



CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR

Programme: B.B.A. EVENT MANAGEMENT(AEDP)

Apprenticeship Embedded Degree Programme

In collaboration with Media and Entertainment Council

Course Structure (with effect from 2025-26)

Semester - I			
Code	Paper	Courses	Credits
F100101T	Core Course - I	Management Process	4
F100102T	Core Course -II	Financial Accounting	4
F100103T	Core Course -III	Business Environment & Sustainable Development	4
F100104T	Minor	Organizational Behaviour	3
VOC166	Skill Enhancement course (SEC)	Computer Applications	3
Z011102	Co-curricular Course	Communicative English -I	2
Total Credits			20

Semester - II			
Code	Paper	Courses	Credit
F100201T	Core Course - I	Introduction To Event Management & PR	4
F100202T	Core Course -II	Economics for Executives	4
F100203T	Core Course -III	Advertising Management for Services	4
F100204T	Minor Course	Value Education - Human Rights	3
VOC167	Skill Enhancement course (SEC)	Business Communication	3
Z021202	Co-curricular Course	Communicative English -II	2
	Project	Live Project – I (Industry Tie-up)	0 (Qualifying)
Total Credits			20

Note:

1. Total Credits 40 till semester II
2. Student is entitled for certificate in Faculty after successful completion of first two semesters

Semester – III			
Code	Paper	Courses	Credits
F100301T	Core Course – I	Principles of Event Management	4
F100302T	Core Course -II	Event Management Planning	4
F100303T	Core Course -III Elective	Event Cost Accounting & Finance Management /Event Resource Management	4
F100304T	Minor Course	Event Production Process	3
VOC158	Skill Enhancement course (SEC)	AI-Powered Smart Social Media Management & Digital PR Certification Programme	3
Z031302	Co-curricular Course	Public Relations	2
Total credits			20

Semester – IV			
Code	Paper	Courses	Credit
F100401T	Core Course - I	Event Hospitality, Law & Permissions	4
F100402T	Core Course -II	Brand Management	4
F100403T	Core Course -III Elective	Event Marketing & Sponsorship /Event Safety & Risk Management	4
F100404T	Minor Course	Event Team & Crew Management	3
F100405R	Project	Project - II	3
Z041402	Co-curricular Course	Community Connect	2
Total Credits			20

Note:

1. Co-curricular Course Indian Language will be as decided by University/Department.
2. Total Credits 80 till semester IV.
3. Student is entitled for Diploma in Faculty after successful completion of four semesters.

Semester V			
Code	Paper	Courses	Credits
F100501T	Core Course – I	Sales and Promotion	5
F100502T	Core Course -II	Budgeting and Costing of Events	5
F100503T	Core Course -III	Event Production & Logistics	5
F100504T	Specialization Course	Special Events (Wedding Planning & Live Events)	6
F100505R	LIVE Project	Project - III	3
Total Credits			24

Semester VI			
Code No.	Course Title	Total Contact hrs/week	Credits
	Apprenticeship	Apprenticeship with Industry	26
Total Credits			26

Note:

1. Total Credits 130 till semester VI
2. Student is entitled to Three Year B.B.A.in Event Management UG Degree after successfully completion of six semesters.

Programme: BBA - Event Management	Year: First	Semester: First
Course Code: F100101T	Course Title: Management Process	
Course outcomes:		
<ul style="list-style-type: none">• Gain a solid understanding of the core principles underlying the management process.• Develop proficiency in planning and organizing events through the application of effective management techniques.• Acquire skills in making informed decisions and solving problems within the unique challenges of event management.• Apply management processes to ensure the successful execution of diverse events, meeting client expectations and industry standards.		
Credits: 4	Core Course-1	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No.of Lectures Total=60
I	Fundamentals of the Management Process: Definition, Nature, Scope of Management, Functions of Management: Planning, Organizing, Leading, Controlling, Levels of Management & Managerial Roles, Skills of a Manager in Event Management, Introduction to Event as a Managed Process	15
II	Planning and Organizing Events: Planning and Organizing in Event Management, Steps in Event Planning Process, Goal Setting and SMART Objectives in Events, Developing Organizational Structure for Events, Delegation of Authority and Team Formation, Coordination and Scheduling Tools (Gantt Charts, Checklists)	15
III	Decision-making and Problem-Solving in Event Management: Types of Decisions in Event Management, Decision-Making Models and Techniques, Problem Identification and Root Cause Analysis, Creative Thinking and Contingency Planning, Risk Assessment and Crisis Management in Events	15
IV	Application of Management Processes in Event Execution Case Studies of Event Execution Using Management Principles, Time, Quality, and Resource Management in Live Events, Control Systems and Feedback Mechanisms, Role of Technology in Modern Event Management Processes	15
Suggested Readings:		
<ul style="list-style-type: none">1. Prasad, L.M. – Principles and Practice of Management (Updated edition)2. Koontz, Harold & Heinz Weihrich – Essentials of Management3. Robbins, Stephen P. & Mary Coulter – Management (Pearson Education)4. Pagare, Dinkar – Principles of Management5. V.S.P. Rao & Satya Narayan – Management: Text and Cases		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
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Programme: ICA - Event Management	Year: First	Semester: First
Course Code: F100102T	Course Title: Financial Accounting	
Course Outcomes : <ul style="list-style-type: none">• Gain a strong foundation in financial accounting principles applicable to event management.• Analyze and interpret financial statements to make informed financial decisions for events.• Apply accounting concepts to effectively manage budgets and financial resources in event planning.• Understand the pivotal role of financial accounting in making sound decisions within the event management sector.		
Credits: 4	Core Course-II	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures Total=60
I	Basics of Financial Accounting Introduction–Meaning and Definition, Objectives of Accounting Functions of Accounting, Users of Accounting Information, Limitations of Accounting, Accounting Cycle, Accounting Principles, Accounting Concepts and Accounting Conventions. Accounting Standards-objectives-significance of accounting standards. List of Indian Accounting Standards	15
II	Interpretation of Financial Statements Process of Accounting - Double entry system, Kinds of Accounts, Rules-Transaction Analysis, Journal, Ledger, Subsidiary Books, Balancing of Accounts Trial Balance, Preparation of Statement of Trading, Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like Depreciation, Outstanding and Prepaid Expenses, Outstanding and Received In Advance of Incomes, Provision for Doubtful Debts, Drawings and Interest On Capital.	15
III	Budgeting and Financial Planning in Events: Importance of Budgeting in Event Planning ,Types of Budgets: Master Budget, Functional Budget, Flexible Budget, Preparing Event Budgets – Estimating Costs and Revenues, Budget Monitoring, Best Practices in Events	15
IV	Role of Financial Accounting in Event Decision-Making Accounting as a Tool for Strategic Event Decisions, Case Studies on Budgeting and Profitability in Events, Legal and Regulatory Aspects in Event Financial Management, Financial Risk Management in Events, Role of Technology in Event Accounting (ERP, Tally, etc)	15
Suggested Readings: 1. Agarwal B.D., Advanced Accounting 2. Chawla & Jain, Financial Accounting 3. Dr. S.N. Maheswari, Financial Accounting 4. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication Radhaswamy and R.L. Gupta, Advanced Accounting , Sultan Chand M.C. Shukla and Goyel, Advanced Accounting , S Chand.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		

