



ADVANCE DIPLOMA IN EVENT MANAGEMENT PRACTICE

Scheme

Advance Diploma courses will consist of two parts. Part I -theory papers to cover the essentials of curriculum & Part II -Practical paper and Industrial training.

Duration - 9 months

COURSE OUTLINE

COURSE CODE AND COURSE TITLE

- ISASP/E020: Event Communication & Presentation Skills.
- ISASP/E021: Special Events, Research & Planning
- ISASP/E022: Advance Event Accounting & Costing
- ISASP/E023: Event Marketing, Advertising & PR
- ISASP/E024: Event Production & Logistics
- ISASP/E025: Event Laws & Licenses
- ISASP/E026: Advance Aspects of Event Management
- ISASP/E027: Practical Paper (Case Studies)
- ISASP/E028: Computer Fundamentals
- ISASP/E029: Organization Of Events, Values & Ethics Of Event Industry

COURSE DETAILS DESCRIPTION

Course Code	Course Title	<u>Course Description</u>
ISASP /E021	Event Communication & Presentation Skills	<p><u>Unit 1:</u></p> <p>Written communications, (Official, demi-official, Invoice, tender, proposal). Verbal communications</p> <p><u>Unit II:</u></p>

		Presentation skills and use of computer in events
ISASP/E022	Special Events, Research & Planning	<p><u>Unit I</u></p> <p>Types and category, Sports, Rallies, Wedding</p> <p><u>Unit II</u></p> <p>Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of</p>

ISASP PROFESSIONAL ADVANCE DIPLOMA SKILL PROGRAMMES

		<p>planning tools</p> <p><u>Unit III</u></p> <p>Protocols, Dress codes, staging, staffing</p>
ISASP/E023	Advance Event Accounting & Costing	<p><u>Unit I</u></p> <p>Budget, break even point, cash flow analysis, Profit & loss statement, balance sheet, panic payments , financial control systems</p>
ISAP/E024	Event Marketing, Advertising & PR	<p><u>Unit I</u></p> <p>Nature of Marketing, Process of marketing Marketing mix, Sponsorship</p> <p><u>Unit II</u></p> <p>Image, Branding, Advertising Publicity and Public relations</p>
ISASP/E025	Event Production & Logistics	<p><u>Unit I</u></p> <p>Concept, theme, Fabrication, light & sound, handling venders</p> <p><u>Unit II</u></p> <p>Logistic policy , procedures, performance standards functional areas, motivation and</p>

		leadership
ISASP/E026	Event Laws & Licenses	Relevant legislations, liquor licenses, trade acts, stake holders and official bodies, contracts
ISASP/E027	Advance Aspects Of Event Management	Preparations, accounting. Designing, Mega events coordination, safety, Monitoring and evaluation
ISASP/E028	Computer Fundamentals	Computer assisted instructions, packages, architecture, use of computers in events
ISASP/E029	Organization Of Events, Values & Ethics Of Event Industry	Code of ethics, professional association Concept, theme, Fabrication, light & sound, handling vendors

ISASP ADVANCE DIPLOMA IN EVENT MANAGEMENT PRACTICE CURRICULUM