



SWAMI VIVEKANAND
SUBHARTI
UNIVERSITY
UGC Approved Meerut



AN ISO 21001: 2018 ORGANIZATION

OFFICE OF THE REGISTRAR

Gp Capt M Yakoob

M-in-D (Retd.), M.Tech.

REGISTRAR

registrar@subharti.org

Ref.No.U-508(i)/SVSU/2025/1699

Date:03.02.2025

NOTIFICATION

It is hereby notified for information of all the concerned that the Academic Council in its 34th meeting held on 25-07-2024 vide resolution No.34(13) has approved the syllabus of the following ordinance:

Ordinance No.V-139(B), relating to course curriculum & syllabus of Post Graduate Diploma in Event Management

The copy of above is enclosed and shall be applicable from Academic Session 2023-24 onwards.

This issues with the approval of the Hon'ble Vice Chancellor.

Ref.No.U-508(i)/SVSU/2025/1699

Copy forwarded to information of:

1. Hon'ble Vice-Chancellor
2. Controller of Examination
3. Dean-Academics
4. Director-IQAC
5. Dean-FASS & HOD-Journalism & Mass Comm. (for compliance please)
6. CTO (with a request to upload the ordinance on University website)
7. Additional Registrar-Academics
8. Guard File

Yakoob
03.02
2025
Registrar

Date: 03.02.2025

Yakoob
03.02
2025
Registrar



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Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut-250005 (U.P.) INDIA

ORDINANCE NO. – V (139B)

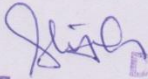
POST GRADUATE DIPLOMA IN EVENT MANAGEMENT
(Effective from 2023-24)

Department of Journalism and Mass Communication



FACULTY OF ARTS & SOCIAL SCIENCE
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)


DEAN
Faculty of Arts & Social Sciences
S.V. Subharti University
MEERUT


Head of Department
Subharti Department of Journalism &
Mass Communication

Ordinance No. V (139B)

POST GRADUATE DIPLOMA IN EVENT MANAGEMENT

General

1. This ordinance is related to the course curriculum and syllabus of "Post Graduate Diploma in Event Management (PGDEM).".
2. It shall come into force from academic session 2023-24.
3. P.G. Diploma in Event Management (PGDEM) shall be conducted under the Department of Journalism and Mass Communication.

Programme Educational Objectives (PEOs)

PEO1- Comprehensive Knowledge in Event Management: Equip students with a thorough understanding of event planning, management, and execution, enabling them to design and deliver diverse events such as corporate meetings, cultural festivals, sports events, and social gatherings with professionalism and creativity.

PEO2- Skill Development for Industry Readiness: Develop critical skills such as leadership, negotiation, communication, and financial management to prepare students for successful careers in the event management industry, both nationally and internationally.

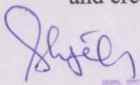
PEO3- Technological Proficiency: Foster the ability to leverage modern tools and technologies, including event management software, virtual platforms, and digital marketing strategies, to enhance the efficiency and effectiveness of event planning and execution.

PEO4- Entrepreneurial and Managerial Capabilities: Inspire entrepreneurial thinking and managerial capabilities to empower students to establish and sustain their own event management ventures or excel in leadership roles within the industry.


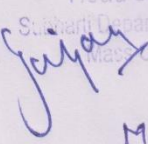

PEO5- Ethical and Sustainable Event Practices: Instill a strong sense of ethics, social responsibility, and sustainability, ensuring that students plan and execute events that are inclusive, environmentally friendly, and culturally sensitive.

Programme Outcome (POs)

1. **Event Planning and Execution:** Demonstrate the ability to conceptualize, plan, and execute various types of events by applying professional techniques, industry standards, and creative problem-solving skills.


