

Programme Project Report (PPR)
for
Distance Learning Programme under School of Distance Education

CERTIFICATE IN EVENT MANAGEMENT (CEM)

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Academic support by
School of Tourism Studies
Mahatma Gandhi University
Kottayam, Kerala

Certificate in Event Management (CEM)

(Distance Learning Programme - Certificate Programme)

Programme Project Report

Mahatma Gandhi University started the School of Distance Education in 1989 with the vision of providing the opportunity for quality education to all realms of society. Since the beginning, thousands of students have availed themselves of this opportunity for higher education to a great extent throughout Kerala. Many students outside the State had also benefited from this. But after the new directions of the UGC in 2014, the University had stopped all its Off-Campus Centres of the School of Distance Education both inside and outside the State.

Now it is the new endeavour of the School to revamp its functioning by offering different types of Diploma and Certificate programmes very relevant to contemporary society, in addition to the conventional Graduate and Post Graduate programmes. This is being done with the academic and infrastructural support of the eminent Schools and Interdisciplinary Interuniversity Centres of the University. All these Schools/ Centres have already conducted similar Programmes or Post Graduate Programmes in the same area. This Certificate Programme has been designed by the School of Tourism Studies and is to be conducted by the School of Distance Education with the academic support of the School.

The School of Tourism Studies, which came up in 2010 is envisaged as a centre of higher learning and research in Tourism and Hospitality Studies and is the first University department of its kind in Kerala. The aim of the School is to develop skilled human resources specific to regional and global needs in applied, technical, interpersonal, analytical and communication abilities to master in travel management, hospitality management, foreign languages and allied areas.

Studies on tourism and hospitality education conducted by the Ministry of Tourism, GOI and FHRAI highlighted the need for more professionals. A survey by the Ministry of Tourism indicates that there is a demand for 2.03 lakh trained professionals every year of which 66 percent is at skill level and 34 percent at managerial level (69020). FHRAI's 43rd annual convention reaffirmed the fact about the mismatch between demand and supply, with Indian students still needing more institutions as the existing institutions meet only 15 percent of the industry requirements. A study conducted by the Dept. of Tourism, Govt. of Kerala says that there is a paucity of qualified talent for middle management positions in Kerala and most companies are bringing talent from outside the state to fill positions.

(a) **Programme's mission & objectives:**

This programme is envisaged to provide integrated knowledge in the upcoming field of Event Management. Events form an integral part of the tourism industry and they are inter-related. Events become one of the major revenue generators for the tourism industry considering its seasonality factors. Events, small and big are used by the tourism industry to bring revenue even to rural areas with not much resources or attractions to speak of. Event Management is a field with lack of skilled knowledge base. Hence the objective of the course is to provide the students with a technical knowhow coupled with providing them a strong knowledge base to excel, market effectively, promote themselves and earn revenue through this trade. The curriculum formed aims to impart full justice to the subject matter with strong knowledge base and skill development in Event Management Process. A certificate in event management offers training in financial and legal safeguards, marketing, and business habits of an effective event manager. Gain the knowledge and skills to organize varied events, including trade shows, conventions, and more.

(b) **Relevance of the programme with HEI's Mission and Goals:**

The programme imparts technical and theoretical knowledge to unskilled sector thereby empowering them to be financially independent. Unorganised sector especially self-help women's groups could benefit immensely by bringing professionalism to the small-scale business enterprises thus fulfilling the universities mission of being beneficial to the society at large and its development.

(c) **Nature of prospective target group of learners:**

Students from various streams interested in being small scale entrepreneurs in the field of organizing events or work in a large event organization company or be on-site partner of a business organization can be part of the programme. The prospective target group would include undergraduates, postgraduates, and the general public who have passed 10 +2.

(d) **Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:**

This course places a strong emphasis on the professional development of the students. Such a qualification will enable and facilitate self-employment opportunities for the students and small scale event managers as well as women's self-help groups. On successful completion of this module, a student will be able to (i) Understand the principles and practices associated with event management, (ii) Plan, organize, implement and monitor the event management process (iii) Develop necessary professional skills required to work in event management companies (iv) Build awareness of the latest technology available and negotiation skills required to succeed in this field.

(e) **Instructional Design:**

The programme is of six months duration comprising four courses with a total of 16 credits. There are adequate contact classes and the assessment involves both internal as well as external components. Each student also has to submit a case study or project report.