Programme: BBA - Event Management		Year: First	Semester: First
Course Code: F100103T		Course Title: Business Environment & Sustainable Development	
Course Outcomes:			
<ul style="list-style-type: none">Understand the dynamics of the business environment and its relevance to event management.Apply principles of sustainable development to event planning.Develop strategies for integrating sustainable practices in various aspects of event management.Gain the ability to plan and execute environmentally and socially responsible events within the broader business context.			
Credits: 4		Core course -III	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0			
Unit	Topics		No. of Lectures
			TOTAL: 60
I	Overview of Event Management in Business Environment: Nature, scope, and types of events (corporate, cultural, social, sports, etc.) ,Event management as a part of the business environment ,Key stakeholders in the event industry, External factors affecting event businesses: political, economic, socio-cultural, technological, legal, and environmental (PESTLE Analysis) ,Impact of globalization and digitalization on event planning		15
II	Principles and Practices of Sustainable Development: Definition and scope of sustainable development (SD), The 3 Pillars: Environmental, Social, and Economic sustainability ,UN Sustainable Development Goals (SDGs) relevant to events, Green event guidelines and ISO 20121: Sustainable Event Management System ,Corporate Social Responsibility (CSR) and its role in events		15
III	Integrated Sustainable Practices in Event Planning: Sustainable venue selection and transportation Waste management and resource efficiency, Green procurement and eco-friendly decor, Carbon footprint calculation and reduction, Inclusivity, accessibility, and local community engagement		15
IV	Business Strategies for Environmentally and Socially Responsible Use: Sustainable marketing and branding for events ,Risk assessment and sustainable crisis management, Budgeting with sustainability indicators, Partnerships, sponsorships, and compliance with environmental regulations, Tools and metrics for sustainability measurement in events		15
Suggested Readings:			
<ul style="list-style-type: none">Sustainable Event Management: A Practical Guide – Meegan JonesEvent Management: For Tourism, Cultural, Business and Sporting Events – Lynn Van Der WagenEnvironmental Management for Events – British Standards Institute (ISO 20121 Manual)Business Environment – Francis CherunilamHarvard Business Review Articles on CSR and Sustainability			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.			

BBA - Event Management		Year: First	Semester: First
Course Code: F100104T		Course Title: Organizational Behaviour	
Course Outcomes: <ul style="list-style-type: none">• Demonstrate a comprehensive understanding of the fundamental concepts and theories of organizational behavior.• Analyze and evaluate the impact of organizational behavior on individual and group dynamics within a digital media and advertising context.• Apply leadership, motivation, and communication principles to enhance organizational effectiveness in the digital media industry.• Utilize organizational behavior knowledge to address challenges and opportunities in the dynamic field of digital media and advertising.			
Credits: 3		(MINOR)	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction to Organizational Behavior: Concepts and Theories: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB. Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom’s expectancy theory		10
II	Individual & Group Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organizations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.		15
III	Leadership and Motivation in the Digital Media Industry: Evolution of leadership in the media industry ,Leadership theories: Trait, Behavioural, Contingency, Transformational, Servant, Influential leaders in digital media (e.g. Reed Hastings, Susan Wojcicki) Authentic leadership, ethical dilemmas, and influencer responsibility		12
IV	Communication Strategies for Effective Organizational Behavior: Types of organizational communication: Formal, informal, vertical, horizontal Barriers to effective communication, Digital communication tools and strategies Organizational culture and its impact on OB, Managing diversity and inclusion at the workplace		8
Suggested Readings: <ul style="list-style-type: none">• Organizational Behavior” – Stephen P. Robbins & Timothy A. Judge• “Organizational Behavior” – Fred Luthans• “Organizational Behaviour” – K. Aswathappa• Industry reports and case studies from digital media and events			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme : BBA - Event Management		Year: First	Semester: First
Course Code: VAOC166		Course Title: Computer Applications	
Course outcomes:			
<ul style="list-style-type: none">Understand the basic components and functions of computers and operating systems.Create and format professional documents using word processing tools.Prepare and analyze data using spreadsheets and develop presentations.Explain the basics of database systems and computer networking in business contexts.			
Credits: 3		(Vocational)	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction to computers and their applications in business, Components of a computer system: Input, Output, Memory, CPU, Storage, Generations and types of computers, Operating systems: Concepts of Disk OS, Windows, GUI, Basic file handling, system software, and utilities		12
II	Word Processing Tools: Creating, saving, and formatting documents, Paragraph settings, headers, footers, tables, and images, Templates for business letters, memos, and reports, Mail Merge: Concept and practical use with Excel data, Proofing tools: Spell check, grammar, track changes.		10
III	Excel Basics: Creating spreadsheets, formatting cells, Formulas and basic functions: SUM, AVERAGE, IF, etc. Charts, sorting, filtering, and printing. PowerPoint Basics: Creating slides, using themes, Inserting media, animations, and slideshow settings.		12
IV	Introduction to DBMS: Concepts and importance, Data hierarchy: field, record, file, database. File types: Master and transaction files. Database structure basics. Fundamentals of computer networks: LAN, WAN. Online vs. offline data processing and real-time sharing.		11
Suggested Readings:			
<ul style="list-style-type: none">1. P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication2. V. Rajaraman, Computer Fundamentals, PHI3. Tannenbaum, Computer Applications and Networks4. 'O' Brien, Management Information Systems			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
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Further Suggestions:			
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Programme /Class:	Year: First	Semester: First
Course Code: Z011102	Course Title: Communicative English-I	
Co-Curricular Course		
Course Outcomes (COs)		
<ul style="list-style-type: none">• Proficient written and verbal communication in media settings.• Critical analysis and interpretation of media-related content.• Effective presentation and public speaking abilities.• Collaborative communication skills suitable for team environments.• Application of language skills in media and entertainment contexts.		
Credits: 02	Compulsory	
Max. Marks: 40+60	Min. Passing Marks: 40	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P:		
No. of Lectures 30		
Unit	Topics	
	<ul style="list-style-type: none">• Foundations of English Language• Reading Comprehension Strategies• Writing Techniques for Media• Verbal and Non-verbal Communication• Media Literacy and Critical Analysis• Presentation Skills for Media Professionals• Group Communication Dynamics• Cultural Sensitivity in Communications	