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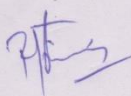
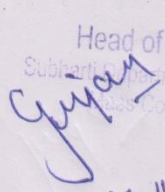

2. **Communication and Team Collaboration:** Exhibit strong verbal, written, and interpersonal communication skills essential for negotiating with stakeholders, managing clients, and leading diverse teams in high-pressure environments.
3. **Technology Integration in Event Management:** Utilize advanced tools and technologies, including event management software, digital marketing, and virtual platforms, to enhance the effectiveness and reach of event projects.
4. **Financial and Resource Management:** Apply budgeting and resource management principles to ensure cost-effective and efficient delivery of events while maintaining high quality and stakeholder satisfaction.
5. **Ethical and Sustainable Practices:** Demonstrate a commitment to ethical decision-making, cultural sensitivity, and sustainable practices in event management, contributing positively to the community and the environment.

Programme Specific Outcomes of the Course (PSOs)

1. **Specialized Event Design Expertise:** Develop the ability to design customized event concepts and themes tailored to the needs of specific industries, including corporate, cultural, sports, and entertainment sectors.
2. **Logistics and Operations Management:** Acquire in-depth knowledge of event logistics, including venue selection, vendor coordination, risk assessment, and crisis management, to ensure seamless event execution.
3. **Branding and Promotion Skills:** Master strategies for branding, public relations, and marketing to enhance event visibility and engagement through social media, influencer collaborations, and innovative promotional campaigns.
4. **Audience Engagement and Experience:** Learn to create immersive and memorable experiences by understanding audience behavior, preferences, and feedback, ensuring events resonate with target participants.
5. **Entrepreneurial Ventures in Event Management:** Build the confidence and knowledge to start and manage entrepreneurial ventures in the event management industry, focusing on innovation, scalability, and market adaptability.


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Programme Structure:

The Post Graduate Diploma in Event Management is a one year full time Programme divided into two Semesters.

Detailed Semester- Wise Syllabi

Course Code	Course	Teaching Load per week				Credit	Marks		Total Marks
		L	T	P	Total		Continu-ous Comprehensive Assessment (CCA)	End-Semester Examination (ESE)	
SEMESTER I									
PGDEM – 101	Event Communication, Leadership & Presentation Skills	2	1	2	5	5	30	70	100
PGDEM – 102	Event Planning & Special Events, Research & Planning	2	1	2	5	5	30	70	100
PGDEM – 103	Event Marketing and Advertising & PR	2	1	2	5	5	30	70	100
PGDEM – 104	Event Production & Logistics	2	1	2	5	5	30	70	100
PGDEM – 105	Event Safety and Security and Accounting & Costing	2	1	2	5	5	30	70	100
	Total				25	25	150	350	500
SEMESTER II									
PGDEM – 201	Advance Aspects of Event Management (Case Studies)	2	1	2	5	5	30	70	100
PGDEM – 202	Event Laws & Licenses	2	1	2	5	5	30	70	100
PGDEM – 251	Comprehensive Viva & Project Report	-	3	12	15	15	30	70	100
	Total					25	90	210	300


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 Department of Event Management & Hospitality
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II	<ul style="list-style-type: none"> • Leadership Theories and Styles (Transactional, Transformational, Servant Leadership) • Emotional Intelligence and Leadership in Events • Team Building and Conflict Resolution • Decision-Making and Problem-Solving in High-Pressure Scenarios • Leadership Challenges in Multicultural Settings 	15
III	<ul style="list-style-type: none"> • Structuring Effective Presentations (Introduction, Body, Conclusion) • Visual Aids and Technology Integration • Overcoming Stage Fear and Building Confidence • Persuasion and Storytelling Techniques • Feedback Mechanisms for Continuous Improvement 	15
IV	<ul style="list-style-type: none"> • Event Planning and Execution Workshop • Role Plays: Crisis Communication and Team Leadership 	15
V	<ul style="list-style-type: none"> • Presentation Practicum: Delivering a Persuasive Speech • Group Projects: Designing and Managing a Real/Mock Event • Reflection and Self-Assessment 	15
REFERENCES		
<p>Core Texts</p> <ol style="list-style-type: none"> 1. DeVito, J. A. (2019). <i>The Interpersonal Communication Book</i> (15th ed.). Pearson. 2. Kotter, J. P. (2011). <i>Leading Change</i>. Harvard Business Review Press. 3. Duarte, N. (2012). <i>Resonate: Present Visual Stories that Transform Audiences</i>. Wiley. <p>Additional Readings</p> <ol style="list-style-type: none"> 1. Maxwell, J. C. (2007). <i>The 21 Irrefutable Laws of Leadership</i>. HarperCollins. 2. Morgan, N. (2014). <i>Power Cues: The Subtle Science of Leading Groups, Persuading Others, and Maximizing Your Personal Impact</i>. Harvard Business Review Press. 3. Heath, C., & Heath, D. (2007). <i>Made to Stick: Why Some Ideas Survive and Others Die</i>. Random House. <p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar/Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions • Attendance <p>Further Suggestions:</p> <ul style="list-style-type: none"> • It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels. 		

