

# CERTIFICATE IN EVENT MANAGEMENT



# *Table of Contents*

<b>About Glister Eduversity ....</b>	<b>03</b>
<b>Course Overview.....</b>	<b>04</b>
<b>Course Objective.....</b>	<b>05</b>
<b>Details of Program...</b>	<b>06</b>
<b>Content of Syllabus.....</b>	<b>07</b>
<b>Reference Books.....</b>	<b>08</b>





# About Glister Eduversity

Today is the era of working parents and due to workload, they do not get enough time to support their children's education. Therefore, they are heavily blamed by all, in the current dialogue and debate about improving the education system, the disadvantages of improper parenting is known to all.

It is time to start parenting in the education system. With the Glister Eduversity, We present you the solution to all such problems switching towards telephonic parenting, proper guidance and development graph.

This is the first Indian institution to provide education care with parenting. Glister Education offers telephonic parenting with a right strategic plans for the student, online test series, seminar, scholarship programs, in really attractive packages.

We also guide their appointments as well as their strategies. So, let's don't wait, and achieve nothing less than success with Glister Eduversity Parenting cum Education Care.



Director: Amit Pandey

## Mission

The mission of Glister Eduversity is to educate the citizens and citizen-leaders for our society.

We do this through our commitment to the transformative power of a liberal arts and sciences education.

Beginning in the classroom with exposure to new ideas, new ways of understanding and new ways of knowing, students embark on a journey of intellectual transformation.

Through a diverse living environment, where students live with people who are studying different topics, who come from different walks of life and have evolving identities, intellectual transformation is deepened and conditions for social transformation are created.

From this we hope that students will begin to fashion their lives by gaining a sense of what they want to do with their gifts and talents, assessing their values and interests, and learning how they can best serve the world.

## Vision

Glister Eduversity will set the standard for residential liberal arts and sciences education in the twenty-first century. We are committed to creating and sustaining the conditions that enable all Glister Eduversity students to experience an unparalleled educational journey that is intellectually, socially, and personally transformative.

Welcome to the Glister Eduversity, Varanasi. For more than three Years, Glister Eduversity has served as our nation's flagship comprehensive institution of higher education.

Our primary goal is to become one of the most prominent and excellent educational Institute in the world. We are fortunate to have a talented, highly committed teaching and support staff here to ensure the learning environment of our students is the best it can be. Our faculties are renowned scholars and accomplished practitioners who are actively engaged in the academic excellence and innovative research ideas of the modern world. Our students are innovators, engineers, managers, great scientists, entrepreneurs, and aspiring leaders - from every age group and are located at every corner of the country. Our unique teaching and learning process with a proper blend of theory and practice crosses the boundaries of nations towards industry-readiness and global excellence.

## **P**rogram overview

India is currently living its dream run. With the help of an inspiring, well-articulated and intelligent Prime Minister, we are making our presence felt in every corner of the world. Every industry expert will vouch for the fact that it is an opportune time to be in India today. While information technology continues to aspire ambitious professionals, numerous industries have come into the limelight and have made quantum leaps. One such promising industry is the event management industry. New age technologies are transforming events, music and movies in breathtaking ways. This industry gives you umpteen opportunities to showcase your talent, so if creativity, strategizing runs in your blood and you possess that innate knack to get things done, then this is probably the right place for you!

### Salient Features



Event management is a multi million dollar industry which is growing at the rate of 150% per annum with events being hosted almost daily. So making a career in event management is a good choice.



Organizing a perfectly synchronized, well planned, well conducted and memorable event, requires The supervision and services of well trained and experienced event professionals. Therefore event Management companies are always on a look out for event professionals.



Backed by an increased marketing spend by top companies, industry stalwarts anticipate the Event management industry to be on a robust growth trajectory in the coming years. This growth Will be led by personal events, MICE (meetings, incentives, conferences and exhibitions), Activation and sports.



The Event Manager should be focused on Quality Service. With Our Certificate Course you will Become Certified Event Manager.





# Course Objective

The 6 Months Event management course is for the Learners who want to work in the event management sector with the aim to learn, develop and practice required by the market. In this course, the emphasis is put On the trainee to acquire the ability to perform as a confident and competent Event Manager.

## The objectives of this course are to:

- To Make You a Great event manager.
- By The Time You Complete this course you will have all the knowledge of Event and Allied Industry.
- Course will also focus to Develop Your Personality and Communication Skill.

## Learning Outcome:

- 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 entertainment
- Identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.



## Details of Programme: Certificate Course in Event Management

### 1. Title of the Course

The Course shall be called as "Certificate Course in Event management", a Regular course of 6 months (240 hrs.) duration.

### 2. Duration of the Course

This is a Regular course of 240 hrs. Extended over a period of 6 months duration.

