



# R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai 400086, Maharashtra, INDIA.

Website: www.rjcollege.edu.in Email: rjcollege@rjcollege.edu.in Tel No: +91 22 25151763 Fax No: +91 22 25150957

College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI || NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

1st October 2022

## Notice

The BAMMC Department is offering a Value Added Course!!

**Subject:** Events Planning & Management

**Total No of Hours:** 30

**Course Code:** RJAUBMMC03

**Total No of Credits:** 02

**Course Objectives:** 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:

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

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

**Mode of Teaching:** Offline with the assistance of softwares

**Evaluation Modes:** Continuous Evaluation with projects at the end of the units.

**Total Marks:** 100 (Projects: 60 Marks; MCQ's: 40 Marks)

**Passing Standard:** 40%

**No of Lectures:** 12 (100 minute lectures)

**Ms. Pooja Bhardwaj**  
BAMMC Dept In-charge



**Dr. Himanshu Dawda**

**Principal**  
PRINCIPAL  
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## BROCHURE



**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 || Recognized by UGC under 2f & 12B  
NAAC Accredited 'A GRADE' with CGPA 3.50

# Knowledge is all Ambrosia

A	T	S	M	C
				Icon of hands holding a card
				Icon of a person with a gear
				Icon of a person with a gear
Icon of a palette	Icon of a cloud with nodes	Icon of an atom	Icon of a person with a gear	CERTIFICATE COURSE IN EVENTS PLANNING & MANAGEMENT
Icon of a person with a gear	Icon of a person with a gear	Icon of a person with a gear	Icon of a person with a gear	
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## CERTIFICATE COURSE IN **EVENTS PLANNING & MANAGEMENT**

### ABOUT US

Hindi Vidya Prachar Samiti was inception 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 Jhunjunwala 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



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## CERTIFICATE COURSE IN EVENTS PLANNING & MANAGEMENT

# COURSE CONTENT

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

English

## MEDIUM OF INSTRUCTION



## EVALUATION

Continuous Evaluation with projects at the end of the units.

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

# 100 MARKS



# PASSING 40

## WHO SHOULD DO IT?

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



*[Signature]*  
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## Report

The BAMMC Department conducted a value added course on Events planning and management from October 12 to 22, 2022. It was open to students of all the streams in the college.

The course was conducted by Mr. Kripal Sengupta, An Actor, Film-maker, Events Planner who has founded Magic Lamp Entertainment, a creative solution company which deals with making Corporate AVs, Wedding Films, TVCs, Films, Websites, Events, Branding Solutions, Marketing Strategies, Photography, Social Media Marketing with clients such as SET, Kelvinator, Sansui, Videocon, Black and White, Aditya Birla Group, Shell, Nomura, Star Sport, Master Chef, Mizzigo, Zee, Hotel Ocean Inn, Radisson Maldives to name a few. The lectures were conducted offline with interactive sessions on how to plan and manage events. The evaluation of the course was a combination of assignment, class participation and multiple choice based questions.

The course was of 30 hours and 2 credits and a certificate was awarded to every student who completed the course. The students gained an overview of the various aspects of events management and with the completion of the project assignment, gained basic skills to conduct an event.

**Total Number of Students who enrolled for the course: 68**

**Total number of Students who completed the course: 50**



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## Photographs of the Value Added Course conducted by the BAMMC Dept: Events Planning and Management

The faculty Mr. Kripal Sengupta conducting a lecture



The students interacting with the faculty



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## List of students who completed the course successfully:

Sr. No	Students Name	Roll No	Class
1	Tushar Santosh Jaiswal	3002	TYBAMMC Ad
2	Ritesh Ravindra Upadhyay	3003	TYBAMMC Ad
3	Nikita Ramkumar Pal	3004	TYBAMMC Ad
4	Rishika Prabhakaran	3009	TYBAMMC Ad
5	Riyah Noorkhan Pathan	3011	TYBAMMC Ad
6	Kirti Shukla	3012	TYBAMMC Ad
7	Akash Gorakh Gaikwad	3014	TYBAMMC Ad
8	Nidhi Arun Sharma	3016	TYBAMMC Ad
9	Anjali Anil Varma	3018	TYBAMMC Ad
10	Anjeeta Goud Dilip	3019	TYBAMMC Ad
11	Yash Dinesh Kotian	3022	TYBAMMC Ad
12	Rohit Gayaprasad Pardesi	3027	TYBAMMC Ad
13	Tanmay Tushar Dongare	3029	TYBAMMC Ad
14	Prerna Rajendra Singh	3030	TYBAMMC Ad
15	Janvi Mahesh Kale	3033	TYBAMMC Ad
16	Shubham Yadav	3034	TYBAMMC Ad
17	Piyush Nanalal Darji	3038	TYBAMMC Ad
18	Ramesh Madaswamy Konar	3039	TYBAMMC Ad
19	Aakash Singh	3042	TYBAMMC Ad
20	Austin Raj Nadar	3043	TYBAMMC Ad
21	Vighnesh Balkrishna Koyande	3103	TYBAMMC Jrn
22	Jyoti R Shukla	3104	TYBAMMC Jrn
23	Tushar Dharmendra Pandey	3105	TYBAMMC Jrn
24	Prachi Dinesh Pal	3106	TYBAMMC Jrn
25	Priya Lalji Mishra	3107	TYBAMMC Jrn
26	Vaishnavi Purushottam Joshi	3108	TYBAMMC Jrn





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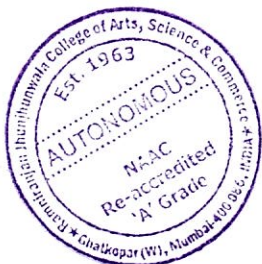
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27	Nuha Shoab Bubere	3109	TYBAMMC Jrn
28	Pragya Santosh Pandey	3111	TYBAMMC Jrn
29	Varun Jagannath Poojari	2001	SYBAMMC
30	Mansi Dharmendra Kanade	2002	SYBAMMC
31	Abdullah Irfan Khan	2003	SYBAMMC
32	Anand Samadhan Parekar	2006	SYBAMMC
33	Tushar Ganesh Sardar	2007	SYBAMMC
34	Khushi Sudhakar Singh	2010	SYBAMMC
35	Urmila Narayanlal Choudhary	2011	SYBAMMC
36	Bipin Sugriv Giri	2012	SYBAMMC
37	Saakshi Mallesh Tadgonda	2014	SYBAMMC
38	Dhanashree Arun Pendulkar	2018	SYBAMMC
39	Madhumita Ravi Mudliyar	2022	SYBAMMC
40	Annet Manohar Salins	2024	SYBAMMC
41	Gopalkrishnan Ganesh Iyer	2025	SYBAMMC
42	Sakshi Prakash Gawai	2026	SYBAMMC
43	Arthesh Kumar	2027	SYBAMMC
44	Shikha Singh Amar	2028	SYBAMMC
45	Sonam Chandrabhan Chauhan	2029	SYBAMMC
46	Harshad Ramchandra Jadhav	2030	SYBAMMC
47	Uzair Parvez Khan	2033	SYBAMMC
48	Shikha Chandrashekhar Singh	2034	SYBAMMC
49	Parshuram Keshram Kori	2038	SYBAMMC
50	Pooja Adityanarayan Shukla	2043	SYBAMMC



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## Certificates



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### Certificate of Completion

This is to certify that

*Tushar Santosh Jaiswal*

Of TYBAMMC Ad and Roll No 3002

has successfully completed the Value-Added Course in **EVENTS PLANNING AND MANAGEMENT**  
organized by Department of Mass Media (BAMMC) from 12<sup>th</sup> October to 22<sup>nd</sup> October 2022.

Course Code  
RJAUBMMC03

Issue Date: 29 April, 2023



*Dr. Himanshu Dawda*  
Principal

Certificate ID: RJC-VAC-BAMMC-EPM-001



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### Certificate of Completion

This is to certify that

*Nikita Ramkumar Pal*

Of TYBAMMC Ad and Roll No 3004

has successfully completed the Value-Added Course in **EVENTS PLANNING AND MANAGEMENT**  
organized by Department of Mass Media (BAMMC) from 12<sup>th</sup> October to 22<sup>nd</sup> October 2022.

Course Code  
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Issue Date: 29 April, 2023



*Dr. Himanshu Dawda*  
Principal

Certificate ID: RJC-VAC-BAMMC-EPM-003



*Dr. Himanshu Dawda*  
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