Paper 2: Event planning and Special Events, Research and Design

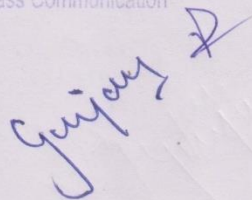


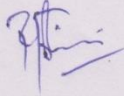
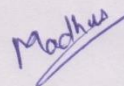
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Faculty of Arts & Social Sciences **Journalism & Mass Communication**
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Programme:	PG Diploma in Event Management	
Year / Semester	1 st Year/ 1 st Sem	
Course Code: PGDEM – 102	Course Title: Event planning and Special Events, Research and Design	
Course Outcomes:		
<ol style="list-style-type: none"> 1. Conduct detailed research to define event goals and client expectations. 2. Create event proposals and presentations incorporating design elements and logistical considerations. 3. Develop comprehensive event plans, including timelines, budgets, and contingency strategies. 		
Credits: 5	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures- 75		
Units	Topic	No of Lectures
I	Overview of event planning industry, types of events (corporate, social, weddings, festivals, etc.) Students will grasp a broad understanding of various event categories. Group discussion on the role of event planners in different sectors.	15
II	Understanding client goals and audience analysis Event feasibility and market research Creative brainstorming and theme development	15
III	Layout design and space management Vendor selection and contract negotiations Budgeting and financial management	15
IV	Event marketing strategies and promotions Social media and digital tools in event planning Event technology: AV equipment, ticketing systems, and virtual events Post-event surveys and feedback collection	15
V	a complete event plan for a hypothetical client Presenting the project to Data analysis and reporting Lessons learned and improvement strategies Designing peers and instructors for evaluation	15


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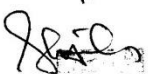


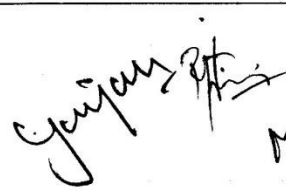



SEMESTER I		
PGDEM – 101	Event Communication, Leadership & Presentation Skills	5
PGDEM – 102	Event Planning & Special Events, Research & Planning	5
PGDEM – 103	Event Marketing and Advertising & PR	5
PGDEM – 104	Event Production & Logistics	5
PGDEM – 105	Event Safety and Security and Accounting & Costing	5
Total Credits		25

PAPER 1- Event Communication, Leadership & Presentation Skills

Programme:	PG Diploma in Event Management	
Year / Semester	1 st Year/ 1 st Sem	
Course Code: PGDEM – 101	Course Title: Event Communication, Leadership & Presentation Skills	
Course Outcomes:	<ul style="list-style-type: none"> ▪ Demonstrate effective communication skills for planning, organizing, and executing events. ▪ Analyze and apply leadership theories and strategies in diverse event management contexts. ▪ Deliver impactful presentations and speeches with confidence, clarity, and persuasion. 	
Credits: 5	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures- 75		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> • Importance of Communication in Events • Verbal and Non-verbal Communication Skills • Audience Analysis and Engagement Strategies • Managing Crisis Communication During Events • Case Studies of Successful Event Communication 	15


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References

1. Textbook:

- Shone, A., & Parry, B. (2013). *Successful Event Management: A Practical Handbook* (4th ed.). Cengage Learning.