### 3. What You Will Get

You Will Get a Mark sheet and a Certificate That Will be Universally Acceptable.

### 4. Aims and Objectives of the Course

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.

### 5. SCOPE:

Event Manager, Event Planner, Wedding Planner, Event Space or Venue Managers, Donor or Sponsorship Coordinator, catering Service Manager, Event Social Media Coordinator, Staff or Volunteer Coordinator.

### 6. Syllabus

The syllabus is design to fulfill aforesaid objectives containing theory subjects as well as practical in Event Management.

Introduction to Event Management	Theory : 50 Marks, Practical/Assignment : 50 Marks
The Event Process	Theory : 50 Marks, Practical/Assignment : 50 Marks
The Event Business	Theory : 50 Marks, Practical/Assignment : 50 Marks
Players in Event Industry	Theory : 50 Marks, Practical/Assignment : 50 Marks
MICE	Theory : 50 Marks, Practical/Assignment : 50 Marks
Host Facilities	Theory : 50 Marks, Practical/Assignment : 50 Marks
Case Study/ Project/Report	Practical/Assignment : 100 Marks

### 7. Eligibility Conditions

A candidate who has passed at least 10th examination from a recognized Board or its equivalent shall be eligible to take admission to the course.

### 8. Course Fee: INR 15,000+GST/-





# Content of Syllabus :

## **Unit 1:- Introduction to Event Management**

History and evolution of Events, Nature, scope, types, significance and of event management, Interrelationship between events and tourism, Key stakeholders – their roles and responsibilities.

## **Unit 2:- The Event Process**

The Process, Practices in Event Management, Initiation and Planning , setting goals and objectives , Defining communication channels and Resource specification, Execution and Implementation of plan, Control, communication channels, Organizing Events, Planning Check lists, Monitoring and Evaluation, Managing Human resources Event Management Team, Skills and Qualities required, Co-ordination, Theme based Events, Outdoor and Indoor events, Resources required, Essentials for a successful event - Monitoring, Evaluation and Feedback

## **Unit 3:- The Event Business**

Event Marketing and Promotion, The economics of conferences and conventions. Promotional strategies used in Marketing of event business. Financial Management, Pricing strategies, Promotion and Marketing. Legal issues – Negotiation, Meeting Technology – Latest technology used in the event process.

## **Unit 4:- Players in Event Industry**

Transportation, accommodation, logistics catering, human resources, civic amenities and other supporting services.

## **Unit 5:- MICE**

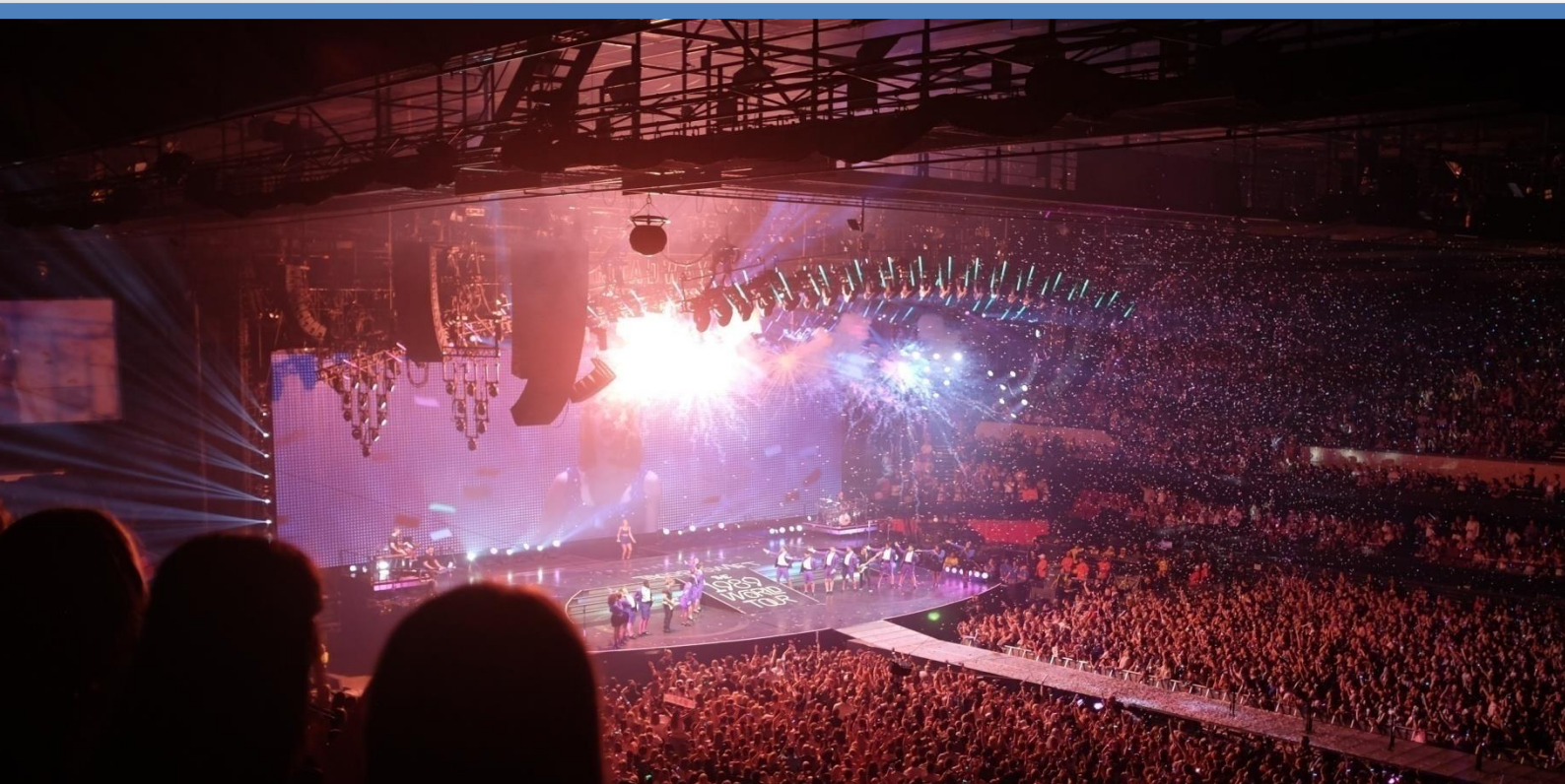
Meaning and functions of MICE tourism , motivation for incentive travel, profile of business & corporate travelers. Trade shows, Conventions and Visitors Bureaus, Meeting planners and types, Socio-economic significance of event tourism, environmental impact, issues and challenges, interrelationship between events and tourism.