Programme : BBA - Event Management		Year: First	Semester: Second
Course Code: F100201T		Course Title: Introduction to Event Management & PR	
Course outcomes: <ul style="list-style-type: none">• Acquire foundational knowledge of event management and PR.• Develop practical skills in planning and organizing events effectively.• Analyze case studies to understand successful event management strategies.• Appreciate the strategic role of public relations in ensuring the success of events.			
Credits: 4		Core Course-I	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1 -0			
Unit	Topics		No. of Lectures Total=60
I	Introduction to Event Management: Concepts and Significance Defining & Understanding the Events, Need & Framework of Events, Typology of Events, Historical Contexts and Precedents, Special Characteristics of Events, Code of Ethics, Size & Scope of Events Market, Determinants & Motivations, Requirement of Event Manager Importance of events in business and community development		15
II	Planning and Organization of Events: Logistics, Budgeting, and Timelines: Event Objective, Structure of Demand for Events, Fragmentary Nature of Event Business, Various Service Providers / Organizations / Stakeholders, social, economic, political and developmental implications of running events,		15
III	Case Studies in Successful Event Management: Analysis of national and international events, Key success factors and best practices, Lessons learned from failures and challenges, Application of theoretical concepts to real-world scenarios		15
IV	The Role of Public Relations (PR) in Event Success, Introduction to PR in the context of events PR Relations - Overview, Strategy & Planning, Techniques, Journalism, Blogs, Employee communications, Lobbying, Community Relations, , Five Step Writing Formula		15
Suggested Readings: 1. Event Management: A Blooming Industry and an Eventful Careerby Devesh Kishore, Ganga Sagar Singh Har-anand Publications Pvt. Ltd. 2. Event Management by Swarup K. Goyal-Adhyayan Publisher-2009 3 Event Management & Public Relations by Savita Mohan Enkay Publishing House. 4. Successful Event Management A Practical Handbook by Anton Shone, Bryn Parry 5. Event Planning The ultimate guide 6. Public Relations by S.J. Sebellin Ross			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme : BBA - Event Management	Year: First	Semester: Second
Course Code: F100202T	Course Title: Economics for Executives	
Course outcomes: <ul style="list-style-type: none">Acquire a strong foundation in economic principles applicable to event management.Apply economic concepts to make informed financial decisions in event planning.Analyze the economic factors that influence the events industry.Understand the economic implications of different strategies employed in event management.		
Credits: 4	Core course-II	
Max. Marks: 25+75	Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No.of Lectures Total=60
I	Introduction to Economic Principles for Event Management- Introduction to Micro economics, Consumer and producer's Equilibrium, Demand and supply Analysis. Cost and Revenue concepts.	15
II	Financial Analysis and Decision Making in Event Planning – Introduction to financial planning for events, Budget preparation and cost estimation Sources of finance for events (sponsorships, ticketing, partnerships), Break-even analysis and profitability assessment, Cash flow management and financial control, ROI (Return on Investment) calculation for events, Decision making under financial constraints.	15
III	Economic Factors impacting the Event industry- Economic growth and Stability, consumer Spending and disposable income, Market conditions and availability of Resources, Business Cycles and event demand.	15
IV	Economic Implications of strategies in Event Management- Positive and Negative Impact of strategies in Event Management.	15
Suggested Readings: <ul style="list-style-type: none">1. Managerial Economics – D.N. Dwivedi2. Economics for Managers – Paul G. Farnham3. Managerial Economics – H.L. Ahuja		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme: BBA - Event Management	Year: First	Semester: Second
Course Code: F100203T	Course Title: Advertising Management for Services	
Course outcomes: <ul style="list-style-type: none">Gain in-depth knowledge of advertising management specific to event services.Apply strategies for promoting and marketing event management services.Understand the importance of brand identity in the context of event services.Develop skills in designing and implementing advertising campaigns tailored to event services.		
Credits: 4		Core Course -III
Max. Marks: 25+75		Min. Passing Marks:10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No.of Lectures Total=60
I	Introduction to Advertising Management in Event Services: Meaning, nature, and scope of advertising in event management, Role and importance of advertising in event promotion, Differences between traditional product advertising and event advertising, Stakeholders in event advertising: Clients, Agencies, Media	15
II	Strategies for Promoting and Marketing Event Services: Integrated Marketing Communication (IMC) in events, Media planning and selection for events (Print, Digital, Outdoor, Radio), Budgeting and scheduling promotions, Use of social media, influencers, and PR in event advertising	15
III	Building Brand Identity for Event Management Services: Concept of brand and branding in events, Elements of event brand identity: Logo, tagline, theme, Positioning and differentiation strategies, Case studies on successful event brands (e.g., Sunburn, Comic Con, Jaipur Literature Festival)	15
IV	Designing Effective Advertising Campaigns for Event Services: Steps in designing advertising campaigns, Creative strategy: Message, copywriting, visuals, Execution: Media mix, timing, targeting, Evaluation of advertising effectiveness: Pre and post event feedback	15
Suggested Readings: 1.Advertising Management – Rajeev Batra, John G. Myers & David A. Aaker 2.Advertising and Promotion: An IMC Perspective – George Belch & Michael Belch 3. Advertising Management – Jaishri Jethwaney & Shruti Jain 4. Event Marketing and Management – Sanjay Singh Gaur & Sanjay V. Saggere		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme: BBA - Event Management		Year: First	Semester: Second
Course Code: F100204T		Course Title: Value Education & Human Rights	
Course Outcomes:			
<ul style="list-style-type: none">Gain a comprehensive understanding of the core principles of human rights.Recognize and navigate ethical considerations and responsibilities in event planning.Understand the role of value education in creating inclusive event environments.Apply human rights principles to make ethically sound decisions in the field of event management.			
Credits: 3		MINOR	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No.of Lectures Total=45
I	Fundamental Principles of Human Rights Concept and definition of Human Rights, Historical development and international frameworks (UDHR, UN Conventions), Constitutional provisions related to Human Rights in India, Relevance of Human Rights in service industries, including event management		15
II	Ethical Considerations and Responsibilities in Event Management Code of ethics for event professionals, Ethical dilemmas in planning and organizing events, Issues of labor rights, fair wages, and safety for event staff, Respecting local cultures, traditions, and community norms during events		14
III	The Role of Value Education in Promoting Inclusivity Importance of value education in professional life, Core values: Respect, empathy, equality, non-discrimination, Promoting inclusivity for marginalized groups (differently-abled, minorities), Case studies of inclusive event practices.		9
IV	Application of Human Rights Principles in Event Decision-Making Human rights-based approach to event planning, Venue selection, accessibility, content sensitivity, Ensuring freedom of expression and safety of participants,Gender-sensitive and environment-friendly event policies		7
Suggested Readings:			
<ul style="list-style-type: none">Human Rights – S.K. Kapoor, Publisher: Central Law AgencyValue Education and Human Rights – V.R. Krishna Iyer, Publisher: B. Jain PublishersHuman Rights in the 21st Century – M.P. Singh, Publisher: Deep and Deep PublicationsEvent Management – Sita Ram Singh (for ethical & practical aspects in event planning)The Event Manager’s Bible – D.G. Conwar (for practical applications of human values in event handling)			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
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Further Suggestions:			
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Programme : BBA - Event Management	Year: First	Semester: Second
Course Code: VOC167	Course Title: Business Communication	
Course outcomes: The aim of the course is to build knowledge, understanding and application business communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business communication.		

