

JAMSHEDPUR WOMEN'S UNIVERSITY
CERTIFICATE COURSE IN EVENT MANAGEMENT
(1-Year Programme)
ADMISSION INFORMATION

INTRODUCTION

Department of Commerce & Business Management, Jamshedpur women's University, Jamshedpur is dedicated towards, creating dynamic Business environment in accordance with the present competitive environment, we have introduced Certificate course in EVENT MANAGEMENT . EVENT MANAGEMENT has been biggest Tax reform in India. The certificate course on EVENT MANAGEMENT is designed to give. In-depth knowledge of Goods service Tax. It will help students to give working knowledge on EVENT MANAGEMENT The course is aimed to benefit students for seeking career opportunities in the Taxation domain. GST course can prepare students to face competitions and they can learn



Sl.No	Information	Dates
1.	Eligibility for Admission	Bachelor's Degree and PG with any stream (Art, Science, and Commerce) and vocational with 45% Marks
2.	Fee structure	Rs 15,000 /- Per semester
3.	Course Duration	2 Semesters

Event Management

For a career in the event management industry, you can join any well-established event management in a company or can begin your own work. Event managers are capable of designing events as well as they plan how to convey the message precisely to the crowd. They strategize, plan, arrange and organize parties, corporate gatherings, weddings, and product launches. Event management courses can assist you with building up your skills and enable you for handling huge scale projects given by large organizations thus making your career more stable and promising.

What You Will Learn Through the Event Management Course

Event managers are very innovative and exceptionally talented individuals who organize large events for organizations, for example, product launches, seminars and corporate meetings, and other events like weddings, and birthday celebrations. By pursuing the academic certificate course in event management, you will learn to figure out how to carry your ideas towards fine execution.

Event management courses make you more capable of investing your energy in creative, extraordinary and innovative thoughts, arrangements, and solutions. The courses may sound ordinary however event management courses are the high potential tools that enhance the creative yet fundamental thinking of the aspirants

Join Jamshedpur Women's University Event Management course for Best Learning Experience

Event management is an industry full of diverse kinds of scopes. It can be a long-run career that will serve whenever you want to work in your life. Once you gain optimum experience and become an expert then you can also open your own event management company. Thus, ensure a promising start to your event management career by pursuing event management courses like a certificate course in event management in Jamshedpur Women's University.

Eligibility criteria for diploma/certificate in event management

- a) **Eligibility** – Students of Jamshedpur Women’s University Jamshedpur of any stream , (Science , Art , Commerce) UG / PG / Vocational , are eligible for Admission .

Fees - 15,000 per semesters

Duration – one year (2 semesters)

Scope of Employment In Event Management

Remuneration in the field of event management depends on the job role and responsibility of the aspirant. In addition, factors such as the size of the organization, the profile of clientele, experience of the professional, and the firm’s location – also decide the salary of the aspirant.

However, a fresher in event management can expect a monthly salary in the range of Rs.10,000

– Rs.15,000 per month. The compensation increases with experience and area of expertise. One can earn considerable money working as a proficient freelancer or as an event management company owner.

Once an event manager acquires experience in the field, he/she can expect fees from Rs.50,000 to Rs.1 lakh or above per event, depending on his/her client.

experienced in event management to create large-scale as well as small-scale events. The candidates can apply for jobs in the entertainment, marketing, or advertising industry. Check below some of the popular event management companies-

1. Wizcraft
2. Percept
3. Tafcon
4. Cineyug
5. Pegasus
6. 70 EMG
7. Encompass Events
8. Procam Running
9. Showtime Group
10. Cox and Kings

DIPLOMA /CERTIFICATE COURSE IN EVENT MANAGEMENT

S. No	Name of the paper	Practical	Theory	Full marks
	Event marketing	30	70	100
	Event Advertising	30	70	100
	Event production	30	70	100
	Event planning	30	70	100
	Event Accounting	30	70	100

Semester 2

Sl. No	Name of the paper	Practical	Theory	Full marks
1.	Special event topics	30	70	100
2.	Public relations	30	70	100
3.	IT for event management	30	70	100
4.	Cross-cultural management	30	70	100
5.	Event risk management	30	70	100
6.	Dissertation			100

ELIGIBILITY CRITERIA FOR DIPLOMA/CERTIFICATE IN EVENT MANAGEMENT

Admission for the Diploma in Event Management Course in India begins with checking the course's eligibility criteria, including a minimum aggregate of 45-50% in the 10+2 examination. If not a percentage, there must be an equal CGPA. A passing score is required on the college-based entrance exams. This course is open to all ages.

ADMISSION PROCESS FOR DIPLOMA/CERTIFICATE IN EVENT MANAGEMENT

The Diploma/certificate in Event Management admission process begins with a minimum aggregate score of 45% to 50% in UG/PG from any recognized college or institute and passing marks on entrance exams conducted by national bodies. Then, aspirants are called to write a written test, participate in group discussions, and have a personal interview after passing the exams. Though the admission process varies from college to college, below mentioned are the steps that one should go through generally to get admission:

SELECTION PROCESS

The selection is based on the Diploma in Event Management eligibility criteria for the listed exams' minimum scores. Once that is done, there might be an entrance test in colleges. After passing those with a decent score, the aspirant is selected. Then, either with/without the loan, the fee has to be paid depending on the ones quoted by the institution.

SYLLABUS

Semester 1

1 Event Marketing:

The Evolution of Event Marketing, Event Marketing,

Corporate Event Marketing,

Social Event Marketing, Association, Convention and Exhibition Event Marketing.

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2 Event Advertising:

Optimize your event registration website
Incorporate QR codes
Create info graphics

Promote your (branded) march

3 Event Planning:

The strategic planning of event design
Preparing the proposal

Contractual negotiation with suppliers
Safety and security

- 4 Event Accounting:**
Introduction to the accounting Income statement.

Balance sheet.

Statement of cash flows. Projects (Events) Profitability
- 5 Event Production:** Introduction to event production Types of events to be produced Corporate event production Production process Building production, team
- 6 Communication skills:**
Effective communication in event Importance of communication in event Communication strategies

Pre-event communication tools

Semester 2

- 7 Special event topics:**

meaning of the special event

Special event companies, meeting, and conferences Managing special events operations Types of special events
- Public relations:**

Public relations in event management the role of PR

Importance of PR in event management PR event planning
- 8 IT for event management:**
Impact of IT in event and marketing management Research in IT in the event industry

Information and communication in technology

a. Cross-cultural management: Managing culture within organization Importance of cross-cultural management International cross-cultural management Cross-culture events

b. Event risk management:

Event risk and safety

Types of risk in event management Event risk planning

Importance of risk and safety management

c. Dissertation :

Project work for 15-30 days Viva-voce of 100 marks on pro