

Diploma in Event Management (DEVMT)

School of Continuing Education (SOCE)

The Diploma in Event Management aims to equip learners with the necessary knowledge and skills in one of the most exciting and rapidly growing industry, the event industry. Event Management is a multimillion dollar industry and is also called the 'business of experiences.' An event is about people coming together to create, operate and participate in an experience. Every industry be it a business group, charity group or a society, hold events of some size or type in order to market themselves, build business relationships, raise money or celebrate. From the traditional community gatherings, festivals, fairs, and parades, today we get to see technology as well as theme based, dramatic and larger than life social and cultural events. We also have business events such as meetings, incentives, conferences, exhibitions, (MICE), activations, brand promotions, Intellectual Property, managed events, digital and rural events, sports, entertainment, fund-raising events, and much more.

Events today are economic and social drivers of many companies, cities, regions and countries, placing global demands and opportunities. As a fast emerging profession Event Management combines creativity, knowledge and experience. Hence there is a need for more focused learning to bridge the gap between the growing need for trained professionals and their availability. This programme provides a unique opportunity for those who want to pursue Event Management as a profession. It will also be useful for the youth who want to build their skills and utilize their creativity in this field. Whether learners are preparing to enter this profession, preparing for advancement within it, preparing to start their own entrepreneurial venture or preparing for certification as a professional, this Diploma programme will provide a comprehensive knowledge of the competencies required for a professional event manager or event coordinator or event planner.

Eligibility: 10+2 Pass

Medium of Instruction: English

Duration: Minimum 1 year and Maximum 4 years; offered in both January & July cycle of admission

Fee Structure: Rs. 8,000/- for full programme

Programme Details:

Course Code	Title of the Course	Credits
BHC 011	Basics of Event Management	4
BHC 012	Event Planning	4
BHC 013	Event Coordination and Control	4
BHC 014	Event Marketing and Promotion	4
BHC 015	Event Financing and Accounting	4
BHCP 011	Internship	8
BHCL 011	Practicum	4
Total Credits		32

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