



## DEPARTMENT OF COMMERCE

PANDU COLLEGE, PANDU, GUWAHATI, KAMRUP (M), ASSAM 781012

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### NOTICE

Date: - 28/01/2024

It is for general information that, for the students of the College that, Commerce Department, is going to introduce and start one Add-On Course, on EVENT MANAGEMENT, from 15<sup>TH</sup> February to 15<sup>th</sup> May 2024, for 3 months. Therefore, interested students from any undergraduate Classes of B. Com (2<sup>nd</sup>/4<sup>th</sup> and 6<sup>th</sup> Semester), may apply and can enrol themselves in the department, within 10<sup>th</sup> February 2024.

HoD/Coordinator  
Commerce Department,  
Pandu College-12



DEPARTMENT OF COMMERCE  
PANDU COLLEGE, GUWAHATI, ASSAM  
*Certificate Course in  
Event Management*

REGULATION AND CURRICULAM

PART 1 –REGULATION

**PROGRAM OBJECTIVES:** - The objective of the program is to provide basic knowledge of Event Management so that learners become eligible/ capable to do work relating to Event Management in personal and professional life.

**COURSE OBJECTIVES:** - The objectives of the course are to enhance the learners' ability, skill, knowledge and attitude through acquiring basic knowledge on event management.

**GUIDELINES:** - Guidelines means the terms, conditions and directives framed by Pandu College to running and managing the certificate course under Commerce Department.

**CERTIFICATE:** - The term Certificate means in "Certificate on the course of Event Management" to be conferred to students on successful completion of the course under Commerce Department, Pandu College.

**ADD-ON-COURSE:** - Add-on Course means the entire course learning program to be offered to learners within 30 hours of direct teaching.

**EXTENSION OF APPLICATION:** - The Regulation shall be applicable to the students enrolled for Certificate Course in Event Management being offered by Commerce Department, Pandu College.

**ACADEMIC SCHEDULE:** - The Academic Schedule for the Certificate Course shall be administered by Commerce Department of Pandu College for every academic session.

**COMPONENTS UNDER THE COURSE:** - Certificate Course in Event Management shall have the following components –

1. The entire course is to be completed within 30 hours.
2. The entire course shall consist of one paper including field work.
3. The paper shall have its paper code of DEM-001.
4. The paper shall contain four units including field work.
5. The credit for the paper will be calculated as per the regulation.

**SEAT CAPACITY:** - Minimum 1 Maximum 100

**ELIGIBILITY:** -

1. The minimum educational qualification for admission in the course is HS (12) Pass or Equivalent from any recognized board/council.

**FEE STRUCTURE:** -

Admission and other fee for the entire course Rs. 100/-

**ATTENDANCE:** - A student having minimum 75% attendance will be permitted to sit for the examination of the course.

**EXAMINATION AND EVALUATION:** -The entire course Examination and Evaluation process will be completed as follow -

1. Examination and Evaluation will be done on examination basis.
2. The paper will carry 100 marks. (Theory Marks 80 and Practical /Project Marks 20).
3. Minimum percentage of marks required in passing exam is 40%.

**FINAL EXAMINATION:** -

1. There shall be one Final Examination, carrying 100 marks comprising of 80 marks for theory and 20 marks for project work, covering entire syllabus.

**RESULT:** - A students will be awarded a grade on the basis of performance of both theory and practical in Final Examination.

Grade	Range of Marks	Grade	Range of Marks
A+	100 - 91	B	70 - 61
A	90 - 81	C+	60 - 51
B+	80 - 71	C	50 - 40

**GENERAL:** - All the existing guidelines, directives, rules & regulations of Pandu College, which are not covered under this regulation, shall be applicable.

