

B.K Birla College of Arts, Science and Commerce, Kalyan

Department of Management Studies

Bachelor of Management Studies

Certificate course in "Event Management"

| | |
|----------------------------|---|
| Introduction | Event Management is a process of creation and development of large scale events like festivals, conferences, meetings, wedding etc. Event Management is the most popular and fastest growing industry. Event Management will help students to acquire thorough knowledge and understanding of multiple facts about events. |
| Objectives | To give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management. |
| Syllabus | Principles of event management- Introduction to event Management, Size & type of event, Concept & designing. Analysis of concept, Logistics of concept. Feasibility, SWOT Analysis Event planning and team management- Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Dress codes, staging, staffing , Leadership, Traits and characteristics Event marketing and advertising- Nature of Marketing, Process of marketing Mix, Sponsorship, Branding, Advertising Publicity and Public relations Basic Event Accounting- Budget, breakeven point, cash flow analysis, Profit & loss statement, balance sheet, panic payments, financial control system. |
| About the programme | Duration: 30 hours 2 point credit Eligibility : HSC / 12 th Pass Fees structure : Rs. 1000- per student Batch size: 60 students Examination Pattern Practical/ Written : 30 Marks Assignments : 10 Marks Class participation : 10 marks |
| Resources | Persons : One to coordinate, One Resource person (Faculty hours 15) |

One supporting Person

Stationery : Office Stationery.

Infrastructure: class room, auditorium/ workshop area, system with internet connection as and when needed.

Financial Budget

| | |
|---|----------------|
| ▪ Honorarium Rs.500/-hour* 30 hours | 15000/- |
| ▪ Coordinator remuneration | 5000/- |
| ▪ Examination related expenses | 2000/- |
| ▪ Certificate printing and related @ Rs.20/- | 1000/- |
| ▪ 20% of fees to college for providing Infrastructure (Class room / Computer lab with Internet) | 12000/- |
| ▪ Other incidental expenses | 5000/- |
| Total expenses | 40000/- |
| Surplus from the Course Rs. (60000 – 40000) | 20000/- |

❖ *We are looking forward to tie up with event companies or event management institutes to give practical exposure and expert knowledge to the students.*