

**MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI.**

1	Name of Syllabus	<b>C. C. in Events Management (2020-2021)</b>						
2	Course Code	415205						
3	Max. Nos of Student	25						
4	Duration	1 year						
5	Type	Part Time						
6	Nos Of Days / Week	6 Days						
7	Nos Of Hours /Days	4 Hrs						
8	Space Required	1) Workshop/Studio = 300 sq feet 2) Class Room = 200 sq feet <b>TOTAL = 500 sq feet</b>						
9	Entry Qualification	S.S.C						
10	Objective Of Syllabus/ introduction	A main objective of Event Management course is to acquaint the students with the events, approaches and theories as an academic as well as professional field						
11	Employment Opportunity	Can work independently or work event companies						
12	Teacher's Qualification	Graduate with 2yrs experience in relevant field						
13	Training System	Training System Per Week						
14	Exam. System		Theory	Practical	Total			
			6 hrs	18 hrs	24 hrs			
		Sr. No	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Mini. Marks
		1	41520511	Event Accounts	TH- I	3 hrs.	100	35
		2	41520512	Film Direction	TH- II	3 hrs.	100	35
		3	41520513	Event Marketing	TH- III	3 hrs.	100	35
		4	41520521	Event Production	PR- I	3 hrs.	100	50
		5	41520522	Case Studies	PR-II	3 hrs.	100	50
		6	41520523	Live Events	PR- III	3 hrs.	100	50
				Total			600	255

## Theory I                  Event Accounts

Cost – volume profit analysis as applied to event management

B.E.P. analysis as applied to event management and tactical decisions

Budget and events

Event management fees

Formation of a business / company (with special reference to event company)

Managing cash flow in events

A sample event tender

## Theory II                  Event Marketing

What is an event?

Introduction to event marketing

Future of event marketing

Expectations and goals: what do you want to happen?

Marketing of events

Getting the word out: media promotion and advertising

Promotion and publicity tips

Event promotion

New product

Brand positioning

Product life cycle

## Theory III Event Production

Producing a great show

Pre – production checklist

Event logistics

Site selection, layout and design

Supply of facilities: audiovisual, lighting, sound, special effects & video

Additional facilities

Set designing

Audio – video – lighting equipment

## Practical I Case Studies

The purpose of an explanatory case study is to better show the data and description of a casual investigation.

Collective case study's purpose is to show the detail of how a group of individuals in a manner that shows all the data concisely.

The purpose of a descriptive case study is to be able to compare the new gatherings to the preexisting theory.

An exploratory case study is used to give more background information than usual case studies, to better compare results, and to allow for the researchers to dedicate more time into studying the information needed for their experiment or case.

Intrinsic case studies are based in the researcher's personal interest or curiosities. It serves the purpose of allowing a researcher to freely learn or study what they please.

An instrumental case study's purpose allows for researchers to try to understand the science behind an experiment or case.

## Practical II Live Events

Production: Preparing the stage decoration, lighting and sound equipment along with branding

Logistics/Transportation: to make necessary arrangement of vehicles for the guest

Food and Beverages: to make necessary arrangements of food and beverages at the location for the invitees

Hospitality: to make necessary arrangements for staying

## Practical III Hospitality Events Presentation Skills

### 1- Title Page

You don't need to include much information on your title page of your event proposal template. You can give your proposal a quippy name and tell your audience who you are.

### 2- Quote

New clients want to know how well you performed at previous events. A stellar quote from a previous client about your participation in a previous event is a great opener.

### 3- The Agreement

We know you want to get to the fun parts first, but a professional event proposal template should start with the fine print. Discuss the contract, including any terms and conditions. Your slide should give an overview of your duties, pricing, and cancellation details.

#### 4- Payment and Cancellations

On this slide, we make it easy to tell your audience members what the event is going to cost. Leave no confusion here about the pricing, whether the event follows through or if the company must cancel your services.

#### 5- Company's Duties

As part of your proposal, you should clearly list the parts of the event you are responsible for. Be clear in discussing your priorities as a contractor for the event from pre-event stages to the clean up afterward.

#### 6- Pricing Example

Your pricing chart should provide details about the costs associated with each component of your service. For instance, you may need to list the costs associated with a venue, tables, and chairs, food, or decorations. Specific information compels your audience.

#### 7- The Budget

Every event has a budget, and contractors have to micro-manage the components they are in charge of. Tell your audience what kind of budget you are looking at, using specifics whenever possible.

#### 8- Event proposal template - Organization Chart

This [chart](#) provides you with the space you need to provide additional information about pricing, timelines, and materials you need to complete the job.

#### 9- Schedule

The schedule provides your audience with peace of mind about your priorities. When the company understands your timetable, you appear more trustworthy and credible.

#### 10- About the Promotions

Promotion is a significant component of commercial events. Detail the role you intend to play in promoting the event or expectations you have for the company to promote your services as part of the event.

#### 11- Description of Any Supporting Events

If any other events are part of your contract, you should address your intentions on this slide.

Name of Tool Kits with estimate cost:

Sr. No	Particulars	Amount
1.	Mic (Corded or Cordless)	Rs 1,500
2.	Portable Speakers (Basic)	Rs 2,500
3.	TAB (Basic)	Rs 12,000
4.	Projector (Basic)	Rs 20,000
5.	WiFi Connectivity	Rs 1,000
6.	Costume/Dress Code	Rs 3,000
Total Estimated Cost		Rs 40,000

Following are the different types of Costume/Dress code to be arranged by student for on-field live event training:

a) Casual Wear: T-Shirt (Black colour) with collar and half sleeves, T-Shirt (White colour) with collar and half sleeves, Jeans (Blue colour).

b) Formal Wear: Formal Shirt (Black colour) with Trousers (Black colour).

List of titles of books connected with the subjects of CC in Events, CC in Advance Events, CC in Advertising, media and events

- Event Planning –  
Event Planning by Prof. Nisar Merchant
- Accounting skills for event management –  
Event Accounts by Dr. Hoshi Bhiwandiwalla,  
Cost Accountancy by L. N. Chopde, D. H. Choudhari
- Event Coordination –  
Event Coordination by Dr. Hoshi Bhiwandiwalla,  
Coordination of Events by D G Conway
- Advertising and Sales Promotion –  
Advertising & Sales Promotion by Prof. Shobhna Vora,  
Advertising & Sales by Rajeev Batra,  
Advertising by John Myers and David Aaker,  
Advertising & Sales Promotion by K Suresh, Satish Batra
- Event Marketing –  
Event Marketing by Prof. Nikhil Rao,  
Marketing Management by Philip Kotler
- Modern Event Management Scenario –  
MEMS by Prof. Harminder singh Bedi
- Special Events Topics –
- Special Event Topics by Dr. Hoshi Bhiwandiwalla,  
Business Law by N. D. Kapoor
- Event Production & Coordination –  
Event Production & Coordination by Prof. Daryl Suchitha,  
Event Production by Doug Matthew
- Media –  
Media by Prof. Rahul Madhyani  
Media Management by Alan B. Albarran