Credits : 3		(Vocational)
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0		
Unit	Topics	No. of Lectures
		TOTAL:45
I	Introduction: Meaning and objective of Business communication, Verbal and Nonverbal Communication, Role of Body Language, Gestures and Posture, Communication process, Various barriers of Communication, Concept of proximity in communication. Time, color, pauses as language, Public address system.	10
II	Oral & Non- verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, Body Language, Para Language, Role of Listening and its importance, Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations	12
III	Corporate Communication: Formal and Informal Communication, Communication dynamics and network, Grapevine, Barriers in Communication, Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies. Writing Resume, Writing Memo, Circular, Notice and Application; Conveying Bad news through letters.	13
IV	Corporate Meetings, Delphi, Brainstorming and nominal group technique of group decision making, Group Discussion, framing of surveys, Writing Cover letter, Types of Interviews, Psychometric test in Employee selection. Cases and Presentations.	10
Suggested Readings: <ol style="list-style-type: none"> 1. Bapat & Davar, A Text book of Business Correspondence 2. Bhende D.S., Business Communication 3. David Berio, The Process of Communication 4. Gowd & Dixit, Advance Commercial Correspondence 5. Gurky J.M., A Reader in Human Communication 6. Business Communication: Concepts, Cases and Applications – P.D. Chaturvedi & Mukesh Chaturvedi 7. Business Communication Today – Courtland L. Bovee & John V. Thill 8. Effective Business Communication – Herta A. Murphy, Herbert W. Hildebrandt & Jane P. Thomas 9. Business Communication – Meenakshi Raman & Prakash Singh 10. Essentials of Business Communication – Mary Ellen Guffey & Dana Loewy 11. Business and Administrative Communication – Kitty Locker & Donna Kienzler 12. The Definitive Book of Body Language – Allan & Barbara Pease 13. Nonverbal Communication in Human Interaction – Mark L. Knapp & Judith A. Hall 		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill instudent a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		
Suggested equivalent online courses:		
The outcome of the course will be as follows – <ul style="list-style-type: none"> • To provide knowledge about business Communication. • To provide knowledge about Formal Communication. • To built an understanding of various types of communication. • To equip the learner for applying it in corporate settings 		

Programme/Class:	Year: First	Semester: Second
Course Code: Z021202	Course Title: Communicative English 2	
Co-Curricular Course		
Course Outcomes (COs)		
<ul style="list-style-type: none">Improved proficiency in written and spoken English.Advanced writing skills suitable for various media genres.Enhanced understanding of effective communication principles.Application of advanced language usage in media contexts.Proficient communication in diverse media platforms.		
Credits: 02		Compulsory
Max. Marks: 40+60		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week):L-T-P: 3		
Unit	Topics	
	<ol style="list-style-type: none">Advanced Writing Techniques for MediaVerbal and Non-Verbal Communication StrategiesProfessional Communication in Media IndustryMedia-related Language Usage and StyleLanguage Proficiency in Different Media GenresEffective Communication in Visual and Digital MediaMultimodal Communication Skills	

Programme : BBA - Event Management		Year: Second	Semester: Third
Course Code: F100301T		Course Title: Principles of Event Management	
Course Outcomes:			
<ul style="list-style-type: none">Acquire a solid foundation in the principles that guide the field of event management.Develop a critical mindset for evaluating and applying theoretical concepts in event planning.Understand the ethical considerations involved in various aspects of event management.Enhance creativity and innovation skills for designing unique and memorable events.			
Credits: 4		Core Course -I	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics	No.of Lectures Total=45	
I	Introduction to Event Management Principles: Meaning, scope, and significance of event management, Need for Event Management- Analysis of Event, Classification and types of events , Decision Makers-Event Manager, Technical Staff- Establishing of Policies and Procedure, Basic elements of successful events, Event life cycle: Pre-event, on-site, and post-event stages	15	
II	Theoretical Concepts and Frameworks in Event Planning: Event planning process and models, Event feasibility studies, Stakeholder mapping and analysis. Strategic planning for events, Event marketing mix (7Ps in event management)	15	
III	Ethical Considerations in Event Management: Code of ethics in the event industry, Corporate Social Responsibility (CSR) in events, Legal and ethical challenges in event execution, Sustainability and green events, Inclusivity and diversity in event planning.	15	
IV	Creativity and Innovation in Event Design: Concept and importance of creativity in events, Tools for brainstorming and idea generation, The role of technology in innovative event design, Thematic concepts and experiential elements, Case studies of creative and award-winning events.	15	
Suggested Readings:			
<ul style="list-style-type: none">Event Management: Principles and Practice” by Tony RogersThe Art of Event Planning” by Gianna GaudiniEvents Management” by Glenn Bowdin, Johnny Allen, et al.			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			

Programme: BBA - Event Management		Year: Second	Semester: Third
Course Code: F100302T		Course Title: Event Management Planning	
Course Outcomes:			
<ul style="list-style-type: none">Acquire a thorough understanding of the components of event management planning.Develop practical skills in using event planning tools and techniques.Create comprehensive event plans, demonstrating proficiency in logistics, budgets, and risk management.Appreciate the significance of effective communication and coordination in successful event planning.			
Credits: 4		Core Course-II	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No. of Lectures Total=60
I	Fundamentals of Event Management Planning: Definition and importance of planning in event management, Types of events and planning requirements, Event lifecycle and phases of planning, Role and responsibilities of an event planner, Trends and innovations in event planning		15
II	Event Planning Tools and Techniques : Event Planning Tools and Techniques, Planning checklists and timelines, Gantt charts and project scheduling tools, SWOT analysis and feasibility study, Budget preparation templates, Risk assessment and contingency planning		15
III	Developing Comprehensive Event Plans: Integrating logistics, budgeting, and resource management, Vendor and venue coordination, Legal permissions and compliance factors, Risk identification and mitigation strategies, Sustainability and eco-friendly planning approaches		15
IV	Communication and Coordination in Event Planning: Internal and external communication strategies, Coordination among stakeholders: clients, vendors, sponsors, team members, Use of digital tools and software (emails, CRMs, planning apps), Time management and delegation of responsibilities, Crisis communication and real-time coordination during events		15

Suggested Readings:

1. Sharma, Anukrati and Arora, Shruti. "Event Management and Marketing: Theory, Practical Approaches and Planning",
2. Gaur, Sanjaya S. and Sanjay V. "Event Marketing and Management",
3. Razaq Raj, Paul Walters & Tahir Rashid, Event management, an integrated & practical approach , Sage Publications
4. Ashutosh Chaturvedi Event management, a professional approach, Global India Publications
5. Sanjaya Singh Gaur, Sanjay V Saggere, Event Marketing and Management

Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

Programme : BBA - Event Management		Year: Second	Semester: Third
Course Code: F100303T		Course Title: Event Cost Accounting & Finance Management	
Course Outcomes:			
<ul style="list-style-type: none">• Apply cost accounting principles to effectively manage event-related finances.• Demonstrate an understanding of financial management concepts in the context of event planning.• Develop practical skills in budgeting and financial forecasting for various event scenarios.• Implement resource allocation strategies to optimize financial resources in event projects.			
Credits: 4		Core Course-III(Elective)	
Max. Marks: 25+75		Min. Passing Marks-10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No.of Lectures Total=45
I	Cost Accounting Principles for Event Management: Introduction to Event Cost Accounting, Cost Accounting Terms, Objects, Event Costs Classifications, Fixed Cost, Variable Cost, Opportunity Cost, Direct Cost, Indirect Cost, Period Cost, Relevant Cost, Sunk Cost, Marginal Cost, etc., Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads		11
II	Financial Management in Event Planning: Making of a Cost Statement and Profit Calculations, Understanding Contribution, Calculating Break Even Points and Target Income, Cost-Volume-Profit Analysis, Sensitivity Analysis, B.E.P. Analysis as Applied to Event Management And Tactical Decisions, Allocating Costs to an Event, Basis of Allocation, Allocating cost of Support Departments, Cost Control, Direct & Indirect Variances, Event Based Costing, Preparing the Budget		10
III	Budgeting Techniques for Events: Importance of budgeting in event planning, Types of event budgets: master budget, departmental budgets, Techniques: Zero-based budgeting, activity-based budgeting, Budget variance analysis and corrective actions, Cost estimation methods and real-time budget tracking tools		10
IV	Financial Forecasting in Event Scenarios: Need for forecasting in event management, Revenue forecasting: ticket sales, sponsorships, merchandise, Expense forecasting: vendor payments, transport, setup, etc. Tools and		8
	techniques for financial forecasting, Scenario-based analysis (best-case, worst-case, realistic projections)		

