

**MADHYA PRADESH BHOJ (OPEN) UNIVERSITY,  
Raja Bhoj Marg Kolar Road, BHOPAL (M.P.)**



**DIPLOMA IN EVENT MANAGEMENT  
(DEVN)**

**(from Calendar Year 2023-24)**

**MADHYA PRADESH BHOJ (OPEN) UNIVERSITY,  
Raja Bhoj Marg Kolar Road, BHOPAL (M.P.)**

---

(M)

*[Handwritten signature]*

*[Handwritten signature]*

## **Detailed Syllabus**

### **First Year**

#### **1. EVENT COMMUNICATION & PRESENTATION SKILLS (TEE 70+ IA 30) 6 Credit**

Written communications, (Official, demi-official, Invoice, tender, proposal).

Verbal communications

Presentation skills and use of computer in events

#### **2. SPECIAL EVENTS, RESEARCH & PLANNING (TEE 70+ IA 30) 6 Credit**

Types and category,

Sports, Rallies, Wedding

Aim of event, Develop a mission,

Establish Objectives Preparing event proposal,

Use of planning tools

Protocols, Dress codes, staging, staffing

#### **3. ADVANCE EVENT ACCOUNTING & COSTING (TEE 70+ IA 30) 6 Credit**

Budget, break even point,

cash flow analysis,

Profit & loss statement,

balance sheet, panic payments,

financial control systems

#### **4. EVENT MARKETING, ADVERTISING & PR (TEE 70+ IA 30) 6 Credit**

Nature of Marketing,

Process of marketing Marketing mix,

Sponsorship

Image, Branding, Advertising Publicity and Public relations

**Suggested Reading : Successful Event Management By Anton Shone & Bryn Parry**