

**C P Patel & F H Shah Commerce College**  
**Programme: Community College**  
**Diploma in Event Management**  
**Sponsored By University Grant Commission, New Delhi**  
**Effect from: July 2016**

| <b>SEMESTER I</b>        |             |                                      |                       |                           |                           |                           |
|--------------------------|-------------|--------------------------------------|-----------------------|---------------------------|---------------------------|---------------------------|
|                          | <b>CODE</b> | <b>TITLE</b>                         | <b>NO. OF CREDITS</b> | <b>INTERNAL</b>           | <b>EXTERNAL</b>           | <b>TOTAL</b>              |
|                          |             |                                      |                       | <b>TOTAL/<br/>PASSING</b> | <b>TOTAL/<br/>PASSING</b> | <b>TOTAL/<br/>PASSING</b> |
| <b>General Education</b> | DC01FDIE01  | Business Organization & Management-I | <b>3</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
|                          | DC01FDIE02  | Business law -I                      | <b>3</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
|                          | DC01FDIE03  | Business Communication-I             | <b>3</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
|                          | DC01FDIE04  | P C Software                         | <b>3</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
| <b>Skill Component</b>   | DC01CDIE05  | Introduction to Tourism industry     | <b>5</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
|                          | DC01CDIE06  | Event Safety & Security              | <b>5</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
|                          | DC01CDIE07  | Travel Consultant                    | <b>5</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
|                          | DC01CDIE08  | On the Job Training Project Report-I | <b>3</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
| <b>Total Credits</b>     |             |                                      | <b>30</b>             |                           |                           |                           |

| <b>SEMESTER II</b>       |             |  |                       |                           |                           |                           |
|--------------------------|-------------|--|-----------------------|---------------------------|---------------------------|---------------------------|
|                          | <b>CODE</b> | <b>TITLE</b>                           | <b>NO. OF CREDITS</b> | <b>INTERNAL</b>           | <b>EXTERNAL</b>           | <b>TOTAL</b>              |
|                          |             |  |                       | <b>TOTAL/<br/>PASSING</b> | <b>TOTAL/<br/>PASSING</b> | <b>TOTAL/<br/>PASSING</b> |
| <b>General Education</b> | DC02FDIE01  | Business Organization & Management-II  | <b>3</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
|                          | DC02FDIE02  | Business Law-II                        | <b>3</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
|                          | DC02FDIE05  | Business Communication-II              | <b>3</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
|                          | DC02FDIE04  | Computer Applications In Business      | <b>3</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
| <b>Skill Component</b>   | DC02CDIE05  | Overview of Event industry             | <b>5</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
|                          | DC02CDIE06  | Meeting, Conference and Event planning | <b>5</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
|                          | DC02CDIE07  | Advance aspects of Events              | <b>5</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
|                          | DC02CDIE08  | On the Job Training Project Report-II  | <b>3</b>              | <b>30/12</b>              | <b>70/28</b>              | <b>100/40</b>             |
| <b>Total Credits</b>     |             |  | <b>30</b>             |                           |                           |                           |

# C P Patel & F H Shah Commerce College

## Programme: Community College

### Diploma in Event Management

#### Semester I

|   |                  |
|---|------------------|
| Paper Code : DC01FDIE01                               | Total Credit : 3 |
| Title of Paper : Business organization & Management-I |                  |