V	Resource Allocation Strategies in Event Projects: Principles of optimal resource allocation, Human, financial, and material resource planning, Cost-benefit analysis and ROI assessment in events, Outsourcing vs in-house cost considerations, Real-life examples of efficient and poor resource allocation in events	7
1. Event Entertainment and Production – Author: Mark Sonderm CSEP 2. GhouseBasha – Advertising & Media Mgt, VBH. 3. Anne Stephen – Event Management, HPH. 4. K. Venkataramana, Event Management, SHBP.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme:BBA in Event Management		Year: First	Semester: Second
Course Code:F100303T		Course Title: Event Resource Management	
Course Outcomes (COs)			
Credits: 4		Core Course III (Elective)	
Max. Marks: 25+75		Min .Passing Marks:10+25	
Total No.of Lectures-Tutorials-Practical (in hours per week):L-T-P: 2			
Unit	Topics		No.of Lectures 60
Unit I	Types of Entertainment, Purpose for Entertainment, Content in Entertainment, Analyzing Performance - Music, Dance, Theater and other athletic performances, Working with the performers-Mindset, Amenities, Communications, The Special Case: Celebrities,		12
Unit II	Setup Considerations for Décor - Prior to the Event and At the Event, Staging & Seating needs, Knowing Rigging, Objectives of Event Lighting, Video & Projection, Introduction to Audio, Types of Special Effects - Streamers, Confetti, Fog, Smoke, Lasers, etc., Technological Terms - Audio Visual Services & Equipment's Risk and Safety		16
Unit III	Tackling Basic Logistics for Large Events, Accommodating Home-Office Visits, Banquet Room Set up, Hiring Caterers versus Self Catering, Learning Environment Seating Options, Removing Distractions & Potential Hazards, Accommodating Guests with Disabilities		12
Unit IV	Extending and Responding to Invitations, Protocol for Formal Invitations, Unraveling the What-to-Wear Dilemma, Interpreting Business Dress & Formal Attire, Creating Name Tags, Badges, and Security Passes, Basic Principles for Sporting Events. Theater Etiquette and Auditorium Seating, Rock Concerts and Music in the Park, At-Home Entertaining, Family Focused Events, Speaker Preparations, Gratitude & Appreciation, Gifting & Lasting Memento, Gift Selection and Shopping Tips		20

Suggested Readings:

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc
2. Special Event Production - Doug Matthews
3. The Complete Guide to Successful Event Planning - Shannon Kilkenny
4. Human Resource Management for Events - Lynn Van der Wagen (Author)

Programme : BBA - Event Management		Year: Second	Semester: Third
Course Code: F100304T		Course Title: Event Production Process	
Course Outcomes:			
<ul style="list-style-type: none">• Gain a comprehensive understanding of the stages and processes of event production.• Acquire knowledge about the technical and creative aspects involved in event production.• Develop practical skills in coordinating and managing different elements of event production.• Recognize the significance of teamwork and collaboration in achieving successful event production.			
Credits: 3		(Minor)	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No.of Lectures Total=45
I	Overview of Event Production Processes: Introduction to event production and its importance, The Phases of Event Organization - The Concept and Proposal Phase, The Marketing and Sales Phase, The Coordination Phase, The Execution Phase, The Follow-up Phase , The Players - Event Manager, Event Planner, Event Coordinator, Event Producer, Roles and responsibilities of the production team, Budgeting and resource allocation for production.		7
II	Technical Aspects of Event Production: Process phases, Characteristics of a Creative person, External Environment, Creative Techniques & Methods, Drafting a Production ,Budget – Expense Spreadsheets, Expense Heads, Actual Expenses, Expense ,Audit, Managing unplanned expense, Cash Flow management, Ways to Earn Profits, Budget Layouts, Other considerations		10
III	Creative Elements in Event Production: Theme development and creative direction, set design, décor, and props, Packaging, Technology, Delivery, Business Ethics, Importance of a Team, Organizing Production Team, working in a Team, Resolving Conflicts, Understanding Contracts, Resolving Disputes		10

IV	Coordinating and Managing Event Production: Production timelines and scheduling, Vendor and contractor management, Risk management in production, On-site production control and troubleshooting Management, during the Event Coordination Phase, Site Inspection and Venue Liaison, Site/Venue Layout, Running the Event, Sample Event Requirements Form for Venue/Site, Practical Examples	10
v	Importance of Teamwork in Event Production: Collaboration between creative, technical, and management teams, Leadership in production environments, Communication strategies for large teams, Case studies on teamwork in successful events	8
Suggested Readings:		
1. Event Entertainment and Production - Author: Mark Sonder,		
2. Special Event Production - Doug Matthews		
3. The Complete Guide to Successful Event Planning - Shannon Kilkenny		
4. Event Planning & Management - Diwakar Sharma		
5. Freelancers Guide to Corporate Event Design		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		

Programme: BBA - Event Management	Year: Second	Semester: Third
Course Code: VOC158	Course Title: AI-Powered Smart Social Media Management & Digital PR Certification Programme	
Credits : 3		(Vocational)
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0		
Unit	Topics	No. of Lectures
		TOTAL:45

Paper Name -AI-powered Smart Social Media Management & Digital PR Certification Programme

Paper Code – (VOC158

Course Objective –

This programme aims to demystify AI's role in social media management, empowering marketers to strategically integrate AI tools for targeted social media management and adapt to evolving digital trends for sustained growth.

Course Content -

Unit - 1 Theory

Learning fundamentals of artificial intelligence. Introduction to ChatGPT and prompt engineering. Understanding powerful prompting. Prompting for social media management to get desired output. AI tools for content creation and copy writing. AI-powered content curation. AI and Microsoft Office. Understanding Digital PR. Soft skills.

Unit - 2 Theory/ Practical

Leveraging AI for influencer marketing. Selecting character and creating channels for influencer marketing. Creating useful prompts for social media management.

Unit - 3 Practical

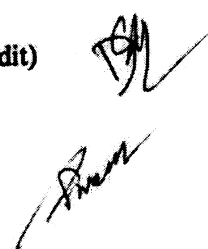
Understanding Chatbots. Application of chatbots in social media management. Training the chatbot to bring efficiency in work.

Unit - 4 Practical

Social media posts management. Auto generation of social media posts. Automating social media posting on multiple channels.

Total weightage of Theory - 40% of marks, 15 hours (1 Credit)

Total weightage of Practical - 60% of marks, 30 hours + 30 hours (2 Credit)



Practicum Work -

At least 4 activities should be given. Two activities will be selected by the students for their assessment of Practicum Work.

