



Kavikulaguru Kalidas Sanskrit University, Ramtek
Program Structure

Name Of the Program:- Diploma in Event Management

Program Curriculum (Syllabus)

Approved by the BoS No. 01/2018, dt. 26/11/2018, Item No.10..
(Onwards 2019-20)

1	Name of the Program	Diploma in Event Management
2	Program Code	
3	Program Abbreviation	DEM
4	Program Level (PG/ UG/ PG Diploma/ Diploma/ Certificate etc.	Diploma Level
5	Subject	Management
6	Name of the Faculty	Faculty of Education and Other Branches of Learning
7	Name of the Board of Study	Board of Hospitality & Travel & Tourism
8	Name of the Department	
9	Assessment Type	University Assessment and College Assessment
10	Examination Type & Paper Pattern	Annual examination (100 marks each)
11	Separate Passing	No
12	Program Type	Professional
13	Program Duration	1 year
14	Program Description	Diploma in Event Management
15	Program Objectives	The Program objectives are disseminating formal instruction and training to the students to become future managers of the Event Industry. So that they acquire technical proficiency to effectively adjust and excel in the field of Event Industry.
16	Program Outcome	After successful completion of the program, the students shall be confidently able to work in managing any event efficiently and

		independently and can also explore independent career opportunity in event industry.
17	Total Credits (Minimum and Maximum Credits)	No Credits
18	Intake Capacity (One Batch)	60 students
19	Medium of Instruction	English
20	Medium of Examination	English
21	External Students Admission	NA
22	Age Limit (if required)	NA
23	Eligibility	HSSC or Equivalent with minimum 40% in aggregate
24	Total Marks	600 (including Project)
25	Note	

Course Code	Course Title	No. of Lecture (*L) hours per week	Tutorial (*T)/ Practical (*P) per week	Internal		Theory		Other		Subject Total		No. of Credits (if Credit System is applicable)
				(Pr/ Desr / Viva/ Oral/ Test/ Sessional etc.)						(in case of joint passing)		
				Max	Passing	Max	Passing	Max	Passing	Max	Passing	
One Year												

DEM P101	Sanskrit			20	8	80	32	-	-	100	35	NA
DEM P102	Personal Grooming & Communication Skills			20	8	80	32	-	-	100	40 Combined Passing	NA
DEM P103	Principal of Event Management			20	8	80	32	-	-	100	40 Combined Passing	NA
DEM P104	Event Planning and Marketing			20	8	80	32	-	-	100	40 Combined Passing	NA
DEM P105	Project							200	80	200	80	NA

Programme - Diploma in Event Management (1 Yr Diploma)

Eligibility :- HSSC or equivalent with 40 % aggregate

Medium :- English

Duration :- 1 year diploma

Total Marks :- 600 (Including Project)

Credit Points:- Total credits for _____ Programme. 4 Credits for per course. I Credit are construed as corresponding to approximately 30 to 40 learning hours.

The performance of the learners shall be evaluated into two components. The learner's performance shall be assessed by Internal Assessment with 20% marks (College Assessment) and 80% marks in the second component (University Assessment). The allocation of marks for the Internal Assessment (College Assessment) are as shown below :-

a) Internal Assessment - 20% for each course.		
Sr. No.	Particulars	Marks
1	Group Activities	05
2	Class Tests, Quizzes, Individual/ Group presentations	05
3	Submission of written Assignments	05
4	Class room Participation and attendance	05
Course Detail		
3	Course Level- PG/ UG/ PG Diploma/ Diploma/ Certificate etc.	Diploma
4	Course Mode- Text Reading/ Practical/ Laboratory	
5	Course Type- a) Elective Hard Core b) Elective Soft Core c) Foundation d) Compulsory	
5	Course Credits	No
6	Course Objective	The Course objective is disseminating formal instruction and training to the students to become future managers of the Event Industry. So that they acquire technical proficiency to effectively adjust and excel in the field of Event Industry.
7	Course Outcome	
8	Course Prerequisite	
9	Focus Of the Course (For Teachers)	

Name of the Program -

Internal Assessment __20_ marks

Paper Pattern

Q.1 Short Answer

Question out of

4 Out of 8

Per Question Marks

4 X 5 = 20 Marks

Q.2 Long Answer

6 Out of 8

6 X 10 = 60 Marks

Q.3 Notes

Out of

--- X --- = ---- Marks

Kavikulaguru Kalidas Sanskrit University, Ramtek

Course: Diploma in Event Management (DEM)

Course Objectives:

The Course objective is disseminating formal instruction and training to the students to become future managers of the Event Industry. So that they acquire technical proficiency to effectively adjust and excel in the field of Event Industry.

