

Rashtriya Shikshan Prasarak Mandal Beed's
Lokmanya Tilak Mahavidhayala ,Wadwani , Dist Beed (MS)
Arts, Commerce &Science
NAAC Accredited B Grade

Department of Public Administration

Course Title: Event Management

Course Type: Add On Certificate Course

Intake: 20

Duration: 30 Periods (3 Months/12 Weeks)

Eligibility for Admission :HSC Passed

Registration Fees: Rs 100/

Teaching Scheme: 2 Theory periods &1 Practical period per week

Scheme of Assessment: Written : 50 + Oral:50 = 100 Marks

Date of Commencement:

Course Coordinator: Satish Bhalerao

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The **Department of Public Administration** has started a certificate course in:

Event Management

Goal

- To give formal instructions and training to students to be future managers of the Event Industry.
- They technical proficiency to effectively adjust, grow and excel in the field of Event Management.
- The certificate course is aimed at to provide employability opportunity to the students of Arts Commerce and Science faculty of undergraduate level.

Course objectives:

- The student should have the ability to understand managerial / organizational situations.in terms of processes such as planning, organizing, staffing, leading and controlling.
- The student should demonstrate this ability through reframing his / her tasks in the educational institution itself
- To make the students fit in the job market by developing employability skills.
- To prepare the students to face confidently various viva-voce and interviews.

Course Outcomes

On completion of the course the learners will be able to

- Obtain a sense of responsibility for the multi-disciplinary nature of event management.
- Gain confidence and enjoyment from involvement in the dynamic industry of event management
- Identify best practice in the development and delivery of successful conferences and corporate gatherings
- Identify the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainm
- Understand the importance of team work and oral communica
- Improve communication, interaction and presentation skills.

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Syllabus

Unit I : PRINCIPLES OF EVENT MANAGEMENT

- Historical Perspective
- Introduction to event Management
- Size & type of event, Code of ethics
- Principles of event Management
- concept & designing
- Analysis of concept
- Logistics of concept

Unit II : EVENT PLANNING & TEAM MANAGEMENT

- Feasibility
- Keys to success
- SWOT Analysis
- Aim of event
- Develop a mission
- Establish Objectives
- Preparing event proposal
- Use of planning tools

Unit III : EVENT MARKETING ADVERTISING :

- Nature of Marketing
- Process of marketing
- Marketing mix
- Sponsorship

Unit IV : EVENT ADVERTISING

- Image
- Branding
- Advertising
- Publicity
- Public relations

Unit V : EVENT LEADERSHIP & COMMUNICATION

- Leadership skills
- Managing team
- Group development,
- Managing meetings
- Verbal communications

Books Recommended

- Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
- Event management, a professional approach By Ashutosh
- Chaturvedi Event Management By Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management By Anton Shone & Bryn Parry
- Tulsian P C – Business Organisation & Management
- Prasad L.M.- Principle of management
- Successful Event Management By Anton Shone & Bryn Parry
- Udai Pareek, Understanding Organisational /Behaviour, Oxford
- Mishra : Organizational Behaviour Bikas
- Luthans, Fred : Organizational Behaviour
- Mirza Saiyadain : Organizational Behaviour, T H
- Helga Drummond : Organizational Behaviour, Oxford
- Senge, Peter : The Learning Organization
- Harriss & Martman : Organizational Behaviour, Jaico

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NOTIFICATION OF BOARD OF STUDIES

The Department of **Public Administration** has decided to introduce Add on Certificate Course entitled **Event Management** for three months duration from the academic year **2020-21** .The following members are nominated on Board of Studies(BOS) for a tenure of **03 years** and it is expected from them to frame the syllabus and suggest the scheme of marking and assessment methodology and enrich the teaching learning and evaluation process of the certificate course.

Sr. No	Name	Designation	Institute
1	Principal Dr.Pawar K.M.	Chairperson	LTM Wadwani
2	Prof.Dr.Bajirao Wadwale	Member	Peoples College Nanded
3	Prof.Dr.Bhalerao J.K.	Member	Swa.Sawarkar College Beed
4	Prof.Dr.D.B. Jadhav	Member	Art,Commerce & Science College Dharur
5	Satish Bhalerao	Coordinator	LTM Wadwani

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Student List : 2020-21

Sr.No.	Male / Female	Student Full Name	Category
1	F	Hiwale Pradnya Babasaheb	SC
2	M	Dongare Mahadev Ramkisan	SC
3	F	Khalge Aarti Gautam	SC
4	M	Mujmule Vaibhav Arun	SC
5	F	Ujgare Anuja Sudhakar	SC
6	F	Munde Dnyaneshwarri Baliaram	NTC
7	M	Pawar Nilesh Vishwanath	VJNT
8	F	Sonwar Shital Babasaheb	NTD
9	M	Vittewad Suhas Kondiba	ST
10	F	Raut Shubhangi Chandrahas	OBC
11	M	Yadav Krushna Sanjay	OBC
12	M	Mule Pavankumar Dgarmaraj	OBC
13	M	Mane Ravindra Mohan	ST
14	M	Bapmare Parmeshwar Jalindar	OPEN
15	M	Shaikh Shahrukh Rahim	OPEN
16	F	Shinde Madhuri Annasaheb	OPEN
17	M	Jadhav Kirtiraj Suresh	OPEN
18	F	Nipte Aisharwaya Kisanrao	OPEN
19	M	Patole Mangesh Ratan	OPEN
20	F	Sable Nikita Dattatraya	OPEN



Reg. -A/CC-15/97 and 16/97 A/B/3

Rashtriya Shikshan Prasark Mandal Beed's

LOKMANYA TILAK MAHAVIDYALAYA, WADWANI

Tq. Wadwani Dist. Beed (Maharashtra)

Arts, Commerce & Science

श्री गुरुः गणेशाय

Affiliated to Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (MS)

Certificate

This is to Certify that Mr/Mrs. of
BA/B.Com/B.Sc.Year has Completed Successfully Skill oriented certificate course
organised by the Department of.....
entitled.....
During.....and obtained grade.....
Hence Certified.
Date : / /
Place : Wadwani Dist. Beed

Course Co-ordinator

Principal