ACTIVITY 1: Students will create and test a set of prompts useful in social media management.

ACTIVITY 2: Students will identify chatbot platform and will create a chatbot to support them in their work.

ACTIVITY 3: Students will create a character and will launch an influencer marketing channel.

ACTIVITY 4: Students will identify and automate social media postings on multiple channels.

Learning Outcomes –

Enhanced creativity and innovation. Complete understanding of social media management. Proficiency in AI integration. Inculcating strategic thinking. Improved campaign performance. Acquiring agility and adaptability. Learning Digital PR. Ability to handle social media management more efficiently. Soft skills development.

Job Prospects-

Students in this programme can expect a wide array of job opportunities, including roles as Social Media Managers, Digital Marketing Specialists, AI Marketing Analysts, Influencer Marketing Managers, Content Strategists, AI Consultants and even opportunities for entrepreneurship.

Skill Partner-

SNS Innovation Labs Pvt. Ltd.

Suggested Reading –

1. Social Media Marketing: An Hour a Day by Dave Evans and Susan Bratton
2. Exploring AI Tools: A Comprehensive Guide To ChatGPT And Beyond by Satyen Srivastava

Programme/Class:	Year: Second	Semester: Third
Course Code: Z031302	Course Title: Public Relations	
Course Outcomes (COs)		
<ul style="list-style-type: none">• Demonstrate an understanding of the role of PR in the context of event management.• Apply skills to create and maintain a positive public image for events.• Develop effective communication strategies for engaging with different stakeholders.• Implement crisis communication and issues management techniques in event scenarios.		
Credits:2		Co Curricular
Max. Marks: 25+75		Min. Passing Marks:40
Total No. of Lectures-Tutorials-Practical(in hours per week): L-T-P: 5		
Unit	Topics	No.of Lectures 30
Unit- I	Fundamentals of Public Relations in Event Management: Definition and scope of public relations, Importance of PR in event success, Evolution of PR in the event industry, Difference between marketing, advertising, and PR, Roles and responsibilities of a PR professional in events	8
Unit- II	Image building and reputation management for events Crafting the event narrative and brand voice,Media relations: Press releases, press kits, media invitations,Publicity generation and influencer involvement, Community relations and social responsibility during events	7
Unit- III	Identifying internal and external stakeholders Communication plans for sponsors, media, partners, guests, and team, Tools for stakeholder engagement: Newsletters, social media, emails, Audience mapping and tailored messaging, Feedback systems and communication audits	7
Unit- IV	Crisis Communication in Events Understanding crisis and its impact on event reputation,nCrisis management frameworks and protocols, developing a crisis communication plan, Real-time communication strategies (social media, press briefings), Managing rumors, backlash, and public complaints	8
Suggested Readings: <ul style="list-style-type: none">• Excellence in Public Relations and Communication Management - James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates.• Crisis Communications: A Casebook Approach - Kathleen Fearn-Banks; Lawrence Erlbaum Associates.		

Programme : BBA - Event Management		Year: Second	Semester: Fourth
Course Code: F100401T		Course Title: Event Hospitality, Law & Permissions	
Course Outcomes:			
<ul style="list-style-type: none">Understand the legal dimensions of event hospitality and permissions.Gain knowledge about the legal obligations associated with event management.Familiarity with the types of permissions and licenses required for diverse events.Develop skills to navigate the legal landscape for ensuring compliance and successful event planning.			
Credits: 4		Core course -I	
Max. Marks: 25+75		Min. Passing Marks:10 +25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No.of Lectures Total=60
I	Overview of Event Hospitality: Legal Considerations : Introduction to Legal Dimensions of Event Management, Importance of law and compliance in event and hospitality sectors, Overview of legal structure in India related to events, Key legal concepts: Liability, negligence, indemnity, force majeure, Stakeholders, and their legal responsibilities (organizers, vendors, sponsors)		18
II	Legal Obligations in Event Management Contract law: Basics and relevance to events, Vendor and supplier agreements, Insurance requirements for events, Liability waivers and indemnity clauses		12
III	Permissions and Licenses for Events: Types of permissions: Governmental, Municipal, Police, Fire Department, etc Public gathering licenses and noise pollution regulations FSSAI regulations for catering and food stalls, Alcohol licensing and service regulations, Labor laws for event staff and hospitality vendors, Hotel laws: Contractual agreements, service obligations, and liability issue, Guest safety, accessibility, and grievance redressal mechanisms		15
IV	Compliance and Regulatory Framework: Labor laws and employment regulations in events, Safety standards, fire safety codes, and crowd control norms, COVID/health protocols and emergency preparedness, Environmental law considerations in event planning, Fire safety non-compliance issues, Hospitality mishandling in high-profile events, Legal audits and documentation for successful event closure		15

Suggested Readings :

- Law for Event Management – Amit Aggarwal
- Legal Aspects of Hospitality Management – Bhushan Chavan
- Event Management and Legal Risk – Julia Rutherford Silvers
- Event Law: Risk Management, Contracts and Ethics – Shannon McCool
- Government websites for updated laws and state-wise licensing guidelines (e.g., FSSAI, Excise, Pollution Control Board)

Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

Further Suggestions:

Programme : BBA - Event Management		Year: Second	Semester: Fourth
Course Code: F100402T		Course Title: Brand Management	
Gain a solid understanding of brand management principles specific to the event industry.			
Acquire practical skills in building and sustaining a strong brand image for events.			
Familiarity with various strategies for effective brand communication and engagement.			
Ability to analyze and manage brand reputation in the dynamic environment of events.			
Credits: 4		Core Course-II	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No.of Lectures Total=60
I	Introduction to Brand Management in Event Context Definition and scope of brand and branding, Importance of branding in event management, Differences between product branding and event branding, Role of brand equity, brand positioning, and brand experience, Event as a brand: Components and perception		15
II	Creating and Maintaining a Strong Brand Image for Events Elements of event brand identity: Name, logo, colors, typography, slogan, theme, Steps in developing a unique and memorable event brand, Brand personality and emotional branding in events, Maintaining brand consistency across platforms and editions, Brand alliances and co-branding in events		15
III	Strategies for Effective Brand Communication and Engagement: Integrated brand communication strategy for events, Storytelling, theme development, and emotional connect, Traditional and digital channels for brand messaging, Influencer marketing, sponsorship branding, and partnerships, Engaging audiences through immersive and experiential branding		15