| Unit | Description in Detail  | Weighting (%) |
|------|--|---------------|
| 1    | <b>Nature &amp; Scope of Business</b> <ul style="list-style-type: none"><li>• Concept of business</li><li>• Characteristics of business</li><li>• Classification of business activities</li><li>• Interrelation ship between industry ,commerce, trade,</li><li>• Functions of business</li></ul>  | 25%           |
| 2    | <b>Forms of business organization</b> <ul style="list-style-type: none"><li>• Sole proprietorship: Concept, characteristics, merits and demerits</li><li>• Partnership : Concept, characteristics, Types, advantages and disadvantages</li><li>• Joints Stock Company :Concept, Features, types of companies, advantages and disadvantages</li><li>• Cooperative society: Concept, characteristics, distinction between cooperative and company,</li></ul> | 25%           |
| 3    | <b>Management</b> <ul style="list-style-type: none"><li>• Meaning, nature, purpose, functions ,managerial process</li><li>• Planning: Nature &amp; purpose, objectives, strategies, polices and planning premises</li><li>• Organizing: Nature &amp; Purpose of organization,</li><li>• Types of Organization :Line &amp; Functional Organization</li></ul>  | 25%           |
| 4    | <b>Directing &amp; Controlling</b> <ul style="list-style-type: none"><li>• Directing : Meaning, characteristics &amp; purpose</li><li>• Motivation: Meaning &amp; significance, theories of motivation-Maslow&amp; Herzberg theory</li><li>• Leadership: Meaning &amp;nature, leadership styles</li><li>• Controlling: Meaning characteristics, importance &amp; process</li></ul>   | 25%           |

#### Reference books

- 1) Business Organisation & Management — by R.K. Sharma
- 2) Business Organisation & Management — by C.B. Gupta
- 3) Essentials of Management — by Koontz & O'Donald
- 4) Principal and Practice of Management — by L.M. Prasad

# C P Patel & F H Shah Commerce College

**Programme: Community College**

**Diploma in Event Management**

**Semester I**

|                                 |                  |
|---------------------------------|------------------|
| Paper Code : DC01FDIE02         | Total Credit : 3 |
| Title of Paper : Business Law-I |                  |

| Unit | Description in Detail  | Weighting (%) |
|------|--|---------------|
| 1    | <b>Indian Contract Act-1872</b> <ul style="list-style-type: none"><li>• Nature and classification of contract</li><li>• General provision relating to<ul style="list-style-type: none"><li>a) Offer and Acceptance</li><li>b) Consideration</li><li>c) Capacity of parties</li><li>d) Free Consent</li></ul></li></ul> | 25%           |
| 2    | <b>Indian Contract Act -1872</b> <ul style="list-style-type: none"><li>• Legality of Object</li><li>• Void Agreement</li><li>• Contingent Contract</li><li>• Performance of Contract</li></ul>   | 25%           |
| 3    | <b>Indian Contract Act 1872</b> <ul style="list-style-type: none"><li>• Discharges of Contract</li><li>• Remedies</li><li>• Quasi Contract</li></ul>   | 25%           |
| 4    | <b>Specific Contracts</b> <ul style="list-style-type: none"><li>• Indemnity and Guarantee</li><li>• Bailment &amp; Pledge</li><li>• Agency</li></ul>   | 25%           |

**Reference books:**

- 1) Elements of Mercantile Law – N D Kapoor
- 2) The Law Of Contracts, Cheshire & Fifoot , An
- 3) Indian Contract Jeevan Kapur, N. M. Tripathi Pvt. Ltd.
- 4) Law Of Contract - I Dr. Y. S. Sharma,
- 5) Indian Contract Act Mulla

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## Programme: Community College

### Diploma in Event Management

#### Semester I

|   |                  |
|---|------------------|
| Paper Code : DC01FDIE03                   | Total Credit : 5 |
| Title of Paper : Business Communication-I |                  |

