



Gondwana University, Gadchiroli  
**DIRECTION NO 29 of 2023**

**Admission of Students and Conduct of Examinations Leading to the Award of Six Months' Certificate Program entitled "Certificate for Event and Hospitality Management" under Credit System in the Faculty of Inter-Disciplinary, Direction 2023"**

**Whereas**, The Maharashtra Public Universities Act, 2016 (Maharashtra Act No. VI of 2017) (hereinafter the "Act") governs the Gondwana University, Gadchiroli (hereinafter the "University");

**AND**

**Whereas**, the National Education Policy (NEP) 2020 focuses on education and skill development as per the needs of the community. Therefore, the University is introducing Six Months' Certificate Program entitled "Event and Hospitality Management", under credit system in the Faculty of Inter-Disciplinary Studies and it will be offered by the Model Degree College, a constituent college of the University;

**AND**

**Whereas**, as per provisions of section 73(1) of the Act, an ordinance is required to frame to lay down the conditions under which students can be admitted to courses of study for award of a diploma but since, making of an ordinance is a time consuming process and there is an urgency for introduction of Six Months' Certificate Program entitled "Certificate for Event and Hospitality Management", under credit system in the Faculty of Inter-Disciplinary Studies;

Now, therefore, I, Dr. Prashant Shridhar Bokare, Vice-Chancellor of the University, in exercise of my powers under section 12(8) of the Act, do hereby issue the following Directions.

1. This Direction shall be called **Admission of Students and Conduct of Examinations Leading to the Award of Six Months' Certificate Program entitled "Certificate for Event and Hospitality Management" under Credit System in the Faculty of Inter-Disciplinary Studies, Direction 2023"**
2. This direction shall come into force from the date of its issuance.
3. Definitions:-In this Direction, unless the context requires otherwise, the words and phrases shall have the meaning given hereunder.

- a) "Program" means the full time Six Months' Certificate Program entitled "Certificate for Practicing Accountant".
  - b) "Application Form" means a form prescribed by the University for seeking admission to Program under this direction.
  - c) "Competent Authority" means the Authority appointed by the Vice-Chancellor, for any specific purpose of the Program under this Direction.
  - d) "Course" means a subject or a paper offered in any semester under this Program.
  - e) "Credit" refers to the weightage given to a course, in terms of the number of instructional hours per week assigned to it. In this direction one credit means one hour of teaching work or two hours of practical work.
  - f) "Credit System" means, the system in which weightage of credits is spread over to different semesters during the period of study.
  - g) 'Grade letter' is an index to indicate the performance of a student in particular course. It is the depiction of actual marks secured by a student by a letter, the Grade letters are as given in Table 3.
  - h) 'Grade point' is the weightage allotted to each grade letter depending on the range of marks awarded in a course.
  - i) "HSSC" means the Higher Secondary School Certificate (Standard XII) examination conducted by Maharashtra State Board of Secondary and Higher Secondary Education or its equivalent certificate awarded by any other recognized Board.
  - j) "Qualifying Examination" means an examination on the basis of which a candidate becomes eligible for admission to this Program.
4. In order to conduct the admission process for admitting students to this Program, the Vice Chancellor shall appoint the "Competent Authority".
  5. Intake capacity, Eligibility for application, Admission fees, Curriculum, Examination fees for this Program will be as shown in Table 1 below:

**Table:1**

| Sr. No. | Subtitle                    | Details  |
|---------|-----------------------------|--|
| 1       | Intake Capacity             | 20   |
| 2       | Eligibility for application | 12 <sup>th</sup> from any stream   |
| 4       | Admission Fees              | Admission fees shall be as prescribed/ revised and notified from time to time by the University.       |
| 7       | Curriculum                  | As specified in <b>Annexure-I</b>  |
| 8       | Examination Fees            | The Examination fees shall be as prescribed/ revised and notified from time to time by the University. |

**6. Objectives of the Program:-**

- a) To invoke interests in students with basic concepts and contents of an event and hospitality management.



- b) To impart basic practical oriented knowledge applicable to event and hospitality service industry.

