

# GUJARAT TECHNOLOGICAL UNIVERSITY

## CENTRE FOR CONTINUING EDUCATION (GTU-CCE)

**CERTIFIED**

## SHORT TERM CERTIFICATE COURSE IN EVENT MANAGEMENT



Organized By

**Varenyam Centre For Excellence,**  
1<sup>st</sup> Floor, Community Centre,  
Janadhar Complex, Gyan Marg,  
Giftcity, Gandhinagar -0 Gujarat.

Managed by



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### About Gujarat Technological University

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GTU is a premier academic & research institution which has driven new ways of thinking since its 2007 founding, established by the Government of Gujarat vide Gujarat Act NO. 20 of 2007. Today, GTU is an intellectual destination that draws inspired scholars to its campus, keeping GTU at the nexus of ideas that challenge and change the world. GTU has 486 affiliated colleges in its fold operating across the state of Gujarat. GTU caters to the fields of Engineering, Architecture, Management, Pharmacy and Computer Science. The University has about 4,00,000, students enrolled in a large number of diploma, UG-PG along with Doctoral Programs.

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### About Trust

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Varenyam Foundation is professionally managed education, training & event organization runs with an aim to value add in life of professionals, students, NGOs and different institutes. The trust intends to promote art, culture and education and imparts vocational training and education to the students. Varenyam is officially handling various cultural and academic events of Govt. of Gujarat too. Trust also work across 12 states of India and USA, Australia & Dubai to promote Art & Culture. The trust has helped corporates and other institutions in creating various learning programs & also handled destination projects across Gujarat.

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### About Institute

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Varenyam Centre for Excellence is an institute with a clear focus to provide effective learning environment to all the students & working professional for betterment of career. The center is located at Fastest Growing Locality 'GIFTCITY' which is shaping on International Fame and Infrastructure. The center has auditorium, classrooms, Gymnasium, Café and all facilities to support any professional learning and enjoying.

The center also host several public event & has network of Prominent event management companies, clubs and venues across Gujarat.

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### Course Objective

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To train students in a way that they can handle any level of event with proper documentation and effective execution. The batch will be groomed with theory and practical learning with exposure of different kinds of events. As a part of project, students will handle District or State Level Event and learn about it. As a part of internship students will be placed with event management companies as Coordinator or Manager and will hold responsibilities of execution and designing the event. The objective is to create a Talented, Qualified & Experienced Skilled Manpower of Fastest Growing industry of India.

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### Course Outcomes

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The Institute in support of University will also will provide necessary assistance in Placement as Employee and also help student to be a self-employed. The Varenym Centre For Excellence also organizes various events where students will be given professional exposure and paid assignments will be offered. Gujarat Technological University will also support Employment and Entrepreneurship both through different cells of University. Event Management will give International Exposure too.

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### Topics at a Glance

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- Principles Of Event Management
- Event Advertising & Marketing
- Cross-Cultural Management
- Event Production of different types
- Consumer Behavior and Brand Management
- Event Risk Management
- Special Event Topics
- Vendor Management
- IT for Event Management
- Accounts & Finance for Event Management
- Dissertation
- Project Work on District / State Level Event

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### Eligibility of Participant

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Graduate or similar in any discipline  
Working Professionals

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### Attendance & Examination:

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- After going through course, students will be allowed to appear in exam.
- Students are required to adhere 80% attendance to appear in both theory and practical exams.
- The minimum passing standard will also be 35% in theory and practical both.

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### Sessions & Course Duration

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- Course Duration: 264 hours/3 months
- Theory Classes are online & practical classes will be in offline mode.
- Daily 3 hour Classes with one holiday per week.

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### Course Fee

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Course tuition fee is Rs. 15000/- (Fifteen Thousand Rupees Only).

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### Bank Details for Payment

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Name of Account : Varenym Foundation  
Bank Name: Bank Of India  
Branch: Sector 16, Gandhinagar  
Account Number: 202010110029262  
IFSC Code: BKID0002020

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### Registration Link

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<https://forms.gle/smxEPF6hyef7q3D7>

Last Date of Registration: 25/06/2023

Starting Date of Course: 01/07/2023

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Managing Trustee

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Jigar Rana

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Convener

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Kinar Rana

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Advisor & principal Faculty

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Deepak Antani

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Course Co-coordinators

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Jigna Rathod

Rajiv Rajput

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For any Query Contact:

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