Course Details:

Course: Diploma in Event Management (DEM)

Course Duration: 1 Year

Eligibility: 12th Pass or equivalent (minimum 40% aggregate)

Papers/ Subjects:

Paper 1: Sanskrit: Sanskrit Wagvilas – Dwitiya Mudra (as Prescribed by the University)

Paper 2: Personal Grooming & Communication Skills

Paper 3: Principal of Event Management

Paper 4: Event Planning and Marketing

Paper 5: Project

Course Syllabus:

Paper 1: Sanskrit Wagvilas – Dwitiya Mudra (As prescribed by the University)

Paper 2: Personal Grooming & Communication Skills

Unit I: Introduction: Introduction to communication- Basic forms of communication, process of communication, principles of effective communication.

Unit II: Business Manners: Body language, gestures, dialogue skills, feedback skills, telephone dialogue, telephone etiquette and participating in business meetings.

Unit III: Presentation skills: Tools of presentation, Effective guidelines for presentation, limitations to a good presentation, interactive presentation, overcoming boredom factors in presentation.

Unit IV: Group Communication & Art of effective listening: Introduction, significance of group communication, problems in group communication, leadership skills, motivational forces. Meetings: Types of meetings, their advantages and disadvantages, conduct of meetings, chairman's functions, role and responsibilities. Listening skills, Blocks to effective listening, improving listening skills, use of silence in communication.

Paper 3: Principal of Event Management:

Unit I: Historical Perspective, Introduction to Event Management, Principal of Event Management, Concept and Designing. Types of Event, 5 C's of Event Management

Unit II: Understanding event management policies and procedures, roles & Responsibilities of an Event Manager, SWOT Analysis in Event Management, Risk Management, Permits and License for Events, PPL, IPRS, Contracts & Agreements.

Unit III: Conduct of an Event: Steps, Budgets, Computer Aided Event Management, Advantages, Check List, Advantages, Public Relations – Advantages, Importance, Limitations, Types of Media used in Public Relations, Media Management, Brain storming,

Unit IV: Corporate Events: Responsibilities of Corporate Event Manager.

Paper 4: Event Planning & Marketing

Unit I: Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools, Protocols, Dress codes, staging, staffing.

Unit II: Event marketing: Nature of Marketing, Process of Marketing, Marketing Mix, Sponsorships, Image Branding, Advertising, and Publicity,

Unit III: Event Safety & Security: Security, Occupational safety, Crowd Management, Major risks and emergency Reporting, Incident Reporting, Emergency Procedure.

Unit IV: Event Leadership and Communication: Leadership Skills, Managing Team, Group Development, Managing Meetings, Written Communication, (Official, Semi- Official), Verbal Communication.

Paper 5: Project.

Scheme of Examination:

The following scheme of examination shall be applied to this course.

Diploma in Event Management (DEM)

- ❖ Each paper of Diploma in Event Management shall carry 100 marks and shall be distributed as under:
 - a. Written examination – 80 Marks (University Assessment)
 - b. Internal Assessment – 20 Marks (College Assessment)
- ❖ Internal Assessment marks shall be awarded by the Head of the Institution / Principal / Course In-charge in consultation with the subject faculty members subject to moderation by H.O. D./ Principal and shall be based on:
 - Group Activities – 05 Marks
 - Class Tests, Quizzes, Individual/ Group presentations – 05 Marks
 - Submission of written Assignments – 05 Marks

- Class room Participation and attendance – 05 Marks
- ❖ The Medium of Instructions and examination shall be ENGLISH only
- ❖ University examination paper shall be of 3 hrs.
- ❖ University Assessment examination paper shall consist of two sections – Section A consist of Short answer questions of 5 marks each. Section B consist of Long answer questions of 10 marks each.
- ❖ Section A consist of 8 short answer questions covering entire syllabus out of which students have to attempt any 4 questions (4 x 5 = 20 marks)
- ❖ Section B consist of 8 long answer questions covering entire syllabus out of which students have to attempt any 6 questions (10 x 6 = 60 marks)

Passing Criteria for Diploma in Event Management (DEM)

SN	Paper	Total Marks	Passing Criteria
1	Sanskrit	100 Marks	35%
2	Personal Grooming & Communication Skills	100 Marks (80 – University Assessment 20 – Internal Assessment)	40 % combined
3	Principal of Event Management:	100 Marks (80 – University Assessment 20 – Internal Assessment)	40 % combined
4	Event Planning & Marketing	100 Marks (80 – University Assessment 20 – Internal Assessment)	40 % combined
5	Project	200 Marks (100 Marks – Project Report 50 Marks – Viva –Voce 50 Marks – Open Defence)	40 %

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