Course Summary of Certificate in Event Management (CEM)

Course Code	Course Type	Course Name	Contact Classes (Hrs)	Credits	Internal Marks	External Marks	Total Marks
SDE-PS-1	Core Course	An Introduction to Event Management	12	4	20	80	100
SDE-PS-2	Core Course	The Event Process	12	4	20	80	100
SDE-PS-3	Core Course	The Event Business	12	4	20	80	100
SDE-PS-4	Case study / Project work / Report	A case study/Project Work and Report	12	4	20	80	100
Total			48	16			400

(f) Procedure for admissions, curriculum transaction and evaluation:

Admission to the programme will be done by the University through a common procedure for all the programmes under the School of Distance Education. A pass in the Plus Two level is the minimum eligibility for the admission. Fee structure will be decided by the University. The School will prepare an academic calendar/activity planner and will be circulated among all the learners at the time of admission itself. The academic calendar will include all the significant activities, important dates, schedule of submission of assignments, schedule of contact classes, schedule of examinations, etc.

Evaluation of the courses shall be done by the faculty themselves on the basis of internal assessment and end semester examinations. 20% of the marks will be decided by the internal evaluations and the remaining 80% by the end semester examinations which will be done by the University. The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points.

Each student shall be required to do one Assignment/Book Review/Debate/Seminar/Presentation of case study for each course. Assignments/Book Review after valuation shall be returned to the students. The teacher shall define the expected quality of the above in terms of structure, content, presentation and the like, and inform the same to the students.

Grading System will be followed for the evaluation on a ten point scale. The details of the grading system are given in the following Table.

Percentage Equivalence of Grade:

Range of % of Marks	Grade Letter	Performance	Grade Point
95 - ≤ 100	O	Outstanding	10
85 - < 95	A plus	Excellent	9
75 - < 85	A only	Very Good	8
65 - < 75	B plus	Good	7
55 - < 65	B only	Above Average	6
45 - < 55	C	Average	5
40 - < 45	P	Pass	4
< 40	F	Fail	0
Absent	Ab	Absent	0

'P' grade is required for a minimum pass in a course. The minimum GPA required for a pass in the Certificate programme is 4.

Calculation of Grade Point Average (GPA) :

Credit Points for the Course = (No. of Credits assigned for the course x Grade Point secured for that course).

GPA indicates the performance of a student in the programme. GPA is based on the total **credit points** earned by a student in all the courses divided by the total number of credits assigned to the courses required in the programme.

Note: GPA is computed only if the candidate passes in all the required courses (gets a minimum required grade for a pass in all the required courses as per the curriculum).

GPA =

$$\frac{\text{Total credit points earned by the student from all the required courses of the programme}}{\text{Total credits of all courses required in the programme}}$$

This formula shall be printed on the Grade Card issued to the student with a note that it could be used to convert the grades into mark-percentages. (The details of the grading system as indicated above shall also be printed on the Grade Card).

Conversion of GPA to Grade

GPA	Grade
10	O
9.0 - < 10	A plus
8.0 - < 9	A only
7.0 - < 8	B plus
6.0 - < 7	B only
5.0 - < 6	C
4.0 - < 5	P
< 4	F
Absent	Ab

Conversion of GPA to percentage

$$\text{Equivalent Percentage} = (\text{GPA obtained}) \times 10$$

(g) Requirement of the laboratory support and Library Resources:

All infrastructural support of the Centre will be extended to the learners as per the requirement. Mahatma Gandhi University Library and Information System consists of University Library, libraries of the Schools and 4 study centre Libraries. The University Library was established in 1989. The University Library which is situated in the main campus occupies purpose-built accommodation, and provides a variety of facilities and has a user-friendly environment. These include individual work spaces, room for group study and teaching, audio-visual access and online information retrieval system. The building of the University Library is 2000 sq.m in area consisting of the cellar, the ground floor and the first floor.

Academic as well as public users are given the facility to use the library. Special category membership is provided to journalists. The library is providing service from 8 am to 8 pm in three shift timings for its staff. The library functions on an average of 345 days in a year. The libraries of teaching departments are open during working hours of the Schools. Reading space is provided in all the three floors housing the various sections of the library. The library provides reading facility to the visually impaired users too. For this, an electronic lab custom made for visually and physically challenged users has been set up during 2016.

