

Sardar Patel University

Faculty of Management

Proposed Regulations Governing Academic Programme Master of Event Management & Public Relations (M.E.M.P.R.) Under Choice Based Credit System (CBCS), JUNE 2014

R.PG.EMPR.1: A candidate who is Graduate (Any Faculty) of this University or any other University recognized as equivalent thereto will be eligible for admission to a course leading to the degree of Master of Event Management & Public Relations (M.E.M.P.R.) of this University subject to other admission criteria prescribed in that behalf by the University Syndicate/Executive Council from time to time. The M.E.M.P.R. Degree examination will be conducted under the Semester System (CBCS). For this purpose the programme is divided into four semesters spread over two years.

R.PG.EMPR.2: A student who has passed an equivalent examination from any other University of examining body and is seeking admission to M.E.M.P.R. shall not be admitted without producing an eligibility certificate from the Sardar Patel University in accordance with the norms and standards in that behalf adopted by the University Syndicate/Executive Council from time to time.

R.PG.EMPR.3: (i) Students will be required to earn stipulated credits per course per semester for obtaining M.E.M.P.R. Degree as shown below:

Semesters	1	2	3	4	Total Credits
M.E.M.P.R.	25	25	25	25	100 -

- (i) The credits per course are determined as number of hours required to teach a course in a week, i.e., one credit equivalent to one hour of study - THEORY and two hours of study- Tutorial/Laboratory/Field Study which will include seminar/project/case study, practices, book review, article review, company visit, problem solving, etc. for minimum 15 weeks.
- (ii) The workload of a faculty shall be determined considering the total number of hours of study on a weekly basis.

R.PG.EMPR.4: For appearing at the First and subsequent semester external M.E.M.P.R. examinations, student –

- (i) Should have kept at least 75% of attendance in the respective semester at the P.G. Department/Institute.



- (ii) Should have obtained at least 40% marks in individual head of passing or 30% marks in aggregate at the internal tests conducted by the Department/Institute.
- (iii) Should have presented themselves for medical examination, if conducted by the Department/Institute.

R.PG.EMPR.5: Admissions to various Elective Course(s) will be decided by the Head or Principal of Department/Institute:

R.PG.EMPR.6: Evaluation Method:

CBCS is student centric not only in the teaching learning processes but also in Comprehensive Continuous Assessment (CCA).

- 6.1. For the purpose of deciding final results at the semester examination, the ratio between internal assessment and external assessment i.e. External Theory University Examination will be 30%: 70%. Weightage for internal assessment will be 20 marks for test, 10 marks for class room presentation. The college/Institute will hold one test in each semester followed by viva-voce. The record of internal assessment will be maintained by the College/Institute. For the purpose of 70 marks of University external examination the duration shall be of Three Hours.
- 6.2. The marks obtained in the internal test will be taken into account for deciding the final grade in a course only in case of regular students.
 - 6.3. Examination paper will contain 10% to 30% objective questions and 90% to 70% subjective questions.
- 6.4. External examiners should be involved for evaluation of 50% of the total credits in the external theory semester examination.
- 6.5. The theory syllabus of each course will have Units/Paragraphs. The question paper will cover all the units/paragraphs and will offer internal options in the questions within the units/paragraphs.
- 6.6. The appointment of Paper-setter/s and Examiner/s will be as per the prevalent University Guidelines.
- 6.7. The Practicals/Seminar/Tutorial/Project/Viva Voce will be conducted as per the scheme in the various curricula.
- 6.8. The provision for detaining a student at the end-semester university examinations shall be as per the existing norms of attendance, and passing standard in internal evaluation.

R.PG.EMPR.7: Students shall study courses of **M.E.M.P.R.** Program as per the Course Structure at each semester and obtain credits accordingly:

R.PG.EMPR.8: A candidate desirous of appearing at the **M.E.M.P.R.** (Semester I/II/III/IV) Examination must forward his/her application in the prescribed form to the Principal or Head of the College/Institute before the date prescribed. No candidate will be allowed to reappear in a course in which he/she has already passed.

R.PG.EMPR.9: Standard of passing:

The standard of passing at the **M.E.M.P.R.** degree examination will be as under:

- (a) To pass any semester for the **M.E.M.P.R.** degree, a candidate must obtain at least 40% marks at the University Examination and 40% marks in the aggregate of University and Internal examination in each course.



(b) **Award of Classes:**

- (i) The successful candidate's will be placed in Second Class if they obtain at least 50% or more marks in the aggregate of all the semesters' external examination and 50% or more marks in the aggregate of all the external and internal examinations.
- (ii) The successful candidates will be placed in First Class if they obtain at least 60% or more but less than 70% of the total marks in the aggregate of all the semesters' external examinations and 60% or more but less than 70% in aggregate of all the external and internal examinations.
- (iii) The successful candidates will be placed in First Class with Distinction if they obtain at least 70% or more marks in the aggregate of all the semesters' external examinations and 70% or more in aggregate of all the external and internal examinations.

