

(022-C&M-03-01) DIPLOMA IN EVENT MANAGEMENT

Significance of the Diploma:

For those interested in entertainment and advertising industry, or those who have an aptitude towards planning and organizing different types of events, a course in Event management could be a great career path. Events are dynamic and are growing at a rapid pace that opens up opportunities, especially for those who love action, challenge and outdoor work. Event Management is an emerging branch of business and Management and is popular amongst the ones who wish for a career in the entertainment and advertising industry. Glassdoor studies reveal that in a government job, Events management is a vibrant arena, with many operational encounters and experiments. It lets one build big collaborations, meet up with a lot of people, and has a lot of excitement and this profession provides the student vast exposure to new spaces

Career option

- Event Manager
- Event Planner
- Event Marketer
- Event Promoter
- Procurement Manager
- Accountant
- Program Coordinators
- Venue Manager

Course Objectives:

- Provide an overview of the event management industry, its evolution, and its role in various sectors and understanding types of events.
- To study the fundamentals of event planning, coordinating various aspects of an event and selection of event site.
- To discuss legal and ethical considerations in event management, including contracts, permits, and compliance with regulations.
- To study the attributes leading to bidding for events.
- To study the selection, negotiation, and management of vendors and venues for events, considering factors like location, capacity, and facilities.

Outcomes of the Program:

- To exhibit a comprehensive understanding of the event management industry, its evolution, and its significance in various sectors.
- Differentiate between various types of events, including corporate events, social events, conferences, exhibitions, and festivals, and understand the unique requirements of each.
- Develop the ability to plan, organize, and coordinate events effectively, including setting objectives, creating timelines, and managing resources.
- Effectively select, negotiate with, and manage vendors and venues based on event requirements, budget constraints, and logistical considerations.
- Develop skills in budgeting for events, including cost estimation, financial planning, and monitoring expenses and adhere to legal and ethical standards in event management, including contract compliance, permit acquisition, and adherence to regulations.

Major Courses Outline:

- Event Planning
- Principles of Event Management
- Event Marketing Campaign
- Event Production and Logistics
- Budgeting and Costing of Events
- Event Management (Corporate & Social)