## **PART -2. COURSE CURRICULUM**

### **DISTRUBUTION OF MARKS**

Paper Code	Name of the Paper	Final Examination Marks	
		Theory Based	Skill Based
DEM-001	Event Management	80	20
Total Marks =100			

**CERTIFICATE COURSE ON EVENT MANAGEMENT**  
**DEPARTMENT OF COMMERCE**  
**PANDU COLLEGE, GUWAHATI-781012**

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**UNIT I – INTRODUCTION TO EVENT MANAGEMENT (Period -08)**

**Marks -20**

Event – Meaning, Concept and Characteristics; Event Management – Meaning, Definition & Concept, Why Event Management; Scope and Types of Event Management; 5 “C” of event management, 5 “W” of event management; Principles of organising an event; Event management and other professional fields; Need and status of event associates

**UNIT II – CONCEPT, DESIGN, PLANNING AND MANAGEMENT OF EVENT (Period -14)**

**Marks -40**

Development of event concept, identification of purpose and goal of the event; Consider -the venue; Know the audience and their needs; Financial consideration and time line issues; Analysis and Designing of the event; Feasibility and Ascertainment of risk, SWOT analysis of the event or event concept; Event proposal preparation; Checklist preparation; Eco-Friendly or Green Event; Event Planning and decision making; Permissions obtaining form appropriate authorities; Finance and Budgeting for the event; Site plan; Multi-utilities in event ; Event staffing – forming event teams, jobs description, recruitment & selection, training, assigning responsibilities, volunteer management. ; Event Manager – functions’, quality and qualification, role and responsibilities of event managers, Operations and logistics, Safety & Security, Monitoring, Control and Evaluation

**UNIT III - EVENT MARKETING & COMMUNICATIONS (Period -08)**

**Marks -20**

Event Marketing – Meaning, Concept, Nature and Objectives; Event as marketing strategies; Event promotion; Public relation – its importance; Communication of events – channels and strategies; Event sponsorship – its meaning, importance and types

**UNIT -IV -PROJECT FOR SKILL DEVELOPMENT (In any one)**

**Marks -20**

Preparation of an event plan for a wedding  
Preparation of an event plan for marketing a product of a company  
Preparation of budget for State Level Inter College Sports events



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PANDU COLLEGE, PANDU, GUWAHATI, KAMRUP (M), ASSAM 781012

STUDENTS' ENROLMENT RECORD  
ADD-ON COURSE IN EVENT MANAGEMENT  
Session - 2023/24

Sl. No	Name of the student	Class	Roll No	Email ID	Mobile No	Signature	Add-on Course Roll No
1	ADITEE BARMAN	2nd Sem	803	aditee baaass@gmail.com	9707752647	Aditee Barman	PC/COM/AD/EM/23-24/001
2	RIYA ROY	2nd Sem	802	royriya0704@gmail.com	8453839807	Riya Roy	PC/COM/AD/EM/23-24/002
3	JIPORA BASUMATARY	2nd sem	806	jiporabasumatary658@gmail.com	9387426354	Jipora Basumatary	PC/COM/AD/EM/23-24/003
4	Chandan Kumar Ram			chandan.kumar.20021mg@gmail.com	8822164576	chandan kumar	PC/COM/AD/EM/23-24/004
5	Rohan Sharma			rohan2002rohan@gmail.com	9954790268	Rohan sharma	PC/COM/AD/EM/23-24/005
6	FLORI BISWAS	4 <sup>th</sup> Sem	865	floribiswas@gmail.com	8453044546	Flori	PC/COM/AD/EM/23-24/006
7	Riya Majumder	4 <sup>th</sup> sem	807	riyamajumder237@gmail.com	8471853498	Riya	PC/COM/AD/EM/23-24/007
8	Annesha Paul	4 <sup>th</sup> sem	808	annashapaul2004@gmail.com	9577277021	Annesha	PC/COM/AD/EM/23-24/008
9	Julie A Patton	2nd Sem	838	juliepatton1234@gmail.com	8732844996	Julie	PC/COM/AD/EM/23-24/009
10	Preety Gosh Ghosh	2nd sem	843	preetighosh894@gmail.com	9362619931	Preety	PC/COM/AD/EM/23-24/010
11	Hanisha Kumari	2nd sem	801	hanishakumariithakur03@gmail.com	9612191628	Hanisha	PC/COM/AD/EM/23-24/011
12	Rupam Borah	1 sem	810	borahrupam11@gmail.com	8725923989	Rupam	PC/COM/AD/EM/23-24/012
13	Vishal V	4 Sem	84A	venuvishal64@gmail.com	8486639244	Vishal	PC/COM/AD/EM/23-24/013
14	Birat Datta	2nd Sem	835	dattabirat79@gmail.com	8453338269	Birat Datta	PC/COM/AD/EM/23-24/014

