

# GURUKUL EDUCATIONAL AND RESEARCH INSTITUTE

## DIPLOMA IN EVENT MANAGEMENT

### Subject and Syllabus



2022-23

# Syllabus

## DIPLOMA IN EVENT MANAGEMENT

**DURATION:- 1 YEAR**

### **685 PRINCIPLES OF EVENT MANAGEMENT EM**

#### **Unit I**

Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics

#### **Unit II**

Principles of event Management, concept & designing. Analysis of concept, Logistics of concept.

#### **Unit III**

Feasibility, Keys to success, SWOT Analysis

### **686 EVENT PLANNING & TEAM MANAGEMENT**

#### **Unit I**

Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools

#### **Unit II**

Protocols, Dress codes, staging, staffing

#### **Unit III**

Leadership, Traits and characteristics

## **687 EVENT MARKETING AND ADVERTISING**

### **Unit I**

Nature of Marketing, Process of marketing Marketing mix, Sponsorship

### **Unit II**

Image, Branding, Advertising Publicity and Public relations

## **688 EVENT LEADERSHIP & COMMUNICATION**

### **Unit I**

Leadership skills , Managing team , Group development, Managing meetings

### **Unit II**

Written communications, (Official, demi-official, Invoice). Verbal communications

### **EVENT SAFETY AND SECURITY**

### **Unit I**

Security, Occupational safety, Crowded management

### **Unit II**

Major risks and emergency planning, Incident reporting, emergency procedures

## **689 BASIC EVENT ACCOUNTING**

Budget, break even point, cash flow analysis,

Profit & loss statement, balance sheet,

panic payments, financial control system