2. Supplementary Reading:

- Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Events Management: An International Approach*. SAGE Publications Ltd.
- Getz, D. (2007). *Event Studies: Theory, Research and Policy for Planned Events*. Routledge.

3. Research Articles:

- Bowdin, G. A., McDonnell, I., & Allen, J. (2011). *Events Management: An International Approach*. Elsevier.
- Tassiopoulos, D. (2009). *Event Management: A Professional and Developmental Approach*. Juta and Company.

4. Online Resources:

- Event Planning Toolkit by Eventbrite: <https://www.eventbrite.com>
- Meetings & Conventions Website: <https://www.meetings-conventions.com>

Additional resource

- Research Articles:
Bowdin, G. A., McDonnell, I., & Allen, J. (2011). *Events Management: An International Approach*. Elsevier.
Tassiopoulos, D. (2009). *Event Management: A Professional and Developmental Approach*. Juta and Company.
- Online Resources:
Event Planning Toolkit by Eventbrite: <https://www.eventbrite.com>
Meetings & Conventions Website: <https://www.meetings-conventions.com>

Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

Paper 3: Event Marketing and Advertising & PR

Programme:	PG Diploma in Event Management
Year / Semester	1 st Year/ 1 st Sem

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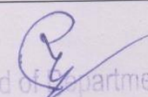
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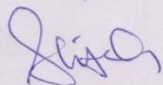
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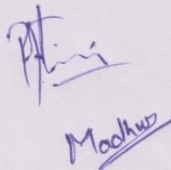
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Course Code: PGDEM – 103	Course Title: Event Marketing and Advertising & PR	
Course Outcomes:		
<input type="checkbox"/> Analyze and apply event marketing strategies tailored to diverse audiences. <input type="checkbox"/> Create and implement effective advertising campaigns for promoting events. <input type="checkbox"/> Develop and manage public relations strategies to enhance event reputation and engagement. <input type="checkbox"/> Integrate marketing, advertising, and PR to execute holistic and impactful event campaigns.		
Credits: 5	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures- 75		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> • Definition and Importance of Event Marketing • Marketing Mix for Events (Product, Price, Place, Promotion) • Understanding Target Audiences and Market Segmentation • Strategies for Effective Event Branding 	15
II	<ul style="list-style-type: none"> • Role of Advertising in Event Promotion • Developing Advertising Campaigns for Events • Media Planning and Selection (Print, Digital, Social Media, etc.) • Budgeting and Measuring Advertising ROI 	15
III	<ul style="list-style-type: none"> • Role and Scope of PR in Event Management • Writing Press Releases and Media Kits for Events • Building and Maintaining Media Relations • Crisis Management and Reputation Building 	15
IV	<ul style="list-style-type: none"> • Integration of Marketing, Advertising, and PR for Events • Case Studies of Successful Event Campaigns • Leveraging Social Media and Influencers • Emerging Trends: Experiential Marketing and Sustainability in Events 	15
V	<ul style="list-style-type: none"> • Designing a Complete Event Marketing Plan • Hands-On Workshop: Crafting PR and Advertising Materials • Presentation of Campaign Strategies • Guest Lectures from Industry Experts 	15


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References

- Hoyle, Leonard H. "Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions." Wiley, 2002.
- Cutlip, Scott M., and Allen H. Center. "Effective Public Relations." Pearson, 2013.
- Clow, Kenneth E., and Donald E. Baack. "Integrated Advertising, Promotion, and Marketing Communications." Pearson, 2020.
- Kotler, Philip, and Kevin Lane Keller. "Marketing Management." Pearson, 2019.

Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

Paper 4: Event Production & Logistics

Programme:	PG Diploma in Event Management	
Year / Semester	1 st Year/ 1 st Sem	
Course Code: PGDEM - 104	Course Title: Event Production & Logistics	
Course Outcomes:		
<input type="checkbox"/> Plan and execute comprehensive event production strategies tailored to different event types. <input type="checkbox"/> Manage logistics, resources, and vendors to ensure seamless event operations. <input type="checkbox"/> Utilize technical tools and comply with safety regulations for efficient event setup and execution. <input type="checkbox"/> Evaluate and improve event production processes based on post-event analysis.		
Credits: 5	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures- 75		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> • Definition and Scope of Event Production • Role of Production in Event Success • Types of Events and Production Requirements • Event Production Planning Process 	15
II	<ul style="list-style-type: none"> • Fundamentals of Event Logistics • Venue Selection and Layout Design • Transportation, Accommodation, and Catering Logistics 	15

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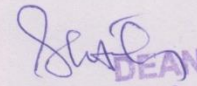
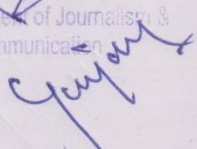
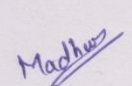

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	<ul style="list-style-type: none"> • Scheduling and Timelines for Event Operations 	
III	<ul style="list-style-type: none"> • Audio-Visual (AV) Setup and Equipment • Lighting Design and Stage Management • Health and Safety Regulations • Risk Assessment and Contingency Planning 	15
IV	<ul style="list-style-type: none"> • Sourcing and Managing Event Vendors • Budgeting and Financial Management • Coordination with Stakeholders and Suppliers • Monitoring and Post-Event Evaluation 	15
V	<ul style="list-style-type: none"> • Designing Event Production Plans • Case Studies of Complex Events • Simulated Event Production Scenarios • Presentations and Feedback Sessions 	15
References <ul style="list-style-type: none"> • Kilkenny, Shannon. "The Complete Guide to Successful Event Planning." Atlantic Publishing, 2016. • Ferdinand, Nicole, and Paul Kitchin. "Events Management: An International Approach." SAGE, 2017. • Bowdin, Glenn, et al. "Events Management." Routledge, 2010. • Tum, Jonny, Phil Van Der Wagen, and Brenda Carlos. "Event Management for Tourism, Cultural, Business, and Sporting Events." Pearson, 2011. 		
Further Suggestions: <ul style="list-style-type: none"> • It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels. 		

Paper 5: Event Safety and Security and Accounting & Costing

Programme:	PG Diploma in Event Management
Year / Semester	1 st Year/ 1 st Sem
Course Code: PGDEM – 105	Course Title: Event Safety and Security and Accounting & Costing

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Course Outcomes:

- Identify and address potential safety and security risks in events.
- Develop and implement risk management strategies for various event types.
- Ensure effective crowd management and emergency response planning.
- Utilize modern technologies to enhance event safety and security.

Credits: 5

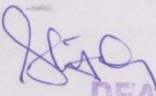
Core Compulsory


Max. Marks: 30+70

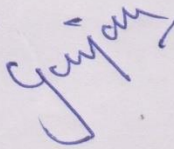
Min. Passing Marks: 40%

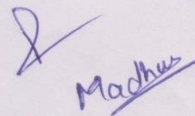
Total No. of Lectures- 75

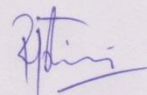
Units	Topic	No of Lectures
I	<ul style="list-style-type: none">• Importance of Safety and Security in Events• Types of Risks: Physical, Cyber, Crowd-Related, and Environmental• Safety Regulations and Standards	15
II	<ul style="list-style-type: none">• Risk Identification, Assessment, and Mitigation• Emergency Preparedness and Crisis Management• Insurance for Event Risks	15
III	<ul style="list-style-type: none">• Principles of Crowd Psychology• Venue Design for Crowd Safety• Access Control and Evacuation Plans• Role of Security Personnel and Agencies• Use of Technology: Surveillance, Biometric Access, and Drones• Cybersecurity for Digital and Hybrid Events	15
IV	<ul style="list-style-type: none">• Profit and Loss Statements for Events• Cash Flow Management• Post-Event Financial Analysis and Reporting	15
V	<ul style="list-style-type: none">• Event-Specific Financial Transactions• Maintaining Records and Ledgers• Importance of Budgeting in Event Planning• Preparing Event Budgets: Fixed and Variable Costs	15