| Unit | Description in Detail  | Weighting (%) |
|------|--|---------------|
| 1    | <b>Introducing Business Communication</b> <ul style="list-style-type: none"><li>• Concepts, Definition &amp; Attributes of Communication</li><li>• Objectives Of business communication</li><li>• Process of communication</li><li>Importance of effective communication in business</li></ul>   | 25%           |
| 2    | <b>Business Etiquettes</b> <ul style="list-style-type: none"><li>• Concept &amp; Importance</li><li>• Etiquettes for :<ul style="list-style-type: none"><li>A) Meeting</li><li>B) Telephone/ Cell phone Conversation</li></ul></li><li>• Etiquettes at work place(internal-superiors, peers &amp;subordinates )</li><li>Etiquettes with stakeholders (external-Suppliers &amp; customers )</li></ul>   | 25%           |
| 3    | <b>Verbal &amp; Non Verbal Communication</b> <ul style="list-style-type: none"><li>• Verbal:<ul style="list-style-type: none"><li>A) Characteristics &amp; importance of verbal communication</li><li>B) Advantages &amp; limitations of verbal communication</li></ul></li><li>• Non Verbal:<ul style="list-style-type: none"><li>A) Kinesics , Proxemics , Chronemics , Paralanguage</li><li>B) Advantages &amp; Disadvantages of non verbal communication</li></ul></li></ul> | 25%           |
| 4    | <b>Business Correspondence</b> <ul style="list-style-type: none"><li>• Forms &amp; Layout of business Letter</li><li>• Letters of Enquiry , Complaints Reply and adjustments</li><li>• Sales Promotions letters</li><li>Notice ,agenda ,Minutes of corporate meetings</li></ul>  | 25%           |

#### Practical

|  |   |  |
|--|---|--|
|  | The students are required to do Dictation, Narration, Listening Comprehension, Note Making/ Note Taking as given by concerned faculty |  |
|--|---|--|

#### Reference books:

- 1) Essentials of business communication –Rajendra pal & JS Korlahalli
- 2) Developing Communication skills –Krishan mohan & Meera Benerji
- 3) Effective Business Communication – Asha Kaul
- 4) Communication Skills – Sanjay Kumar & Pushp Lata

# C P Patel & F H Shah Commerce College

**Programme: Community College**

**Diploma in Event Management**

**Semester: I**

|                               |                  |
|-------------------------------|------------------|
| Paper Code : DC01FDIE04       | Total Credit : 3 |
| Title of Paper : P C Software |                  |

| Unit | Description in Detail  | Weighting (%) |
|------|--|---------------|
| 1    | <b>Word Processing Tool</b><br>Introduction to Word Processing & Word Processors, Examples of some popular word processing packages, Uses of word processor, Application of Word Processor, Creating, Editing, Formatting of Documents, File, Edit View menus, Header & Footer Option, Full Screen, Zoom, Font, Bullets, Border, paragraph, Change Case, Drop Cap options, Search and replacement of text, Print Features, Mail Merge Facility, Auto Text, Spelling checker, Table creation, deletion, selection and formatting, Picture, word art & drawing toolbar facilities  | 25%           |
| 2    | <b>Spreadsheet Tool</b><br>Introduction to spread sheet, Examples of some popular spreadsheet packages, Uses of spread sheet packages, Applications of spreadsheets, All Formatting categories for Cell, Formula and Function Concepts, In-Built Functions- Math & Trig Functions: SUMO, PRODUCT(), ABSO, FACT(), INTO(), SUMI(), POWER(), MOD(), ROUND(), ROUNDUP(), ROUNDDOWN(), TRUNC(), String Functions: LOWER(), UPPER(), PROPER(), LEN(), MID(), CHAR(), CODE(), SUBSTITUE(), EXACT(), FIND(), CONCATENATE(), REPT(), TRIM(), Statistical Functions: AVERAGE(), COUNT(), COUNTIF(), COUNTA(), MAX(), MIN(), Logical Functions: AND(), OR(), NOT(), IF() | 25%           |
| 3    | <b>Advance Spreadsheet Facilities &amp; Presentation Tool</b><br>Macro Facility, Graph-Plotting facilities (with formatting graph), Sort option, AutoFilter option, Advance Filter, Pivot Table & Chart facility. Creating Presentation, Formatting Slides, Slide Transition, Slide Animation, Inserting Picture, sound, chart etc. Loop creation to run slides, drawing toolbar, Linking Files & Slides   | 25%           |
| 4    | Project work using unit I II and III   | 25%           |

## Reference books:

1. PC S/W For Windows 98 Made Simple – R K Taxali
2. Master of Power Point 2000- Katherine Murray (BPB Publication)
3. Step-by-step Microsoft Excel 2007 by Curtis D. Frye, Publication by Microsoft Press