SI No	Name of the student	Class	Roll No	Email ID	Mobile No	Signature	Add-on Course Roll No
15	MO. Habibullah	2 <sup>nd</sup> Sem	828	thabibekabi07@gmail.com	8473849263	MO. Habibullah	PC/COM/AD/EM/23-24/015
16	Piyasi Das	2 <sup>nd</sup> Sem	824	piyasidasm2005@gmail.com	7635923249	Piyasi	PC/COM/AD/EM/23-24/016
17	Riya Das	2 <sup>nd</sup> Sem	814	riyasadad@gmail.com	6000159740	Riya Das	PC/COM/AD/EM/23-24/017
18	Mamoni Kalita	2 <sup>nd</sup> Sem	845	mamoni.kalita124@gmail.com	9365631121	Mamoni Kalita	PC/COM/AD/EM/23-24/018
19	Debarani Swargary	2 <sup>nd</sup> Sem	818	amalaswargary59@gmail.com	6003769586	Debarani Swargary	PC/COM/AD/EM/23-24/019
20	Kunal Paul	2 <sup>nd</sup> Sem	830	Kunulpaul677@gmail.com	9678737677	Kunal Paul	PC/COM/AD/EM/23-24/020
21	Rudrani Bhattacharjya	2 <sup>nd</sup> Sem	808	rudrani.bhattacharjya122@gmail.com	6000123894	Rudrani Bhattacharjya	PC/COM/AD/EM/23-24/021
22	Debarga Barman	2 <sup>nd</sup> Sem	810	debargabarmann5@gmail.com	9365977765	Debarga Barman	PC/COM/AD/EM/23-24/022
23	Lankeswari Ray	6 <sup>th</sup> Sem	839	lankeswarirayo@gmail.com	6900776120	Lankeswar Ray	PC/COM/AD/EM/23-24/023
24	Mayuri Baruah	2 <sup>nd</sup> Sem	811	baruahmayuri16@gmail.com	8822539508	Mayuri Baruah	PC/COM/AD/EM/23-24/024
25	Sumonth Sen	2 <sup>nd</sup> Sem	817	sumonthsen@gmail.com	6901885471	Sumonth Sen	PC/COM/AD/EM/23-24/025
26	Priyanka Kumari	2 <sup>nd</sup> Sem	846	Priyankal2194@gmail.com	9395916499	Priyanka Kumari	PC/COM/AD/EM/23-24/026
27	Fardin Ahmed	2 <sup>nd</sup> Sem	837	fardinahmed624@gmail.com	9101698524	Fardin Ahmed	PC/COM/AD/EM/23-24/027
28	Deepjyoti Bery	2 <sup>nd</sup> Sem	819	berdeepjyoti64@gmail.com	6900938969	Deepjyoti Bery	PC/COM/AD/EM/23-24/028
29	Bidyajing Engti	2 <sup>nd</sup> Sem	813	engtibidyajing239@gmail.com	8473914788	Bidyajing Engti	PC/COM/AD/EM/23-24/029
30	Subajit Paul	2 <sup>nd</sup> Sem	805	paulsubajit5@gmail.com	8011866704	Subajit Paul	PC/COM/AD/EM/23-24/030
31	Nilamoni Das	4 <sup>th</sup> Sem	853	nilamonidas198@gmail.com	8822332677	Nilamoni Das	PC/COM/AD/EM/23-24/031
32	Arpan Dutta	2 <sup>nd</sup> Sem	826	arpan.05dutta@gmail.com	9365119973	Arpan Dutta	PC/COM/AD/EM/23-24/032

