

# UNIVERSITY OF MUMBAI



(AS PER NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: _____ A	A	U.G. Certificate in Event Management & Public Relations
	O: _____ B	B	U.G. Diploma in Event Management & Public Relations
	O: _____ C	C	BMS (Event Management & Public Relations)
	O: _____ D	D	BMS(Hons.) (Event Management & Public Relations)
2	Eligibility O: _____ A	A	<p>1. The student must have passed a two-year Pre-University examination/ Grade 12th/HSC/A level/O level/IBDP/IBCP or equivalent qualification from any Board.</p> <p>2. Admissions on the basis of Written Test &amp; Interview.</p>
	O: _____ B	B	<p>1. Lateral Entry to be granted to the candidate who has successfully completed U.G. Certificate in Event Management &amp; Public Relations, and under graduate Diploma in Advance Aspects of Media, Marketing &amp; Events or related Programs from any Board.</p> <p>2. Lateral Entry to be granted to the candidate who's Under Graduate Certificate credits are 60% equivalent to U.G. Diploma in Event Management &amp; Public Relations &amp; he/she earns minimum 8 Credits from U.G. Certificate in Event Management &amp; Public Relations.</p> <p>3. As per NEP criteria on the basis of RPL- Recognition of Prior Learning, Candidate to be admitted to 2<sup>nd</sup> Year subject to He/she securing minimum 50% in the 1<sup>st</sup> Year assessment of U.G. Certificate in Event Management &amp; Public Relations.</p>
	O: _____ C	C	1. Lateral Entry to be granted to the candidate who has successfully completed

			<p>U.G. Diploma in Event Management &amp; Public Relations.</p> <p>2. Lateral Entry to be granted to the candidate who's Under Graduate Diploma credits are 60% equivalent to BMS (Event Management &amp; Public Relations) &amp; he/she earns minimum 8 Credits from U.G. Diploma in Event Management &amp; Public Relations.</p> <p>3. As per NEP criteria on the basis of RPL- Recognition of Prior Learning, Candidate to be admitted to 3<sup>rd</sup> Year subject to He/she securing minimum 50% in the 2<sup>nd</sup> Year assessment of U.G. Diploma in Event Management &amp; Public Relations.</p>
	O: _____ D	D	1. Lateral Entry to be granted to the candidate who has successfully completed BMS (Event Management & Public Relations) with distinction.
3	Duration of Program R: _____	A	1 Year
		B	2 Years
		C	3 Years
		D	4 Years
4	R: _____ Intake Capacity	300	
5	R: _____ Scheme of Examination	NEP 50% Internal – Continuous Evaluation 50% External- Semester End Examination Individual Passing in Internal and External Examination	
6	Standards of Passing R:	50% in each component	
7	Credit Structure R: _____	Attached herewith	
8	Semesters	A	Sem I & II
		B	Sem I, II, III, & IV
		C	Sem I, II, III, IV, V, & VI
		D	Sem I, II, III, IV, V, VI, VII & VIII
9	Program Academic Level	A	4.5
		B	5.0
		C	5.5
		D	6.0

10	Pattern	Semester
11	Status	New
12	To be implemented from Academic Year Progressively	From Academic Year 2023-24

Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED

Prof.(Dr.) Kavita Laghate  
Dean,  
Faculty of Commerce & Management

# Preamble

## 1. Introduction

This Program is designed to equip students with the knowledge, skills, and practical experience needed to thrive in the dynamic and exciting field of event planning and management. This program will provide students the solid groundwork to transform their passion for events into a successful career, be it organizing large-scale conferences, spectacular weddings, or high-profile corporate events.

Throughout this program, the students will delve into the intricacies of event planning, from conceptualization and design to execution and evaluation using a comprehensive curriculum that combines theoretical knowledge with hands-on experiences to ensure that the students develop a well-rounded skill set. The students will learn about event marketing strategies, effective communication techniques, budgeting and financial management, logistical planning, risk assessment, and the use of event technology.

One of the key strengths of the program is the emphasis on practical learning. Real-world experiences are invaluable in preparing for the challenges of the event industry. The students will have numerous opportunities to work on actual events, collaborate with industry professionals, and participate in internships with renowned event management companies. These experiences will not only enhance the students' understanding of event management principles but also help in building a professional network and gain practical skills that are highly sought after in the industry.

The faculty consists of experienced professionals who are passionate about sharing their knowledge and expertise with the students. Additionally, with the help of cultivated strong partnerships with event industry leaders, the student will participate in workshops with guest speakers and industry-specific projects to enrich their learning experience.

The institute is committed to fostering a collaborative and inclusive learning environment where creativity, innovation, and teamwork thrive.

## 2. Aims and Objectives

- i. To equip students with the necessary skills and knowledge to plan, organize, and manage successful events.
- ii. To imbibe knowledge on analyzing, marketing, planning and strategies in business administration to its students.
- iii. To foster creativity and innovation among students that involves encouraging students to think outside the box, come up with unique event concepts and designs, and explore innovative strategies for event planning and execution.
- iv. To develop professionals who can communicate effectively with clients, vendors, team members.
- v. To adhere to ethical standards, maintain high levels of professionalism, and act with integrity and accountability in all aspects of event planning and management.
- vi. To develop students' business acumen and entrepreneurial skills. This includes teaching them about financial management, marketing strategies, contract negotiation, and other business aspects relevant to the event industry.

## 3. Learning Outcomes:

After the successful completion of program, the students will be able to:

- i. PO1: Demonstrate the ability to get an understanding of the principles, concepts, and best practices of event management.