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References

- Silvers, Julia Rutherford. "Risk Management for Meetings and Events." Routledge, 2007.
- Bulsuk, Karn G. "Crowd Management: A Guide for Practitioners." 2020.
- Allen, Judy. "Event Planning: The Ultimate Guide to Successful Meetings and Special Events." Wiley, 2009.
- Tum, Jonny, and Phil Van Der Wagen. "Event Management and Safety." Pearson, 2011.
- Horngren, Charles T., et al. "Cost Accounting: A Managerial Emphasis." Pearson, 2019.
- Kaplan, Robert S., and Anthony A. Atkinson. "Advanced Management Accounting." Pearson, 2013.
- Rist, Ray. "Event Budgeting and Financial Management." Event Management Institute, 2020.
- Allen, Judy. "The Business of Event Planning." Wiley, 2002.

Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

SEMESTER II									
PGDEM - 201	Advance Aspects of Event Management (Case Studies)	2	1	2	5	5	30	70	100
PGDEM - 202	Event Laws & Licenses	2	1	2	5	5	30	70	100
PGDEM - 251	Comprehensive Viva & Project Report	-	3	12	15	15	30	70	100
Total						25	90	210	300

Paper 1: Advance Aspects of Event Management (Case Studies)


Programme:	PG Diploma in Event Management
Year / Semester	1 st Year/ 2 nd Sem
Course Code: PGDEM - 201	Course Title: Advance Aspects of Event Management (Case Studies)

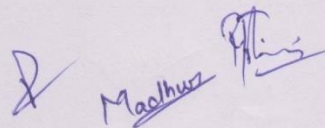
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Course Outcomes:		
<ul style="list-style-type: none"> • Apply advanced planning and management strategies to complex event scenarios. • Critically analyze real-world case studies to extract lessons and best practices. • Integrate innovative technologies and sustainability in event management. • Develop strategic solutions for crisis management and operational challenges in events. 		
Credits: 5		Core Compulsory
Max. Marks: 30+70		Min. Passing Marks: 40%
Total No. of Lectures- 75		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> • Strategic Event Planning Models • Innovation and Creativity in Event Design • Sustainable and Inclusive Event Practices 	15
II	<ul style="list-style-type: none"> • Advanced Budgeting Techniques for Mega Events • Financial Risk Management in High-Stakes Events • Legal Compliance, Licensing, and Contracts 	15
III	<ul style="list-style-type: none"> • Advanced Event Marketing and Digital Strategies • Leveraging AI, AR/VR, and Big Data in Event Management • Hybrid and Virtual Events: Opportunities and Challenges 	15
IV	<ul style="list-style-type: none"> • Managing Large-Scale Event Disruptions • Crisis Communication and Stakeholder Engagement • Case Studies on Event Failures and Recovery Strategies 	15
V	<ul style="list-style-type: none"> • Analysis of Global Events (e.g., Olympics, Music Festivals, Corporate Summits) • Event Innovations and Trends from Leading Brands • Group Projects: Developing Solutions for Complex Event Scenarios 	15
References		
<ul style="list-style-type: none"> • Ferdinand, Nicole, and Paul Kitchin. "Events Management: An International Approach." SAGE, 2017. • Shone, Anton, and Bryn Parry. "Successful Event Management: A Practical Handbook." Cengage Learning, 2019. • Bowdin, Glenn A. J., et al. "Events Management." Routledge, 2010. • Silvers, Julia Rutherford. "Risk Management for Meetings and Events." Routledge, 2007. 		
Further Suggestions:		
<ul style="list-style-type: none"> • It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels. 		


