1	Name of Syllabus	**C. C. In Event Management Training (415106)**
2	Max.Nos of Student	25 Students
3	Duration	6 Month
4	Type	Part Time
5	Nos Of Days / Week	6 Days
6	Nos Of Hours /Days	4 Hrs
7	Space Required	Workshop = 300 Sq feet Class Room = 200 Sq feet TOTAL = 500 Sq feet
8	Entry Qualification	S.S.C. Pass
9	Objective Of Syllabus/ introduction	To make professional / Trained people who can arranged programs, valedictory function, price ceremony & all other various events.
10	Employment Opportunity	Can set institute for organizing various events. Can work as event manager, event Assistant, Tour organizer, industrial seminars etc.
11	Teacher's Qualification	Diploma Or Certificate course in concern field.
12	Training System	**Training System Per Week**

Theory	Practical	Total
6 Hours	18 Hours	24 Hours

13 Exam. System

Sr. No.	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Min. Marks
1	**41510611**	Event Management	TH-I	3 hrs	100	35
2	**41510612**	Communication Skill	TH-II	3 hrs	100	35
3	**41510621**	Event Management	PR-I	3 hrs	100	50
4	**41510622**	Communication Skill	PR-II	3 hrs	100	50
		Total			**400**	**170**

Theory - I - EVENT MANAGEMENT

1	Event Management concept overview. Fundamentals of marketing & Brand management.
2	Element of event management – world of marketing Internet, Cell phones, Tele media, Experiential marketing. CRM & Loyalty programmers. Advertising. Event Breeding, Marketing & Management.
3	Role & function of Returns, Customs & Ceremonies Festivals Indian – Religions, cultures Searches.
4	Event Operation – Event building, Production presentation.
5	Event Planning – event ovulation Creation & development. Event planning & Production.
6	Radio/Television board events & their promotions.
7	Set designing – Evolution of sets, designing publicity materials, Lights, Sockets & Audio & Video costing details.
8	Event production – Venture construction & Backstage, Accounts, Budgeting & costing. Details of cost. Execution of Events, Event mentioning & its evolution.

THEORY - II - Communication Skill

•	Types of Communication - Verbal - Non verbal.
•	Modern of communication - computer & internet, fax, cell phone, video, print media.
•	Personality Development & interactive skills physical aspects, Hygine, habits fitness, customer handling & project presentation.
•	Communication skills - Listening, Speaking, voice modulation, Non - verbal, communication development etc. Lay use proficiency.
•	Written Communication - Importance, Effective Business writing, General Correspondence, Report, Biodata & Application.
•	Marketing - Steps in marketing of events. PR & Business Development w.v.t. events. Exhibition & events launches, Road shars etc. Seminar, festivals.
•	Types of events - Management, marketing, planning & operations of sprats, Fashion, concerns Academy awards, Religions events, wedding planning, charity shows/events, political events. Hotel beget events etc.
•	Events organization & legal finanition, licenses permission, legal contracts, costing.

PRACTICAL - I EVENT MANAGEMENT

1	Study of adverting methods, Forms of advertising
2	Greeting a Layout of an Advertisement.
3	Prepare Project on
	i) Customs & Ceremonies.
	ii) Festival & Cultures of India.
	Preparation a dummy contract with any clients.
4	Presentation on Business development of an Event
5	Event Planning
	a) On grond
	b) Sports event
	c) Media event
	d) Festival events
	e) Fashion show
	f) Hotel/mall bated promotion.
6	Detained casting analysis of alone events.
7	Prepare a project report on the creation, Development & execution of above events.
8	Visits to event management establishments.
9	Organize & conduct any event in your college
10	On under an event organizer 1 week & submission of report after completion of tracing

PRACTICAL - II - Communication Skill

•	Application of effective communication.
•	Use of various made of communication.
•	Participation & Original debates.
•	Study & listening of various speeches.
•	Elocution, Competition.
•	Group dissection on various types.
•	Customer handling - Practice.
•	Good manners - Practice.
•	Study & preparation of different business letter.
•	Preparation of visit reports.
•	Effective war of electric & digital media.
•	Visit share arranged to various events & their repairing.
•	Study of market for event origins dummy.
•	Preparation of presentation for events.

TOOL S AND EQUIPMENTS

i)	A Computer with later technology with internet course.
ii)	DVD Play
iii)	Tape recorder
iv)	Brochures
v)	Various chair
vi)	OHP/LCD projector
vii)	Films on events.
viii)	Cupboards
iv)	Tools (As all required – table, chair, atlas etc.)
x)	Video connecting facility

REFERENCE BOOK

i)	Marketing & Salesman ship – By S.A. Sherlekar
ii)	Advertising & Publicity – By Michel Vaz
iii)	Books on event management
iv)	Books on personality development
v)	Books on Behavior Science

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