

# One Year Post Graduate Diploma in Management (Event Management)

## Compulsory Courses

Code: PDCE001  
4 Credits

### EVENT PLANNING & LOGISTICS

<u>Objective:</u>	The course will enable the students to organize events from conception, designing, planning, and budgeting to execution.
<u>Content:</u>	<p><b>Introduction to Event Planning/Logistics &amp; Role of Event Planner</b> Introduction to Event Planning/Logistics and process. Role of Event Planner &amp; Qualities of Good Event Planner, 5 W's &amp; 1 H, Event Planning Tools, 5 steps of Event Planning. (10 Hours)</p> <p><b>Importance of Event Planning</b> Importance of organizing events and its components, Techniques, Selections, Coordination, Creativity, Designing, and set-up of Special, Corporate and Sports events. (20 Hours)</p> <p><b>Event Logistics/ Production</b> Venue Design, Site Design, Audio-Visual production, Budgeting &amp; Negotiation, Technical Design, Health &amp; Safety, Adaptation and Coordination, Follow-up with events coordinators, Run Charts, Flight booking of Artists &amp; Guest, Visa assistance, Hotel booking, Airport and hotel transfers, Booking of conference facilities and technical equipment i.e. Sound, Lights, Audio Visual facilities, Hiring of interpreters, Catering services, Secretarial support, preparation of Badges, Name plates, Conference kits, Brochures, Posters, Backdrop, Panels, Standees, Banners etc. (30 Hours)</p>
<u>Pedagogy:</u>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<u>References/Reading s</u>	<ol style="list-style-type: none"><li>1. Jude Allen: <i>Event Planning</i> – 2007 Edition - Wiley India</li><li>2. Lynn Van Der Wagen and Brenda Carlos : <i>Event Management For Tourism, Cultural, Business and Sporting Events</i> – 4<sup>th</sup> Edition - Pearson</li><li>3. Anton Shone &amp; Bryn Parry : <i>Successful Event Management – A Practical Handbook</i>, 2<sup>nd</sup> Edition - Cengage Learning</li><li>4. Diwakar Sharma: <i>Event Planning &amp; Management</i> – 2009 Edition - Deep &amp; Deep</li></ol>

**Code: PDCE002** INFORMATION TECHNOLOGY IN EVENT MANAGEMENT  
**4 Credits**

<u>Objective:</u>	The course will enable the students to use various computer applications/software common in the event and media industry.
<u>Content:</u>	<p><b>Introduction to Information Technology &amp; Microsoft Office</b>  Topics include hardware and software; data processing systems; input-output devices; storage devices. Topics include documents, spread sheets and presentations using Word, Excel, &amp; PowerPoint. (06 Hours)</p> <p><b>Photoshop</b>  Use of designing applications like Photoshop for photo editing and creating designs. (18 Hours)</p> <p><b>CorelDraw</b>  Use of designing applications like Coral Draw for creating logos etc. (18 Hours)</p> <p><b>Adobe Premiere Pro Training</b>  Use of designing applications like Adobe Premiere Pro Training for Video Editing. (18 Hours)</p>
<u>Pedagogy:</u>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<u>References/Readings</u>	<ol style="list-style-type: none"> <li>1. Williams, Sawyer : <i>Using Information Technology</i> – 6<sup>th</sup> Edition - Tata McGraw Hill</li> <li>2. Gary David Bouton: <i>CorelDRAWX7, The Official Guide</i> – Latest Edition - Mc Graw Hill, Micheal Stanley <i>Photoshop: The Complete Photoshop Tutorial for Beginners - Learn How to Start Using Photoshop and Creating World Class Photos</i> – Latest Edition</li> </ol>

**Code: PDCE003 MICE (MEETINGS, INCENTIVES, CONVENTIONS AND EVENTS/EXHIBITIONS)**

**4 Credits**

<u>Objective:</u>	The course will enable the students to organize Meetings, Incentives, Conventions and Events/Exhibitions in a professional way.
<u>Content:</u>	<p><b>Introduction to MICE</b> Introduction, What is MICE, Organisational Structure of MICE, Background of the Industry. (15 Hours)</p> <p><b>Meeting and Convention Venues</b> Introduction, Hotels, Convention Centre, Conference Centre, Retreat Facilities, Cruise Ships, Specific use facilities, College &amp; Universities. (15 Hours)</p> <p><b>Exhibitions</b> Introduction, Organisation of the Exhibition, Exhibition Service Contractor, Exhibition Planning, From the Exhibitors' Perspective, Exhibition Design Principles (15 Hours)</p> <p><b>MICE Sponsors/Marketing</b> Sponsorship for MICE, Promotions of Conference &amp; Exhibition, Marketing of Exhibition/ Conference, Delegate Registration &amp; Kit. (15 Hours)</p>
<u>Pedagogy:</u>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<u>References/Readings</u>	<ol style="list-style-type: none"> <li>1. George G. Fenich: <i>Meetings, Expositions, Events and Conventions, An Introduction to the industry</i> – 2008 Edition - Pearson Education</li> <li>2. Deborah Robbe: <i>Expositions &amp; Trade Shows</i> – Latest Edition - Wiley</li> <li>3. Tony Rogers: <i>Conferences and Conventions: A global industry (Events Management)</i> – Latest Edition - Butterworth – Heinemann.</li> </ol>

**Code: PDCE004**  
**4 Credits**

**WEDDINGS AND SPECIAL EVENTS**

<u>Objective:</u>	The course will enable the students to plan and execute weddings and special events.
<u>Content:</u>	<p><b>Introduction to Weddings/Special Events and Its Types</b> Wedding planning. Types of Special Events/Wedding, Arranging a Special Event, Arranging a Wedding, Wedding Themes, Catering, The Wedding Dress, Flowers, Transport, Invitation, Photographer, Weddings Hire and Entertainment. (15 Hours)</p> <p><b>Wedding Venue</b> Identifying the best venue choices for weddings in Goa. Venue Recce, Analyzing Requirements, choose the best destination for weddings. Analyzing different locations for weddings. (15 Hours)</p> <p><b>Wedding Ritual</b> Prepare décor / vendor options giving Multiple Options for Ethnic/ Christian etc. Wedding functions/ Receptions. (15 Hours)</p> <p><b>Time Line for Wedding Planner</b> A. More than 1 month from the Wedding B. The Wedding Day Time Line C. Before Confermation D. On Confirmation (15 Hours)</p>
<u>Pedagogy:</u>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<u>References/Readings</u>	<ol style="list-style-type: none"><li>1. Dr. Joe Goldblatt, CSEP: <i>Special Events: Event Leadership for the new world. Fourth edition</i> - Fourth Edition -Wiley Publication.</li><li>2. Barbara R Levy, Levy, Barbara Marion: <i>Successful Special Events: Planning, Hosting and Evaluating</i> – 1997 Edition – AN ASPEN PUBLICATION</li><li>3. Kim Knox Beckius: <i>The Everything Outdoor Wedding Book – 2005 Edition</i> – Adams Media Avon, Massachusetts</li></ol>