The University Library has a Library Advisory Committee. It is an 18 member committee with Vice-Chancellor as Chairman and University Librarian as Convener.

The library has a collection of 59,000 books, 232 journals, 2,135 Ph.D. theses and has access to 15000+ e-journals under E-Shodh Sindhu. The activities of the Library are comprehensively automated using open source library management software KOHA. OPAC, Journal Article Index, By monthly Bibliography compilation and Literature Search Service are also available

The library is a member of the INFLIBNET Centre, Ahmedabad as well as DELNET (Developing Library Network). As a member of these networks, the library provides access to the resources of other major libraries in the country. In addition to the access to UGC INFONET consortium, it has access to major online databases, such as EBSCO, ProQuest dissertations and theses, Oxford Scholarship Online, IEEE All Society Periodicals Package etc. Mahatma Gandhi University had won the State IT Award during the year 2009 in the e-learning category for its university online theses digital library. The various department libraries have a good collection of subject specific books and journals.

A. MAHATMA GANDHI UNIVERSITY LIBRARY	
Category	No.
Books	59000
Journals	232
Bound Journals	7500
Ph.D Theses	2135
E-Journals (in UGC-Infonet, renamed as E-ShodhSindhu)	15000
Online databases (in UGC Infonet)	11
Online Archives subscribed	185 Titles
Online databases subscribed	4
E-books	7338
DVDs: Educational Videos	293

B	Name of School/Centre	Total No. of books
	School of Tourism Studies	1464

(h) Cost estimate of the programme and the provisions:

The budget details for the course are given in the following Table.

Budget estimate (for 100 students)

S.No.	Item	Amount (Rs. in Lakhs)
1.	Manpower	2
2.	Study material	1.5
3.	Books and Periodicals	0.5
4.	End semester examination	1.
	Total	5.00

Total Programme fee: Rs.5000/-

(i) Quality assurance mechanism and expected programme outcomes:

The quality of the programme will be ensured through strict monitoring by an executive committee including the Co-ordinator of the programme, the subject experts, Director, School of Distance Education and Head of the School of Tourism Studies. The Co-ordinator of the programme shall ensure the regular student feedback of courses, teachers and programme in the prescribed format towards the end of the semester and the same shall be analysed to draw conclusions for effecting improvement. Periodical review meetings on the programme efficacy will be held in which the remarks of teachers on curriculum, syllabi and methods of teaching and evaluation will be given due importance. Moreover, the progress and the quality of the programme will be monitored by the Internal Quality Assurance Cell of the University from the outcome and feedback of the learners as well as the proper documentation maintained in the Centre.

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DETAILED SYLLABUS OF THE PROGRAMME

Certificate in Event Management (CEM) (6 Months)

The Certificate Programme in Event Management is meant for students pursuing career interests in organizing events and those interested to work in event management companies.

Course Code:

1. Number of credits: 16
2. Type of course: Distance Mode
3. Duration: 6 Months
4. Sanctioned Strength:

Programme Description:

The Certificate Programme in Event Management enables the students to plan, design, implement and monitor different theme based events effectively.

Objectives of the Programme:

After successful completion of the programme, students will be able to -

1. Understand the nature of events and its essential components.
2. Understand the usefulness of event management in various sectors
3. Understand the process to conduct an event effectively
4. Understand different types of theme based events
5. Understand the emerging trends in event management
6. Understand the applications of technology in event management

List of Courses:

COURSE I – An Introduction to Event Management

COURSE II- The Event Process

COURSE III – The Event Business

COURSE IV- Case Study/ Project and Report

Syllabus

COURSE – 1 AN INTRODUCTION TO EVENT MANAGEMENT

Objectives:

To study the concept & significance of event management
To comprehend the linkages of event and tourism industry

UNIT-1

History and evolution of Events, Nature, scope, types, significance and of event management, Inter-relationship between events and tourism, Key stakeholders – their roles and responsibilities

UNIT-2

Meaning and functions of MICE tourism – meeting, incentive, conference and exposition, need for mice growth of incentive travel and incentive program, motivation for incentive travel, profile of business & corporate travelers.