Sl No	Name of the student	Class	Roll No	Email ID	Mobile No	Signature	Add-on Course Roll No
33	Anand Tebit	2 <sup>nd</sup> Sem.	847	Xyaerintulit@gmail.com	6002978062	Anand Tebit	PC/COM/AD/EM/23-24/033
34	Parthiv Das	2 <sup>nd</sup> Sem	807	dasnytham@gmail.com	6900876699	Parthiv Das	PC/COM/AD/EM/23-24/036
35	Rashan Gaba	2 <sup>nd</sup> Sem	821	Sgaha2028@gmail.com	8486449811	Rashan Gaba	PC/COM/AD/EM/23-24/035
36	Abinal Chakraborty	2 <sup>nd</sup> Sem	829	abinalchakraborty@gmail.com	8876655866	Abinal Chakraborty	PC/COM/AD/EM/23-24/036
37	Georli Prathheep	4 <sup>th</sup> Sem	851	Gprathheep@gmail.com	9392618550	G. Prathheep	PC/COM/AD/EM/23-24/037
38	Sanjit Kr. Rai	4 <sup>th</sup> Sem	828	Sanjitrai07242@gmail.com	6001600764	S. Rai	PC/COM/AD/EM/23-24/038
39	Pranab Jyoti Boro	2 <sup>nd</sup> Sem	816	boropranaab509@gmail.com	9864977071	Pranab	PC/COM/AD/EM/23-24/039
40	Aman Kr. Roy.	2 <sup>nd</sup> Sem	832	amanpcvll@gmail.com	7488606768	Aman Roy.	PC/COM/AD/EM/23-24/040
41	Sanku Thakuria	4 <sup>th</sup> 2 <sup>nd</sup> Sem	850	Sankuthakuria2@gmail.com	7002844163	Sanku Thakuria	PC/COM/AD/EM/23-24/041
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*[Signature]*  
HOD, Commerce Department  
Pandu College, Guwahati-1











DEPARTMENT OF COMMERCE  
PANDU COLLEGE, GUWAHATI, KAMRUP (M), ASSAM -781012

NO. - COM/Cert/ADD-ON/EM/23-24/010

Date: - 31-05-2024

This is to certify that Rupam Borah student  
of Commerce Department, bearing Course Roll No- AD/EM/Com/23-24/012 has successfully  
completed Certificate Course on "EVENT MANAGEMENT" from 15<sup>th</sup> February 2024 to 14<sup>th</sup> May 2024,  
under the Department and Secured Grade C in the course.

We wish him/her success in Life.

HoD/Course Coordinator  
Commerce Department  
HOD, Commerce Department  
Pandu College, Guwahati-12

Principal  
Pandu College, Guwahati- 12

Principal  
PANDU COLLEGE  
Guwahati-12

Grade Value: - A+ (100% - 91%), A (90% - 81%), B+ (80% - 71%), B (70% - 61%), C+ (60% - 51%), C (50% - 40%)



**DEPARTMENT OF COMMERCE**  
PANDU COLLEGE, PANDU, GUWAHATI, KAMRUP (M), ASSAM 781012

**Report on ADD-ON Course on EVENT MANAGEMENT**

Date: - 11/6/2024

Commerce Department of the College, has completed one Add-on Course on Research Methodology, from 15<sup>th</sup> February to 15<sup>th</sup> May 2024, where 41 students were enrolled from B. Com 2<sup>nd</sup>, 4<sup>th</sup> and 6<sup>th</sup> Semester. All the students have successfully completed the course, out of which,

04 students secured B+ grade

04 students secured B grade

07 students secured C+ grade

16 students secured C grade

All the students have issued certificate from the department on 31<sup>st</sup> May 2024.



HoD/Coordinator  
Commerce Department,  
Pandu College-12  
HOD, Commerce Department  
Pandu College, Guwahati-12