## 7. EVALUATION OF THE PROGRAM

The internal and university assessment of student performance shall be carrying the weightage as mentioned in the Teaching and Examination Scheme given below:

**Table 2: Teaching and Examination Scheme**

**CERTIFICATE IN Event and Hospitality Management**  
Teaching & Examination Scheme

**A] General Education Component Credits:**

| Sr. No | Subject                          | Credits   | Teaching Scheme Hrs/Weeks |           |               | Examination Scheme |            |           |            |           |          |             |               |                      |  |  |
|--------|----------------------------------|-----------|---------------------------|-----------|---------------|--------------------|------------|-----------|------------|-----------|----------|-------------|---------------|----------------------|--|--|
|        |                                  |           | Theory Period             | Pr Period | Total Periods | Duration Hrs       | Theory     |           |            |           |          | Practical   |               |                      |  |  |
|        |                                  |           |                           |           |               |                    | Max Th. UA | Max IA    | Total      | Min Pass  | Du Hrs   | Max Mar Pr. | Min Pass Mar. | Total Marks Th.Pr.IA |  |  |
| 1      | Paper – I Hospitality Management | 6         | 4                         | -         | 6             | 3                  | 80         | 20        | 100        | 40        | -        | -           | -             | 100                  |  |  |
| 2      | Paper – II Event Management      | 6         | 4                         | -         | 6             | 3                  | 80         | 20        | 100        | 40        | -        | -           | -             | 100                  |  |  |
| 3      | Practical                        | 8         | 4                         | 16        | 16            | 3                  | 80         | 20        | 100        | 40        | -        | 200         | 100           | 300                  |  |  |
|        | <b>Total</b>                     | <b>20</b> | <b>12</b>                 | <b>16</b> | <b>28</b>     | <b>12</b>          | <b>240</b> | <b>60</b> | <b>300</b> | <b>--</b> | <b>3</b> | <b>200</b>  | <b>100</b>    | <b>500</b>           |  |  |

**B] Skill Development Component Credits:**

| Sr. No. | Practical    | Teaching Scheme (Hrs/Week) |     |       | Credits | Examination Scheme |                     |                       |             |                    |            |
|---------|--------------|----------------------------|-----|-------|---------|--------------------|---------------------|-----------------------|-------------|--------------------|------------|
|         |              | Th                         | Pr. | Total |         | Duration (Hrs)     | Max. Marks          |                       | Total Marks | Min. Passing Marks |            |
|         |              |                            |     |       |         |                    | Internal Assessment | University Assessment |             | Th.                | Pr.        |
| 1       | Field Visits |                            |     |       | 4       | 2                  | 100                 | -                     | 100         | -                  | 50         |
| 2       | Internship   |                            |     |       | 4       | 2                  | 100                 | -                     | 100         | -                  | 50         |
|         |              |                            |     |       |         |                    | <b>200</b>          |                       | <b>200</b>  |                    | <b>100</b> |

Note:

1. Th=Theory; Pr = Practical; PR=Project; INT=Internship IA = Internal Assessment UA = University Assessment.

**Credit Calculations:** (1) One credit would mean equivalent of 15 periods of 60 minutes each for Theory. (2) For practical /project /internship/Field work, the Credit Weightage for equivalent hours shall be 50% of that for theory. (3) The strength of Batch of Practical /Workshop / internship / Field visit / Project shall be 20. (4) 10 contact hours equals to 3 credits per semester and 6 credits for two semesters viz one year duration for Project/Field Visit/Industrial Training/Internship

a) Marks to Letter Grade & Grade Point Conversion

The marks scored by the examinees in their courses/heads of passing of the program shall be converted into Letter Grade and Grade Point as per Table given below:

**Table 3: Conversion of marks into letter grade and grade points**

| SCORED MARKS (x)      | Letter Grade | Grade Point (G)<br>(10 point scale) |
|-----------------------|--------------|-------------------------------------|
| 85 x 100              | A+           | 10                                  |
| 80x 85                | A            | 9                                   |
| 75x 80                | B+           | 8                                   |
| 70x 75                | B            | 7                                   |
| 65 x 70               | C+           | 6                                   |
| 60 x 65               | C            | 5                                   |
| 50x 60                | D            | 4                                   |
| 0x 50                 | F            | 0                                   |
| Absent in Examination | Z            | -                                   |

\*Note: As such, the lowest passing Grade in any passing head shall be 'D'.

b) Calculation of Grade Point Average (GPA)

The Grade Point Average (GPA) shall be calculated for the program and shall be evaluated as mentioned below:

$$\text{GPA} =$$

Where  $n_i$  is the number of credits of the  $i^{\text{th}}$  course and  $G_i$  is the grade point scored by the student in the  $i^{\text{th}}$  course.