UNIT-3

Trade shows, Conventions and Visitors Bureaus, Meeting planners and types, players in the event industry, Transportation, accommodation, logistics catering, human resources, civic amenities and other supporting services.

UNIT-4

Host facilities – Facilities provided in the host facilities, Responsibilities of Meeting planners, - Spousal tours, Food and Beverages and other services provided at the host facilities.

REFERENCES

1. Page, Stephen, and Joanne Connell, eds. *The Routledge handbook of events*. Routledge, 2014.
2. Events Management, Ed by Peter Robinson, Debra Wale and Geoff Dickson, CABI Headoffice, London, 2010
3. Ferdinand, Nicole, and Paul Kitchin. *Events management: an international approach*. Sage, 2012.
4. Goldblatt, Joe. *Special Events: Creating and Sustaining a New World for Celebration*. Wiley Global Education, 2013.
5. Robertson, Martin. *Events and festivals: current trends and issues*. Routledge, 2013.
6. Fox, Dorothy, et al. *Doing events research: From theory to practice*. Routledge, 2014.

COURSE - II- THE EVENT PROCESS

Objectives:

To enable students to understand the essentials of planning, design and implementing an event

To acquaint students with practical aspects of organizing events of various forms

UNIT – 1

The Process – An introduction, theory behind planning, Planning, Concept, Nature and Practices in Event Management: Organizing and planning events, Customer relationship management, Watching and managing events business, Event coordination

UNIT – 2

Initiation and Planning – setting goals and objectives – Announcing the project, selecting the project team, Defining communication channels and Resource specification, The Planning process, Planning Tools

UNIT – 3

Execution and Implementation – Gantt Charts, Run sheets, Control, communication channels, Organizing Events, Planning Check lists, Monitoring and Evaluation, Managing Human resources Event Management Team, Skills and Qualities required, Co-ordination,

UNIT – 4

Theme based Events, Outdoor and Indoor events, Resources required, Essentials for a successful event - Monitoring, Evaluation and Feedback

REFERENCES:

1. Etzion, Opher, Peter Niblett, and David C. Luckham. *Event processing in action*. Greenwich: Manning, 2011.
2. Allen, Judy. "The business of event planning." *Behind-the-Scenes Secrets of Success* (2002).
3. Daniels, Maggie, and Carrie Loveless. *Wedding planning and management: Consultancy for diverse clients*. Routledge, 2013.
4. Frost, Warwick, and Jennifer Laing. *Commemorative events: Memory, identities, conflict*. Routledge, 2013.
5. Yeoman, Ian, et al., eds. *The Future of Events & Festivals*. Routledge, 2014.
6. Getz, Donald, and Stephen J. Page. *Event studies: Theory, research and policy for planned events*. Routledge, 2016.

COURSE III – THE EVENT BUSINESS

Objectives:

To enable students to understand the marketing and promotion of events

To understand legal and social implications and negotiations and technology involved in the event process.

UNIT – 1

Event Marketing and Promotion – process of event marketing, Marketing Mix, Pricing, Promotion, The economics of conferences and conventions. Promotional strategies used in Marketing of event business

UNIT – 2

Financial Management: Raising Funds, Investment, Fund Flow Management and Working Capital Decisions. Pricing strategies, Promotion and Marketing

UNIT – 3

Legal issues – Negotiation – Steps in Negotiation, Meeting Technology – Latest technology used in the event process

UNIT – 4

Socio-economic significance of event tourism, environmental impact, issues and challenges, inter-relationship between events and tourism.

REFERENCES:

1. Jackson, Nigel. *Promoting and marketing events: Theory and practice*. Routledge, 2013.
2. Baum, Tom, et al., eds. *People and work in events and conventions: A research perspective*. Cabi, 2009.
3. Merkel, Udo, ed. *Power, politics and international events: Socio-cultural analyses of festivals and spectacles*. Routledge, 2013.
4. Mackellar, Jo. *Event audiences and expectations*. Routledge, 2013.
5. Richards, Greg, Lénia Marques, and Karen Mein, eds. *Event Design: Social perspectives and practices*. Routledge, 2014.
6. Rogers, T. (2003). *Conference & Conventions: A Global industry*. Oxford: Butterworth – Heinemann

COURSE IV – Case study/ Project and Report

Case study involves internal assessment of the process as well as external component including report to be submitted as per the prescribed format.