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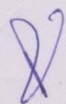

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Paper 2: Event Laws & Licenses

Programme:	PG Diploma in Event Management	
Year / Semester	1 st Year/ 2 nd Sem	
Course Code: PGDEM – 202	Course Title: Event Laws & Licenses	
Course Outcomes:		
<ul style="list-style-type: none"> Critically analyze case studies to identify key challenges and solutions in event management. Apply advanced strategies for event planning, marketing, and execution in diverse scenarios. Utilize innovative technologies and sustainable practices in managing events. Develop comprehensive solutions for crisis management and operational challenges in high-profile events. 		
Credits: 5	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures- 75		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> Advanced Event Planning Frameworks Setting Objectives and Measuring Outcomes Event Lifecycle Management: Concept to Execution Challenges in Strategic Event Management 	15
II	<ul style="list-style-type: none"> Advanced Financial Planning for Events Legal Framework: Contracts, Licenses, and Permits Ethical Considerations in Event Management Case Studies: Budgeting Challenges and Compliance Failures 	15
III	<ul style="list-style-type: none"> Strategic Marketing and Branding for Events Digital Transformation: AI, AR/VR, and Data Analytics Case Studies: Leveraging Technology for Successful Events Audience Engagement Strategies for Global Events 	15
IV	<ul style="list-style-type: none"> Risk Identification and Contingency Planning Crisis Communication Strategies Case Studies: Crisis Handling in Events (Natural Disasters, Political Unrest, Cybersecurity Threats) Lessons Learned from Event Failures 	15
V	<ul style="list-style-type: none"> Analysis of High-Profile Events: Olympics, World Expos, Cannes Film Festival Innovative Practices in Event Management Emerging Trends: Sustainability, Inclusivity, and Hybrid Events Group Project: Designing a Solution for a Complex Event Scenario 	15

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References

1. Ferdinand, Nicole, and Paul Kitchin. "Events Management: An International Approach." SAGE, 2017.
2. Goldblatt, Joe. "Special Events: A New Generation and the Next Frontier." Wiley, 2011.
3. Bowdin, Glenn A. J., et al. "Events Management." Routledge, 2010.
4. Matthews, David. "Special Event Production: The Process." Routledge, 2015.

Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

Paper 3: Comprehensive Viva & Project Report

Programme:	PG Diploma in Event Management	
Year / Semester	1 st Year/ 2 nd Sem	
Course Code: PGDEM - 251	Course Title: Comprehensive Viva & Project Report	
Course Outcomes: Students will be able		
<ul style="list-style-type: none"> • Presentation and communication skills. • Critical thinking and problem-solving abilities in event management scenarios. 		
Credits: 15	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures-		
Instruction		
Student has to submit a project related to Event Management. The structure of the report is given below:		
A. Title Page		
<ul style="list-style-type: none"> • Title of the project. • Your name and roll number. • Course name (PG Diploma in Event Management). • Institution name and year. 		
B. Acknowledgment		
<ul style="list-style-type: none"> • A brief acknowledgment thanking your mentors, guides, or any organization involved. 		
C. Abstract		
<ul style="list-style-type: none"> • A summary of the project, including the objective, methodology, and key findings (200-300 words). 		

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D. Table of Contents

- Clearly list the sections and sub-sections with page numbers.

E. Introduction

- Purpose and scope of the project.
- Importance of the topic chosen.

F. Literature Review

- Overview of existing studies or concepts relevant to your project.

G. Methodology

- Detailed description of how the project was planned and executed.
- Tools and techniques used (e.g., budgeting software, event apps).

H. Project Execution

- Step-by-step details of planning and executing the event.
- Include diagrams, charts, or photos for visual representation.

I. Challenges and Solutions

- Discuss any obstacles faced and how they were resolved.

J. Findings and Observations

- Key learnings from the project.
- Impact analysis of the event conducted.

K. Conclusion and Recommendations

- Summarize the project's outcomes.
- Suggestions for improving similar events in the future.

L. References

- List of all the sources referred to in APA or MLA format.

M. Appendices (if any)

- Additional documents such as questionnaires, event layouts, etc.

3. Formatting Guidelines

- Font: Times New Roman, Size: 12
- Line Spacing: 1.5
- Margins: 1 inch on all sides

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- Length: 40-50 pages (excluding appendices and references)

4. Submission Guidelines

- **Deadline:** [Specify date]
- **Format:** Hard copy and soft copy (PDF format).
- **Plagiarism Check:** Ensure originality; plagiarism above 10% will lead to disqualification.
- **Binding:** Spiral binding is preferred.

Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

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