The percentage of marks scored based on obtained GPA can be evaluated using below given formula.

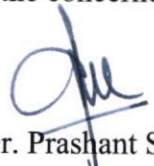
8. Division of Passing

The Division of Passing shall be based on GPA secured by an Examinee as shown in the Table 3 below:

**Table 3: Interpretation of GPA into Division of Passing**

| INTERVAL OF GPA | DIVISION OF PASSING    |
|-----------------|------------------------|
|                 | First with Distinction |
|                 | First                  |
|                 | Second                 |
| 5.00            | Pass                   |

9. Declaration of result is based on the Grade Point Average (GPA) earned towards the end of the program as given in Table 3. The names of the successful examinees passing the examination as a whole in the minimum prescribed period and obtaining prescribed number of places securing the grades as per adopted credit-grade system shall be arranged in order of merit as provided in ordinance relating to examinations in general.
10. Provisions with respect to grace marks for passing in a particular course/ head of passing and improvement of Division (Higher Class) and getting Distinction in any course shall be as per relevant Direction/Ordinance of the University.
11. An examinee who does not qualify in examination or remain absent for the examination, shall be eligible to appear in the same re-examination, on payment of re-examination fee and such other fees as may be prescribed from time to time, within 30 days from the date of result.
12. Successful examinees who secure minimum prescribed registered credits (40) for the program duration shall be entitled to receive a Certificate of full time six months' certificate Programme entitled "**Certificate for Event and Hospitality Management**" in the Faculty of Inter-Disciplinary Studies signed by the Vice-Chancellor of the University on payment of prescribed fees.
13. In the event of any query regarding interpretation/application of any provision of this direction, the Director of Board of Examination and Evaluation shall refer the matter for the decision of the Dean of the Faculty of Inter-Disciplinary Studies or alternatively to the Board of Deans if found necessary.
14. For any other matter pertaining to this Program and its final award which is beyond the purview of this Direction, it shall be referred to the Vice-Chancellor and that the decision of the Vice-Chancellor shall be final and binding on all the concerned.

  
(Dr. Prashant S. Bokare)  
Vice-Chancellor

Place: Gadchiroli  
Date: 1 /11/2023



## ANNEXURE-I

### CERTIFICATE IN Event and Hospitality Management

#### Teaching & Examination Scheme

#### C] General Education Component Credits:

| Sr. No | Subject                          | Credits   | Teaching Scheme Hrs/Weeks |           |               | Examination Scheme |             |           |            |          |           |             |               |                      |
|--------|----------------------------------|-----------|---------------------------|-----------|---------------|--------------------|-------------|-----------|------------|----------|-----------|-------------|---------------|----------------------|
|        |                                  |           | Theory Period             | Pr Period | Total Periods | Theory             |             |           |            |          | Practical |             |               |                      |
|        |                                  |           |                           |           |               | Duration Hrs       | Max Th. U/A | Max IA    | Total      | Min Pass | Du Hrs    | Max Mar Pr. | Min Pass Mar. | Total Marks Th.Pr.IA |
| 1      | Paper – I Hospitality Management | 6         | 4                         | -         | 6             | 3                  | 80          | 20        | 100        | 40       | -         | -           | -             | 100                  |
| 2      | Paper – II Event Management      | 6         | 4                         | -         | 6             | 3                  | 80          | 20        | 100        | 40       | -         | -           | -             | 100                  |
| 3      | Practical                        | 8         | 4                         | 16        | 16            | 3                  | 80          | 20        | 100        | 40       | -         | 200         | 100           | 300                  |
|        | <b>Total</b>                     | <b>20</b> | <b>12</b>                 | <b>16</b> | <b>28</b>     | <b>12</b>          | <b>240</b>  | <b>60</b> | <b>300</b> | <b>-</b> | <b>3</b>  | <b>200</b>  | <b>100</b>    | <b>500</b>           |