**Programme: Community College**

**Diploma in Event Management**

**Semester I**

|   |                       |
|---|-----------------------|
| <b>Paper Code:</b> DC01CDIE05                           | <b>Total Credit:4</b> |
| <b>Title Of Paper: Introduction to tourism industry</b> |                       |

| <b>Unit</b> | <b>Description in detail</b>  | <b>Weighting (%)</b> |
|-------------|---|----------------------|
| <b>I</b>    | <b>Package tours:-</b><br><br>Understating the concept of package tours<br><br>Developing knowledge of different types of tours for customers   | <b>25%</b>           |
| <b>II</b>   | <b>Purpose Of Travel:-</b><br><br>Establish the purpose and objectives of travel<br>Identification the needs of the customers in planning tours   | <b>25%</b>           |
| <b>III</b>  | <b>Customers Travel Requirements :-</b><br><br>Collection information from the customers to plan his tours<br>Cooridination with customers for other travel related services<br>Understanding the budget of customer for travel plans that could be told to guests  | <b>25%</b>           |
| <b>IV</b>   | <b>Travel Itinerary Creation</b><br><br>Developing an intineary with different destination from the start to the end of journey Mapping the destination<br><br>To identify the tourist places of interest to the customer to be included in the itinerary<br><br>Understanding the distance between the different destination<br><br>To Communicate with customers the time taken for the each activity<br><br>Developing a list of accommodation places according the preferences of customers<br><br>Developing a list of food and beverage service outlets according to the preferences of customers | <b>25%</b>           |

# C P Patel & F H Shah Commerce College

**Programme: Community College**

**Diploma in Event Management**

**Semester I**

|  |                       |
|--|-----------------------|
| <b>Paper Code:</b> DC01CDIE06                      | <b>Total Credit:4</b> |
| <b>Title Of Paper: Event Safety &amp; Security</b> |                       |

| <b>Unit</b> | <b>Description in detail</b>   | <b>Weighting (%)</b> |
|-------------|--|----------------------|
| <b>I</b>    | <b>Services and facilities specific to age/gender/special needs</b><br>Ensure the customers feels safe<br>Know the facilities and services specific to gender and age<br>Co-ordinate with team to meet these needs<br>Educate customers about entertainment programs for children, basic safe guards procedures for senior citizens<br>Arrange for transport and equipment as required by senior citizens<br>Understand availability of medical facilities/doctors                         | <b>25%</b>           |
| <b>II</b>   | <b>Women safety policies:-</b><br>Understand women rights and company's policies them<br>Know special facilities available for woman colleagues and customers<br>Inform about methods to ensure safety and security of women<br>Provide comfortable and safe environment for female customers<br>Maintain compliant behavior etiquette while dealing with women<br>Treat women equally and avoid discrimination<br>Ensure safety and security of female colleagues and customers all level | <b>25%</b>           |
| <b>III</b>  | <b>Hygiene practices</b><br>Keep the workplace clean<br>Identify waste and ensure its disposal<br>Ensure waste bins are cleared everyday<br>Point out requirements for pest control<br>Ensure workplace has fresh air supply and sufficient lighting<br>Ensure maintenance check of air conditioners and other mechanical equipments in the department   | <b>25%</b>           |

|    |  |     |
|----|--|-----|
| IV | <p><b>Health Practices and Standards:-</b></p> <p>Hand wash procedures</p> <p>Understand dental hygiene</p> <p>Understand cross contamination and how to prevent it</p> <p>Report on personal health issues</p> <p>Ensure procedures such as covering the mouth and turning away from people while coughing and sneezing</p> <p>Maintain availability of clean drinking water</p> <p>Get appropriate vaccinations regularly</p> <p>Undergo preventive health check up and treat all illnesses promptly</p> | 25% |
|----|--|-----|