## **Unit 6:- Host Facilities**

Facilities provided in the host facilities, Responsibilities of Meeting planners, - Spousal tours, Food and Beverages and other services provided at the host facilities.

## **Unit 7:- Case Study/ Project/Report**

Field Work Report/Project/case study

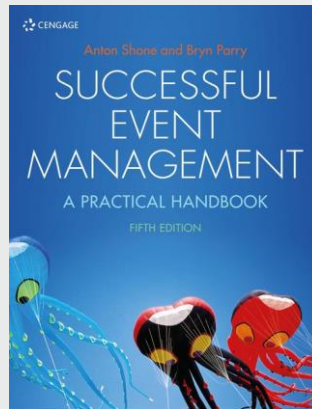


## Books For Reference



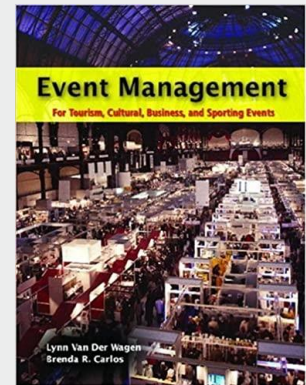
The Routledge handbook of events. Routledge, 2014

Page, Stephen, and Joanne Connell, eds



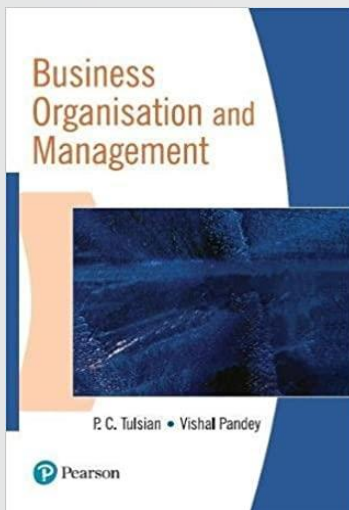
Successful Event Management

Anton Shone, Bryn Parry

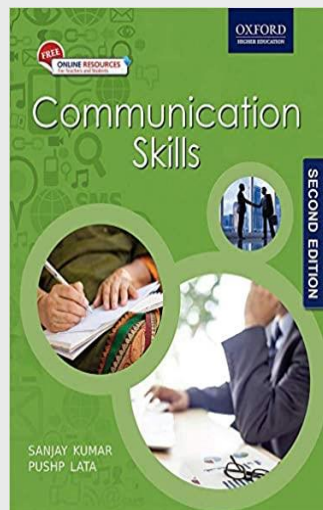


Event Management

Lynn Van Der Wagen & Brenda R Carlos



Business Organisation & Management  
Tulsian P C – Business Organisation & Management



Communication Skills  
Sanjay Kumar & Pushp Lata