



AY 2020 Onwards

Hindi Vidya Prachar Samiti's

RAMNIRANJAN JHUNJHUNWALA COLLEGE (AUTONOMOUS)

(Also known as R. J. College of Arts, Science & Commerce as per UGC Notification)

**Affiliated to UNIVERSITY OF MUMBAI II Recognized by UGC under 2f & 12B
NAAC Accredited 'A GRADE' with CGPA 3.50**

Knowledge is all Ambrosia

**CERTIFICATE
COURSE IN**

**EVENTS PLANNING
&
MANAGEMENT**

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C



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Mumbai 400 086, Maharashtra, INDIA.



ABOUT US

Hindi Vidya Prachar Samiti was incepted on the auspicious day of Shri Krishna Janmashtami, 15th August 1938. A brain-child of a visionary Late Shri Nandkishore Singh Jairamji, samiti was established with the objectives of catering to the educational needs of the Hindi speaking community. Ramniranjan Jhunjhunwala College came into existence in 1963, enabling a larger section of the society to take advantage of the facilities provided for higher education.

From 1999-2000 the College has added a number of self-financing courses like B.M.S., B.B.I., B.Sc. in Computer Science, Information Technology, Biotechnology, M.Sc. in Computer Science, Biotechnology and Information Technology as well as add on courses, which further hone the special skills of the students.

The college has been reaccredited with 'A' Grade by NAAC in 2014 with a CGPA 3.50 and received the Best College Award (2007-2008) of the University of Mumbai. The College has been bestowed with IMC "Ramkrishna Bajaj Performance Excellence Trophy", 2010.

The Principal of the college was awarded "Best Teacher" by Government of Maharashtra in 2011.

Government of Maharashtra conferred the college with "JAAGAR JAANIVANCHA" (First in Mumbai Suburban- in 2013 and Second in Mumbai Suburban- in 2014) for safety of girls.

Course Code: **RJAUBMMC03**

Duration: **30** hours

Credits : **02**

To impart knowledge about the basics of event planning and management thereby enabling the learners to prepare for a variety of careers in the events industry.

LEARNING OUTCOME

- The learners will acquire understanding of the aspects in event management including planning, promoting, executing and evaluating events.
- Learners will acquire the basic and relevant skills required to conduct an event.

COURSE OBJECTIVE



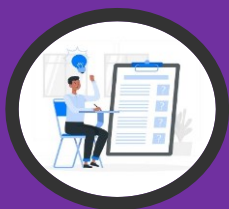
COURSE CONTENT

Unit I	Introduction to Event Management <ul style="list-style-type: none"> • The Event Planning Industry • Event Planning Company: Functions • Role of Event Managers • Assignment
Unit II	Pre-Planning and Pre-production of an event <ul style="list-style-type: none"> • Departments and Individual Role • Concept and its Importance • Importance of Presentation • Assignment
Unit III	Production <ul style="list-style-type: none"> • Role of a Director • Role of Actors • Role of Cinematographer • Costume and Makeup • Camera and Sounds
Unit IV	Pitching and promotion of events <ul style="list-style-type: none"> • Crisis Management • Post Evaluation of Event • Marketing and Learning • Assignment
Unit V	Careers in Event Management <ul style="list-style-type: none"> • Companies • Self Evaluation • Power of Event Manager • Assignment
Project Work for all Units	Report Writing Event Pitch Presentation

MEDIUM OF INSTRUCTION EVALUATION

English

Continuous Evaluation with projects at the end of the units.



(Projects: 60 Marks; MCQ's: 40 Marks)

100 MARKS



PASSING 40

WHO SHOULD DO

Any learners curious and enthusiastic about the learning process involved in planning and management of successful events..

IT?