# C P Patel & F H Shah Commerce College

**Programme: Community College**

**Diploma in Event Management**

**Semester I**

|  |                       |
|--|-----------------------|
| <b>Paper Code:</b> DC01CDIE07            | <b>Total Credit:6</b> |
| <b>Title Of Paper: Travel Consultant</b> |                       |

| <b>Unit</b> | <b>Description in detail</b>   | <b>Weighting (%)</b> |
|-------------|--|----------------------|
| I           | <b>Vendor Management</b> <ul style="list-style-type: none"><li>➤ Confirmation of the tour package details with customers</li><li>➤ Providing information related to safety</li><li>➤ Co ordination with various services providers</li></ul>                     | 25%                  |
| II          | <b>Supervising Tour</b> <ul style="list-style-type: none"><li>➤ Supervising the tour</li><li>➤ Understanding the procedures to be followed while operating tour</li><li>➤ Understanding the need to inform customers about the environment regulations</li></ul> | 25%                  |
| III         | <b>Customer Feedback</b> <ul style="list-style-type: none"><li>➤ Developing proper procedures for customer feedback</li><li>➤ Tourist services</li><li>➤ Provision of quality services to achieve customer satisfaction</li></ul>                                | 25%                  |
| IV          | <b>Customer problem solving</b> <ul style="list-style-type: none"><li>➤ Developing procedures to solve the problems of customers</li><li>➤ Assisting customers</li><li>➤ Recording and documenting the process</li></ul>   | 25%                  |

## REFERENCES:

- 1. Start And Run Event planning business by Cindy lemaire Mardi foster-walker - Self Counsel
- Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678
- 2. Start Your Own Event Planning Business 3/E: Your Step-by-Step Guide to Success - Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011
- 3. Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication

# **C P Patel & F H Shah Commerce College**

**Programme: Community College**

**Diploma in Event Management**

**Semester I**

|   |                       |
|---|-----------------------|
| <b>Paper Code:</b> DC01CDIE08                               | <b>Total Credit:6</b> |
| <b>Title Of Paper: On the Job Training Project Report-I</b> |                       |

| <b>Unit</b> | <b>Description in detail</b>   | <b>Weighting (%)</b> |
|-------------|--|----------------------|
| I           | <ul style="list-style-type: none"><li>➤ The students have to organize an Event Solely or Jointly and they can even consider taking internship under any event manager or event organizer.</li><li>➤ A presentation as well as report has to prepared and presented for the viva-voce and submit it to the concerned teacher.</li></ul> | 100%                 |

# C P Patel & F H Shah Commerce College

**Programme: Community College**

**Diploma in Event Management**

**Semester II**

|  |                  |
|--|------------------|
| Paper Code : DC02FDIE01                                | Total Credit : 3 |
| Title of Paper : Business organization & Management-II |                  |

| Unit | Description in Detail   | Weighting (%) |
|------|---|---------------|
| 1    | <b>Decision making</b> <ul style="list-style-type: none"><li>• Introduction ,</li><li>• Definition ,characteristics,</li><li>• Elements ,process, principles of decision making,</li><li>• characteristics of good &amp; effective decision,</li><li>• Administrative problems in decision making,</li><li>• types of decisions</li></ul>   | 25%           |
| 2    | <b>Staffing</b> <ul style="list-style-type: none"><li>• Introduction, definitions</li><li>• Recruitment: meaning, sources of recruitment.</li><li>• Selection : meaning, need, importance, stages of selection procedure</li><li>• Training: meaning, needs, importance &amp; types</li><li>• Development : Meaning, importance &amp;Methods /Techniques of development</li></ul>   | 25%           |
| 3    | <b>Coordination</b> <ul style="list-style-type: none"><li>• concept</li><li>• characteristics</li><li>• Need and importance</li><li>• Principles or essential of effective coordination</li><li>• Techniques of coordination</li><li>• Types of coordination</li><li>• Problems in coordination</li></ul>   | 25%           |
| 4    | <b>Social Responsibility &amp; Business Ethics</b> <ul style="list-style-type: none"><li>• Introduction, meaning &amp; definitions</li><li>• Factors responsible for realization of SR</li><li>• SR of business towards different groups</li><li>• Business ethics: concept,</li><li>• Ethics and Business ethics</li><li>• Needs of Business ethics</li><li>• Principles of Business ethics</li><li>• Factors affecting business ethics,</li><li>• Benefits of business ethics</li></ul> | 25%           |