#### D] Skill Development Component Credits:

| Sr. No. | Practical    | Teaching Scheme (Hrs/Week) |     |       | Credits | Examination Scheme |                     |                       |             |                    |            |
|---------|--------------|----------------------------|-----|-------|---------|--------------------|---------------------|-----------------------|-------------|--------------------|------------|
|         |              | Th                         | Pr. | Total |         | Duration (Hrs)     | Max. Marks          |                       | Total Marks | Min. Passing Marks |            |
|         |              |                            |     |       |         |                    | Internal Assessment | University Assessment |             | Th.                | Pr.        |
| 1       | Field Visits |                            |     |       | 4       | 2                  | 100                 | -                     | 100         | -                  | 50         |
| 2       | Internship   |                            |     |       | 4       | 2                  | 100                 | -                     | 100         | -                  | 50         |
|         |              |                            |     |       |         |                    | <b>200</b>          |                       | <b>200</b>  |                    | <b>100</b> |

Note:

2. Th=Theory; Pr = Practical; PR=Project; INT=Internship IA = Internal Assessment UA = University Assessment.

**Credit Calculations:** (1) One credit would mean equivalent of 15 periods of 60 minutes each for Theory. (2) For practical /project /internship/Field work, the Credit Weightage for equivalent hours shall be 50% of that for theory. (3) The strength of Batch of Practical /Workshop / internship / Field visit / Project shall be 20. (4) 10 contact hours equals to 3 credits per semester and 6 credits for two semesters viz one year duration for Project/Field Visit/Industrial Training/Internship

# **Certificate Course on Event and Hospitality Management**

## **PAPER I – HOSPITALITY MANAGEMENT**

### **Course Objectives:**

- To invoke interests in students with basic concepts and contents of an event and hospitality management.
- To impart basic practical oriented knowledge applicable to event and hospitality service industry.

### **UNIT – I**

- **Hospitality Services:** Nature and Meaning of Hospitality, Concept and Historical Evolution of Hospitality industry - Global and Indian Context, Inter-relationships between Hospitality Industry with religious, social, business and political events,
- **Tourism Product –** Meaning and Characteristics of Tourism, Classification of Tourism, Characteristics and Classification of Tourism Product, Heritage- Meaning, Types, Significance of Forts, Museums and Art Galleries, Heritage Management Originations: UNISCO& ASI

### **UNIT – II**

- **Hotel Organization** - Functional units in Hotel and organizational Structure, Front of the house and back office departments in a hotel, function of the core departments of the hotel- Room division and food and beverage.
- **Accommodation Services:** Definition, classification of accommodation , Location, Size, Affiliation and Accreditation, Ownership, Management contracts. Grading Star category of hotels in India. Major National/international hotels chains in India Hotel plans(AP, MAP, CP, EP)

### **UNIT-III**

**Travel Services** :Types of travel, travellers, Travel related other services, Tour Operators - Functions, Types, Functions of travel consultant and travel agency, Concept of package tours, Purpose and Objectives of Travel, Identifying the needs of the customers in planning tours, Understanding the geographic preferences for the customers.

## **UNIT -IV**

### **Customer and Center Oriented Services-**

- Customer related services- Engage with customers for assessing service quality requirements, fulfil customer requirement.
- Handle Guest Complaint and Guide Front Office Staff – handle guest complaints, Take decision within their control in the interest of the organization, Guide and mentor the front office staff.
- Communication with Customers and Colleagues - Communicate effectively with customers. Interact with superior, Communicate with colleagues.

### **PRACTICAL BASED ON ALL 4 UNITS:**

1. Case Studies & Surveys.
2. Problem Analysis of the Hospitality Industry

### **REFERENCE BOOKS:**

1. Hospitality management, Gajanan Shirke, Shroff Publisher, 2011
2. Handbook of Hospitality Management, Edited- Bob Brotherton & Roy C. Wood, Sage Publication Ltd., 2008
3. International Encyclopedia of Hospitality Management Edited-Abraham Pizam, A Butterworth-Heinemann Publication, 2010
4. Tourism Management, Stephen J. Page, Routledge Publication, 2019
5. Tourism : Principles and Practices, Swain Sampad Kumar, OUP Publisher, 2011
6. Tourism : Promotional Perspectives and Issues, G Radha Krishna, SBS Publishers, 2021



## **PAPER II – EVENT MANAGEMENT**

### **Course Objectives:**

- To invoke interest in students with basic concepts and contents of an event and hospitality management
- To impart basic practical oriented knowledge applicable to event and hospitality service industry

**UNIT – I Conference Management:** The student will have the competence to deal with

1. Organising Conference.
2. Designing, Planning, Budgeting and Marketing to the final execution of Conference

### **Content:**

Introduce students to key elements of conference management, Types of conference, Details Planning of Why, What and Where the conference, Executive checklist, Session Planning and Timing, Type of Presentation, Role of delegates/audience, Policies related to conference, Promotion of Conference, Documentation and administration related to organization of Conference.