R.PG.EMPR.10:

- (i) A student failing in the First Semester of **M.E.M.P.R.** examination will be permitted to pursue courses for **M.E.M.P.R.** Second Semester until he/she clears all the course(s) of the First Semester.
- (ii) A student failing in the Second Semester of **M.E.M.P.R.** examination will be permitted to pursue courses for **M.E.M.P.R.** Third Semester, but will not be permitted to go to Fourth Semester until he/she clears all the course(s) of the Second Semester.
- (iii) A student failing in the Third Semester of **M.E.M.P.R.** examination will be permitted to pursue his/her courses of Fourth Semester, but his/her result of **M.E.M.P.R.** will not be declared till he/she clears all the course(s) of Third Semester of M.Com.
- (iv) A student, who is failing in any of the course(s) and allowed to keep terms (ATKT) in the subsequent Semester Courses, can take the examination in the Courses in which he/she is failing at the end of respective semester examination. A student can have maximum 3 attempts after 2 or 3 or 4 Semesters.
- (v) A student getting ATKT will be exempted from appearing in the External examinations in such papers which he/she has passed out.



Sardar Patel University
Program: Master of Event Management & Public Relation (M.E.M.P.R.)
June 2014 (CBCS Pattern)
Academic Year 2014-15
Course Structure

SEMESTER – I

Course Type	Code	Course Titles	Theory /Practical (T/P)	Self Study	Credit	Exam Dur. Hrs.	Evaluation Total/Passing		
							Int.	Uni.	Total
Core	PM01CEMR01	MANAGEMENT PRINCIPLES AND PRACTICE	T- 4	1	5	3	30/12	70/28	100/40
Core	PM01CEMR02	ORGANISATIONAL BEHAVIOUR	T- 4	1	5	3	30/12	70/28	100/40
Core	PM01CEMR03	INTRODUCTION TO EVENT MANAGEMENT & PR	T- 4	1	5	3	30/12	70/28	100/40
Elective	PM01EEMR01	EVENT MANAGEMENT PLANNING OR EVENT PRODUCTION	T- 4	1	5	3	30/12	70/28	100/40
	PM01EEMR02								
Core	PM01CEMR04	CORPORATE COMMUNICATION	P- 4	1	5	3	30/12	70/28	100/40
		Total			25	15	150	350	500

SEMESTER – II

Course Type	Code	Course Titles	Theory (T)	Self Study	Credit	Exam Dur. Hrs.	Evaluation Total/Passing		
							Int.	Uni.	Total
Core	PM02CEMR01	ADVERTISING AND SALES PROMOTION	T- 4	1	5	3	30/12	70/28	100/40
Core	PM02CEMR02	EVENT MARKETING & SPONSORSHIP	T- 4	1	5	3	30/12	70/28	100/40
Core	PM02CEMR03	HUMAN RESOURCE MANAGEMENT	T- 4	1	5	3	30/12	70/28	100/40
Elective	PM02EEMR01	EVENT TEAM & CREW MANAGEMENT OR EVENT RESOURCE MANAGEMENT	T- 4	1	5	3	30/12	70/28	100/40
	PM02EEMR02								
Core	PM02CEMR04	COMPUTER APPLICATIONS IN MANAGEMENT USING SAP* - PRACTICAL	P- 4	1	5	3	30/12	70/28	100/40
		Total			25	15	150	350	500

* 'Systems, Applications, Products' in data Processing.



SEMESTER – III

Course Type	Code	Course Titles	Theory /Practical (T/P)	Self Study	Credit	Exam Dur. Hrs.	Evaluation Total/Passing		
							Int.	Uni.	Total
Core	PM03CEMR01	MANAGEMENT INFORMATION SYSTEM	T- 4	1	5	3	30/12	70/28	100/40
Core	PM03CEMR02	EVENT COST ACCOUNTING & FINANCE MANAGEMENT	T- 4	1	5	3	30/12	70/28	100/40
Core	PM03CEMR03	EVENT HOSPITALITY LAW AND PERMISSIONS	T- 4	1	5	3	30/12	70/28	100/40
Elective	PM03EEMR01	EVENT RISK MANAGEMENT	T- 4	1	5	3	30/12	70/28	100/40
	PM03EEMR02	ADVANCED PUBLIC RELATIONS							
Core	PM03CEMR04	SPECIAL EVENTS-WEDDING PLANNING & LIVE EVENTS	P- 4	1	5	3	30/12	70/28	100/40
		Total			25	15	150	350	500

SEMESTER – IV

Course Type	Code	Course Titles	Theory (T)	Self Study	Credit	Exam Dur. Hrs.	Evaluation Total/Passing		
							Int.	Uni.	Total
Core	PM04CEMR01	MEDIA MANAGEMENT	T- 4	1	5	3	30/12	70/28	100/40
Core	PM04CEMR02	SPECIAL EVENTS – MICE & CORPORATE EVENTS	T- 4	1	5	3	30/12	70/28	100/40
Core	PM04CEMR03	TOURISM MARKETING	T- 4	1	5	3	30/12	70/28	100/40
Elective	PM04EEMR01	ADVANCE ASPECTS OF EVENT MANAGEMENT	T- 4	1	5	3	30/12	70/28	100/40
	PM04EEMR02	PUBLIC RELATIONS PRINCIPLES & CRISIS MANAGEMENT							
Core	PM04CEMR04	PROJECT& TRAINING REPORT VIVA & VOCA	P- 4	1	5	3	30/12	70/28	100/40
		Total			25	15	150	350	500