## Reference books:

1. Business Organisation & Management — by R.K. Sharma
2. Business Organisation & Management — by C.B. Gupta
3. Principles of Business Organisation — by Y.K. Bhushan
4. Principal and Practice of Management — by L.M. Prasad

# C P Patel & F H Shah Commerce College

**Programme: Community College**

**Diploma in Event Management**

**Semester II**

|                                  |                  |
|----------------------------------|------------------|
| Paper Code : DC02FDIE02          | Total Credit : 3 |
| Title of Paper : Business Law-II |                  |

| Unit | Description in Detail  | Weighting (%) |
|------|--|---------------|
| 1    | <b>Sale of Goods Act</b> <ul style="list-style-type: none"><li>• Nature of contract of sale</li><li>• Conditions and Warranties</li><li>• Transfer of property in goods</li><li>• Performance of contract of sale</li><li>• unpaid services</li></ul>                    | 25%           |
| 2    | <b>Negotiable Instruments Acts</b> <ul style="list-style-type: none"><li>• Definitions and characteristics of Negotiable Instruments</li><li>• Types of Negotiable Instruments</li><li>• Features and difference: Promissory notes, bills of exchange, cheques</li></ul> | 25%           |
| 3    | <b>Negotiable Instruments Acts</b> <ul style="list-style-type: none"><li>• Crossing of cheques</li><li>• Types of Crossing</li><li>• Negotiation</li><li>• Dishonored</li></ul>  | 25%           |
| 4    | <b>Consumer Protection Act</b> <ul style="list-style-type: none"><li>• Salient features and objectives of Act</li><li>• Definition, Consumer, Complain, Complainants,</li><li>• Grievances Redressal Machinery</li></ul>   | 25%           |

## Reference books:

1. Elements of Mercantile Law – N D Kapoor
2. The Law Of Contracts, Cheshire & Fifoot, An
3. Indian Contract Jeevan Kapur, N. M. Tripathi Pvt. Ltd.
4. Law Of Contract - I Dr. Y. S. Sharma,
5. Indian Contract Act Mulla

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**Programme: Community College**

**Diploma in Event Management**

**Semester II**

|  |                      |
|--|----------------------|
| <b>Paper Code:</b> DC02FDIE05                    | <b>Total Credit:</b> |
| <b>Title Of Paper: Business Communication II</b> |                      |

| <b>Unit</b> | <b>Description in detail</b>   | <b>Weighting (%)</b> |
|-------------|--|----------------------|
| <b>I</b>    | <b>Fundamental of Communication</b> <ul style="list-style-type: none"><li>➤ Meaning, Importance &amp; Objectives</li><li>➤ Principles of communication</li><li>➤ Techniques of effective communication</li><li>➤ Barriers of effective communication</li></ul>   | 25%                  |
| <b>II</b>   | <b>Types of Communication &amp; Communication skills</b> <ul style="list-style-type: none"><li>➤ Written - Oral - Face-to-face - Silence - Merits and limitations of each type</li><li>➤ Cross cultural dimensions of business communication technology and communication</li><li>➤ Ethical &amp; legal issues in Business communication</li></ul>   | 25%                  |
| <b>III</b>  | <b>Business Letters</b> <ul style="list-style-type: none"><li>➤ Need and functions of business letters</li><li>➤ Planning &amp; layout of business letter</li><li>➤ Kinds of business letters - Essentials of effective correspondence</li></ul>   | 25%                  |
| <b>IV</b>   | <b>Oral Communication</b> <ul style="list-style-type: none"><li>➤ Meaning, nature and scope</li><li>➤ Principles of effective oral communication</li><li>➤ Techniques of effective speech</li><li>➤ Media of oral communication (Face-to-face conversation - Teleconferences - Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor - Demonstration and Dramatisation - Public address system - Grapevine - Group Discussion - Oral report - Closed circuit TV).</li></ul> | 25%                  |

