100**

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**Instructions:**

1. Write Report any two events as per instruction given below.

**Section-I**

1. Students have to observe any two events from the beginning to the end.
2. Observe and list the activities and resources involved in the event.
3. SWOT Analysis of that particular event.
4. Identify the problems and give the suggestions to improve the quality of event.

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**Nature of Practical Question Paper IV**

**Course Title: "Certificate Course in Event Management"**

**Total Marks: 100**

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**Instructions:**

1. Select any two events from section-I.
2. Write Case Study as per section-II.

**Section I**

Wedding Ceremony  
Birth Day Celebration  
Stage Show  
Leader Speech  
Festival/Carnival  
Rallies  
Exhibitions & Trade Fairs  
Conference & Seminars etc.

**Section II**

**Case studies should include**

1. Successful Event Planning
2. Develop an Event Budget
3. Event Management Timelines
4. Crowd Management and Evacuation
5. Monitoring, Control and Evaluation

  
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