**UNIT–II Evaluation of Cultural Events and EXHIBITIONS & TRADE FAIR:** The students will have the competence to deal with.....

1. To describe the scope of exhibits and trade shows, and identify types of exhibits. 2. To identify and discuss the elements of exhibition planning, including the duties and responsibilities of key trade fair and exhibition personnel. 3. Defining the Players of Exhibition.

1. Activities related to evaluation of cultural events.
2. Issues involved in closing down an event.
3. Use of research approach to evaluate the success of an event.
4. To describe the scope of exhibits and trade shows, and identify types of exhibits
5. To identify and discuss the elements of exhibition planning, including the duties and responsibilities of key trade fair and exhibition personnel.
6. . Defining the Players of Exhibition.

**Content:**

**Cultural Event**-To develop and implement preventative and feedback control system, Plan an evaluation strategy, Use research approaches to identify the composition of an event audience, Use research approach to evaluate the success of an event from the customers, staff and management viewpoints. Write an event evaluation report.

**EXHIBITIONS & TRADE FAIR Event** -Introduction to Exhibitions and Trade Fairs, Scope of exhibition and trade fair, Types of exhibitions and fairs, element of exhibition planning, duties and responsibilities of key trade fair and exhibition personnel, Players of exhibition, Exhibition fees, Shipping methods and Marketing and promotional plan for exhibitions

**UNIT –III WEDDINGS AND SPECIAL EVENTS:** The students will have the competence to deal with 1. The necessary guidelines and procedures to coordinate execute and evaluate a Wedding and Special Event.

2. The course will be centred on the coordination of a special event/Wedding in the hospitality sector, from idea conception to implementation of the same.

3. To develop a planning process, this aids the delivery of a special event/wedding.

**Content:**

Introduction to Wedding Planning and Special Events, Types of Special Events/Wedding, Arranging a Special Event, Arranging a Wedding, Budgeting & Planning, Venue, Wedding Themes, Catering, The Wedding Dress, Flowers, Transport, Invitation, Photographer, Weddings Hire and Entertainment.

**UNIT -IV FUNDAMENTALS OF PROFESSIONAL PHOTOGRAPHY:** The students will have the competence to deal with:

1. Able to use camera operation, composition and design to produce photographs.

2. To learn the basic concepts of Digital Photography and Flash.

3. To be able to use the basic Digital Darkroom Techniques.

4. Able to use exposure and output.

5. Able to use displaying photographic work.

**Content:**

Introduction to Professional Photography, Types of Camera, Camera Operations, Digital Photography, Exposure, Digital Darkroom Techniques, Composition, Flash Usage, Use of Exposure Meters and Filters, Camera Basics, Tao, Critiquing Photos, Basic Flash, Studio Lighting and Display of Photographic Work.

**PRACTICAL BASED ON ALL 4 UNITS:**

• Class Discussion. • Audio/Visual Class Presentations. • Demonstrations. • Experimental Group Exercise. • Industry based guest lectures. • Field Work

### **REFERENCE BOOKS:**

1. Conferences and Conventions: A global industry (Events Management)
2. Successful Special Events: Planning, Hosting and Evaluating by Barbara R Levy, Levy, Barbara Marion
3. Event Management: For Tourism, Cultural, Business and Sporting Events By Lynn Van Der Wagen, Brenda R. Carlos
4. The Everything Outdoor Wedding Book – Kim Knox Beckius
5. Special Events: The roots and wings of celebration. Fifth edition, By Dr. Joe Goldblatt, CSEP – Wiley Publications
6. Special Events: Event Leadership for the new world. Fourth edition, By Dr. Joe Goldblatt, CSEP – Wiley Publication.
7. Expositions & Trade Shows by Deborah Robbe
8. Expo: Trade Fair Stand Design by Conway Lloyd Morgan
9. The Digital Photography Book by Scott Kelby Publisher Peachpit Press
10. Basics Photography Composition by David Praker Publisher Ava Publishing
11. The Art Of Photography: An Approach To Personal Expression by Bruce Barnbaum Publisher Rocky Nook