## **Basic Text & Reference Books:-**

- Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep &
- Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra

# **C P Patel & F H Shah Commerce College**

**Programme: Community College**

**Diploma in Event Management**

**Semester II**

|   |                  |
|---|------------------|
| Paper Code : DC02FDIE04                           | Total Credit : 5 |
| Title of Paper : Computer application in Business |                  |

| Unit | Description in Detail   | Weighting (%) |
|------|---|---------------|
| 1    | <b>Introduction to HTML</b><br><b>What is HTML?</b><br><b>HTML Documents</b><br><b>Basic structure of an HTML document</b><br><b>Creating an HTML document</b><br><b>Mark up Tags</b><br><b>Heading-Paragraph</b><br><b>Line Breaks</b><br><b>HTML Tags.</b>      | 25%           |
| 2    | <b>Elements of HTML</b><br><b>Introduction to elements of HTML</b><br><b>Working with Text</b><br><b>Working with Lists, Tables and Frames</b><br><b>Working with Hyperlinks, Images and Multimedia</b><br><b>Working with Forms and controls</b>                 | 25%           |
| 3    | <b>Introduction to Web Publishing or Hosting</b><br><b>Creating the Web Site</b><br><b>Saving the site</b><br><b>Working on the web site</b><br><b>Creating web site structure</b><br><b>Creating Titles for web pages</b><br><b>Themes-Publishing web sites.</b> | 25%           |
| 4    | Project work using unit I II and III  | 25%           |

## **Reference books:**

1. Ivan Bayross, "Web enabled Commercial Application Development using HTML, DHTML, Java script, perl CGI" BPB 2004
2. Douglas E Comer: The Internet, PHI, Second Edition May 2000
3. Xavier C: World Wide Web Design with HTML, Tata Mcgraw hill publication 2000

# C P Patel & F H Shah Commerce College

**Programme: Community College**

**Diploma in Event Management**

**Semester II**

|   |                       |
|---|-----------------------|
| <b>Paper Code:</b> DC02CDIE05                     | <b>Total Credit:4</b> |
| <b>Title Of Paper: Overview of Event Industry</b> |                       |

| <b>Unit</b> | <b>Description in detail</b>   | <b>Weighting (%)</b> |
|-------------|--|----------------------|
| <b>I</b>    | <b>Unit 1 Introduction</b> <ul style="list-style-type: none"><li>➤ skills required for an event planner</li><li>➤ Different types of events-religious, musical, sporting, personal and private, political and government, commercial and business, corporate, special, and leisure events</li></ul>  | <b>25%</b>           |
| <b>II</b>   | <b>Unit 2 customer wants</b> <ul style="list-style-type: none"><li>➤ Welcoming the customers</li><li>➤ Understanding customers demand and clients needs regarding the dates, location</li><li>➤ Purpose of events</li><li>➤ Identifying target audience</li></ul>  | <b>25%</b>           |
| <b>III</b>  | <b>Unit 3 Services to be offered customers</b> <ul style="list-style-type: none"><li>➤ Types of allied services</li><li>➤ Identifying the audio video visual requirements</li><li>➤ Understanding the type of stage and set up required</li></ul>  | <b>25%</b>           |
| <b>IV</b>   | <b>Unit 4 Budget</b> <ul style="list-style-type: none"><li>➤ Creation of a draft budget and estimating the costs as per customer requirements and expectations</li><li>➤ Provision of Rough estimates to customers</li><li>➤ Offering various suggestions to the customers to help them decide on their needs</li><li>➤ Handling enquiries</li></ul> | <b>25%</b>           |

# C P Patel & F H Shah Commerce College

**Programme: Community College**

**Diploma in Event Management**

**Semester II**

|   |                       |
|---|-----------------------|
| <b>Paper Code:</b> DC02CDIE06                                 | <b>Total Credit:6</b> |
| <b>Title Of Paper: Meeting, Conference and Event planning</b> |                       |

| <b>Unit</b> | <b>Description in detail</b>   | <b>Weighting (%)</b> |
|-------------|--|----------------------|
| <b>I</b>    | <b>Unit 1 Conference/Meeting planning</b> <ul style="list-style-type: none"><li>➤ Identifying the purpose</li><li>➤ Identification of location</li><li>➤ Collecting resources</li><li>➤ Creating contract with the customer listing all the requirements</li></ul> | <b>25%</b>           |
| <b>II</b>   | <b>Unit 2 Conference/Meeting organizing</b> <ul style="list-style-type: none"><li>➤ Identifying the target market</li><li>➤ Invitations and arrangements of clients</li><li>➤ Inspection of facilities logistics</li><li>➤ Planning budget and costing</li></ul>   | <b>25%</b>           |
| <b>III</b>  | <b>Unit Event planning</b> <ul style="list-style-type: none"><li>➤ Identifying aims and objectives for the event</li><li>➤ Understanding the theme of the event</li><li>➤ Setting benchmark and developing events</li><li>➤ Feasibility of event</li></ul>         | <b>25%</b>           |
| <b>IV</b>   | <b>Unit 4 Event Organizing</b> <ul style="list-style-type: none"><li>➤ Planning an event proposal</li><li>➤ Innovative and creative ways of planning event</li><li>➤ Creation of an event team</li><li>➤ Budgeting and estimation of cost of an event</li></ul>    | <b>25%</b>           |



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**Programme: Community College**

**Diploma in Event Management**

**Semester II**

|  |                       |
|--|-----------------------|
| <b>Paper Code:</b> DC02CDIE07                    | <b>Total Credit:6</b> |
| <b>Title Of Paper:</b> Advance aspects of Events |                       |

| <b>Unit</b> | <b>Description in detail</b>   | <b>Weighting (%)</b> |
|-------------|--|----------------------|
| <b>I</b>    | <b>Unit 1 Event Implementation</b> <ul style="list-style-type: none"><li>➤ Arrangements with the clients</li><li>➤ Inspection of facilities</li><li>➤ Monitor the progress of the events</li><li>➤ Preparation of checklist</li></ul>  | <b>25%</b>           |
| <b>II</b>   | <b>Unit 2 Event evaluation</b> <ul style="list-style-type: none"><li>➤ Handling customer complaints</li><li>➤ Making a report of the event</li><li>➤ Co ordination with event team</li><li>➤ Event evaluation</li></ul>  | <b>25%</b>           |
| <b>III</b>  | <b>Unit 3 Customer centric and service quality requirements</b> <ul style="list-style-type: none"><li>➤ Understanding the need of the customer for an event</li><li>➤ Market trends and customer expectations</li><li>➤ Enhance company's brand value</li><li>➤ Implement new ideas to improve customer satisfaction</li></ul> | <b>25%</b>           |
| <b>IV</b>   | <b>Unit 4 Business Etiquettes</b> <ul style="list-style-type: none"><li>➤ Customer handling (greet, welcome and address)</li><li>➤ Ethical behavior to customers</li><li>➤ Customer grievances</li><li>➤ Customer loyalty and brand loyalty</li></ul>  | <b>25%</b>           |

# **C P Patel & F H Shah Commerce College**

**Programme: Community College**

**Diploma in Event Management**

**Semester II**

|  |                       |
|--|-----------------------|
| <b>Paper Code:</b> DC02CDIE08                                | <b>Total Credit:6</b> |
| <b>Title Of Paper: On the Job Training Project Report-II</b> |                       |

| <b>Unit</b> | <b>Description in detail</b>   | <b>Weighting (%)</b> |
|-------------|--|----------------------|
| I           | <ul style="list-style-type: none"><li>➤ The students have to organize an Event Solely or Jointly and they can even consider taking internship under any event manager or event organizer.</li><li>➤ A presentation as well as report has to prepared and presented for the viva-voce and submit it to the concerned teacher.</li></ul> | 100%                 |