IV	Analysis and Management of Brand Reputation during Events: Importance of reputation in live/public events, Monitoring brand sentiment before, during, and after the event, Crisis communication and reputation recovery strategies, Public relations (PR), media handling, and social listening, Case studies on brand success and failures in events	15
<ul style="list-style-type: none"> • Strategic Brand Management – Kevin Lane Keller, Publisher: Pearson Education • Brand Management: Principles and Practices – Sangeeta Trott & K.V. Sridhar, Publisher: Oxford University Press • Experiential Marketing – Kerry Smith & Dan Hanover, Publisher: Wiley • Event Marketing – Leonard H. Hoyle, Publisher: Wiley • Branding for Events – Paul Temporal • Relevant chapters and industry practices 		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme : BBA - Event Management		Year: Second	Semester: Fourth
Course Code: F100403T		Course Title: Event Marketing & Sponsorship	
Course Outcomes: <ul style="list-style-type: none">• Demonstrate an understanding of event marketing and sponsorship principles.• Apply skills to create and implement effective event marketing strategies.• Identify and attract different types of event sponsors.• Analyze and measure the success of event marketing and sponsorship efforts.			
Credits: 4		Core Course -III (Elective)	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics	No.of Lectures Total=60	
I	Principles of Event Marketing: Introduction to event marketing, Importance of marketing in event success, 7Ps of marketing applied to events (Product,	15	
	Price, Place, Promotion, People, Process, Physical Evidence), Understanding the event customer journey, Branding basics in event marketing		
II	Developing Event Marketing Strategies: Identifying target audience and market segmentation, Marketing objectives for different event types, Digital marketing for events: Social media, email campaigns, websites, Traditional media: Print, radio, outdoor promotions, Integrated marketing communication for events	15	
III	Event Sponsorship Fundamentals: Definition and importance of sponsorship in event success, Types of event sponsorships (Title, Co-sponsor, In-kind, Media partner, etc.),Proposal writing and pitch strategies to attract sponsors, Building long-term sponsor relationships, Legal and ethical considerations in sponsorships	15	
IV	Evaluation and Measurement: KPIs for marketing and sponsorship success, Post-event evaluation: ROI, media coverage, audience feedback, Tools for tracking marketing outcomes (Google Analytics, surveys, sponsor reports), Case studies: Successful and failed marketing campaigns, Project: Design a marketing & sponsorship plan for a mock event	15	

Suggested Readings

- Events Marketing” by Lynn Van der Wagen & Brenda R. Carlos
- Event Sponsorship” by Nigel Jackson
- Marketing Management” by Philip Kotler (selected chapters on promotional strategy)
- Industry case studies and real sponsorship proposals

Suggested Continuous Evaluation Methods:**Suggested equivalent online courses:****Further Suggestions:**

Programme : BBA - Event Management		Year: Second	Semester: Fourth
Course Code: F100403T		Course Title: Event Safety & Risk Management	
Credits: 4		Core Course I I I (Elective)	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No.of Lectures Total=60
I	Event Safety & Planning- Creating an accessible event and a risk management plan, Venue stability, Creating an accessible event, risk management, emergency management, Medical first aid & public health considerations		15
II	Operational considerations - public building approvals management of alcohol, drug related issues, reducing impact on the surroundings, amenities		15
III	Review of Crowd Disasters- Planning for Crowd Management strategy & arrangements - Execution of Plan - Role of Media - Role of Science & Technology		15
IV	Legal Provisions -Capacity Building, Roles & Responsibilities of Important, stake holders - Outline for Crowd management plan for event & venues.		15
Suggested Readings: <ul style="list-style-type: none">• Event Safety risk assessment & event management plan - The District Council of Elliston• Guidelines for concerts, events and organized gatherings - Government of Western Australia - Department of Health• Managing Crowd at Events & Venues of Mass Gathering - National Disaster Management Authority of India			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			

Programme : BBA - Event Management		Year: Second	Semester: Fourth
Course Code: F100404T		Course Title: Event Team & Crew Management	
Course Outcomes :			
<ul style="list-style-type: none">• Roles and Responsibilities in Event Management Teams• Assembling and Managing an Efficient Event Team• Effective Communication and Coordination Techniques			
<ul style="list-style-type: none">• Leadership and Problem-Solving in Team and Crew Management			
Credits: 3		Minor	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No.of Lectures Total=45
I	Roles and Responsibilities in Event Management Teams: Introduction to Event Teams and Crew Roles, Importance of team structure in event success, Key roles in event management: Event manager, production head, logistics coordinator, hospitality in-charge, security, volunteers, etc. Understanding functional and cross-functional teams, Crew roles for different event types (concerts, exhibitions, weddings, corporate events) Freelancer vs in-house teams.		11
II	Assembling and Managing an Efficient Event Team: Planning manpower requirements based on event type and scale, Recruitment: Sources, selection criteria, and onboarding, Crew scheduling, task allocation, and roster planning, Team hierarchy and reporting structures,Outsourcing and vendor coordination		11
III	Effective Communication and Coordination Techniques: Internal communication tools and protocols (briefings, updates, checklists),Use of technology in team communication (event apps, radios, real-time dashboards),Inter-departmental coordination and crew briefings,Ensuring team alignment with event goals and timelines, Conflict avoidance and management techniques		11

IV	<p>Leadership and Problem-Solving in Team and Crew Management</p> <p>Leadership styles in event scenarios (situational, transformational, participative), Motivating volunteers and short-term staff, Building team morale and ownership, delegation and decision-making under pressure, Leading through crisis: calmness, clarity, Problem-Solving and Performance Evaluation, Identifying and resolving on-ground challenges, Quick response systems during event emergencies, Performance monitoring of crew and post-event feedback</p> <p>, Documentation of team success and challenges for future planning, Case studies on team failures and turnaround stories in events</p>	12
<p>Suggested Readings :</p> <ul style="list-style-type: none"> • Event Management and Leadership – Anton Shone & Bryn Parry • Successful Event Management – Connie Riley • The Event Manager’s Bible – D.G. Conway • People Management in Events – Nigel Jackson • Real-world case materials, crew handbooks, and event production manuals 		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme: BBA - Event Management	Year: Second	Semester: Fourth
Course Code: F100405R F100405R	Course Title: PROJECT	
Credits: 3		

Programme/Class:		Year: Second	Semester: Four th
Course Code:Z041402		Course Title: Community Connect	
Course Outcomes (COs)			
<ul style="list-style-type: none">• Comprehensive understanding of community engagement in media communication.• Proficiency in devising strategies for effective community connections.• Skills in building positive relationships with diverse communities.• Understanding the role of media in fostering community partnerships.• Ethical awareness in community engagement practices.• Effective communication methods for successful community outreach.• Knowledge of case studies and best practices in community connect initiatives.• Practical skills in designing and implementing community-oriented media projects.			
Credits: 2		Co- curricular	
Max. Marks: 40+60		Min. Passing Marks:- 40	
Total No .of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2			
Unit	Topics		No.of Lectures 30
Unit - I	Introduction to Community Connect and Its Media Relevance: Concept, need, and significance of community connect in media, Role of media in community empowerment and development, Community media vs mainstream media, Overview of media-led community outreach initiatives, Stakeholders in community media: citizens, NGOs, institutions, Community media vs. mass media, Role of communicators in empowering local voices,		8
Unit - II	Strategies for Fostering Community Connections: Models of engagement: Participatory, collaborative, consultative, Identifying and understanding community needs, Trust-building and communication planning, Engaging underrepresented and vulnerable populations, Media tools: Community radio, newsletters, WhatsApp groups, local influencers		7
Unit-III	Communication Methods & Relationship Building with Diverse Communities: Cross-cultural and multilingual communication, Inclusivity in messaging: Gender, age, ability, ethnicity, Feedback mechanisms and two-way communication, Interactive and offline outreach tools: Street plays, exhibitions, forums, Real-life examples of inclusive outreach		5
Unit - IV	Media's Role, Ethical Practices & Reputation Management: Media's role in sustaining community partnerships, Ethical considerations: Representation, privacy, consent, Challenges in community storytelling and coverage, Legal guidelines: Press Council norms, digital ethics, Crisis communication and reputation safeguarding during outreach		5
Unit - V	Case Studies and Implementation of Community Media Projects Case studies: Khabar Lahariya (India) CGNet Swara (tribal communities) UNICEF's Meena Radio Designing and implementing community-based media campaigns, Project planning:		5

	objectives, budgeting, communication tools, Monitoring, documentation, and impact assessment, Student-led community media projects (proposal to report)	
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Suggested Readings:

- Media and Community – Kevin Howley
- Development Communication and Community Media – Bella Mody
- Participatory Communication for Social Change – Jan Servaes
- Media Ethics and Laws – Jan R. Hakemulder
- The Field Guide for Community Projects – Sanjit Roy & Barefoot College

Programme : BBA - Event Management		Year: Third	Semester: Fifth
Course Code: F100501T		Course Title: Sales & Promotion	
Course Outcomes: <ul style="list-style-type: none">• Understand the foundational principles and strategies of sales and promotion in event management.• Acquire practical skills in planning and executing effective sales and promotional campaigns for events.• Recognize the significance of branding and its impact on sales within the context of events.• Explore and apply various promotional channels to enhance event marketing outcomes.			
Credits: 5		Core Course-I	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No.of Lectures Total=75
I	Principles and Strategies of Sales and Promotion in Event Management: Introduction to sales and promotion, definition and scope and objectives ,Client Management and negotiation skills, Market segmentation and audience profiling, Sales Principles and Techniques-B2B and B2C sales approaches, Relationship building and client retention.		20
II	Planning and Execution of Sales and Promotional Campaigns for Events: Introduction to Campaign Planning, Purpose and scope of sales and promotional campaigns, Setting Campaign Objective, Defining goals, target audience, and key messages, Budgeting and Resource Allocation, Cost planning and optimizing promotional spending, Creative Strategy Development, Designing campaign themes, slogans, and content, Media and Channel Selection, Campaign Execution		20

III	Role of Branding in Event Sales: Definition, purpose, and importance of branding, Brand Identity and Positioning, Elements of a strong brand (logo, color, tone, values), Differentiation and competitive advantage, Branding Strategies for Events, Creating a cohesive event brand, Impact of Branding on Sales, Brand Communication and Promotions Case Studies and Practical Applications, Successful branded event examples and analysis	20
IV	Role of Branding in Event Sales: Definition, purpose, and importance of branding, Brand Identity and Positioning, Elements of a strong brand (logo, color, tone, values), Differentiation and competitive advantage, Branding Strategies for Events, Creating a cohesive event brand, Impact of Branding on Sales, Brand Communication and Promotions Case Studies and Practical Applications, Successful branded event examples and analysis	15
Suggested Readings: <ul style="list-style-type: none"> • Sales and Promotion Management – S.H.H. Kazmi & Satish Batra • Advertising and Promotion: An IMC Perspective – George E. Belch & Michael A. Belch • Marketing for Hospitality and Tourism – Philip Kotler, Bowen, Makens • Event Marketing: How to Successfully Promote Events – Leonard H. Hoyle • Strategic Event Planning – Judy Allen 		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme : BBA - Event Management	Year: Third	Semester: Fifth
Course Code: F100502T	Course Title: Budgeting and Costing of Events	
Grasp the foundational principles of budgeting and costing in event management.		
Acquire practical skills in creating and managing budgets for events.		
Understand the various costing considerations and financial planning aspects crucial for successful event execution.		
Recognize the role of budgeting as a tool for achieving event objectives and ensuring financial sustainability.		
Credits: 5	Core Course -II	
Max. Marks: 25+75	Min. Passing Marks:10+25	

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No.of Lectures Total=75
I	Fundamentals of Budgeting and Costing in Event Management: Importance of budgeting and costing in event success, Key financial concepts revenue, expenditure, profit, and breakeven, Types of costs: fixed, variable semi-variable, direct, indirect. Phases of budgeting: pre-event, execution post-event review, Principles of cost-effective event management.	20
	Skills in Creating and Managing Event Budgets: Steps to prepare an event budget, Budgeting templates and software tools (MS Excel, ERP), Categorizing and allocating expenses: venue, tech, décor, talent, etc., Monitoring expenditure during event operations, Budget revision and variance analysis	20
III	Costing Techniques and Financial Planning for Events: Marginal costing: concept and application in events, Make or Buy Decisions: in-house vs outsourced event elements, Contribution margin and cost-volume-profit (CVP) analysis, Resource allocation using costing data, Forecasting event income and expenditure, Managing cost escalation and inflation in events.	20
IV	Role of Budgeting in Achieving Event Objectives and Sustainability: Aligning budgets with event goals and target outcomes, Financial sustainability and responsible budgeting, ROI analysis in event management, Financial ethics and transparency in budgeting, Reducing wasteful expenditure and sustainable financial practices	15
Suggested Readings: <ul style="list-style-type: none"> • Event Management & Cost Planning – Gaur & Saggere • Cost Accounting: Principles and Practice – M.N. Arora (for Marginal Costing & Make or Buy) • Event Planning and Management – Ruth Dowson & David Bassett • Financial Management for Events – Peter Silvers • Successful Event Management – Anton Shone & Bryn Parry 		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class:	Year: Third	Semester: Fifth
Course Code: F100503T	Course Title: Event Production & Logistics	
Course Outcomes (COs)		
<ul style="list-style-type: none">• Comprehend the fundamental concepts of event production and logistics.• Acquire practical skills in planning and executing seamless event logistics.• Understand the coordination required for various elements involved in event production.• Develop the ability to troubleshoot and solve problems that may arise during event production.		
Credits: 5		Core Coure-III
Max.Marks: 25+75		Min.PassingMarks:10+25
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:		
Unit	Topics	No.of Lectures
Unit- I	Essentials of Event Production and Logistics: Definition and scope of event production and logistics, Key components: Setup, staging, AV, décor, catering, transportation, security, Role of production manager and logistics coordinator, Differences between pre-production, production, and post-production, Overview of logistical challenges in various event formats (indoor/outdoor/live/virtual)	18
Unit- II	Planning and Executing Seamless Event Logistics: Venue selection and layout planning, Vendor sourcing and logistics contracts, Load-in/load-out schedules and timelines, Inventory management and material handling, Transport coordination and backstage logistics	12
Unit- III	Coordinating Event Production Elements: Integration of technical production: sound, lighting, stage, screens, Coordination with creative, technical, and operations teams, Production run sheets, cue sheets, and rehearsals Crowd control, guest movement, and flow logistics, Health, safety, and compliance considerations	15
Unit-IV	Troubleshooting and Problem-Solving in Event Production: Common on-ground challenges and how to anticipate them, Contingency planning and backup systems, dealing with vendor delays, technical glitches, and weather disruptions, Crisis management and real-time decision-making, Post-event logistics: dismantling, return of goods, loss/damage reporting	15
Unit-V	Case Studies and Project-Based Learning: Case studies of large-scale event productions (e.g., IPL, trade expos, live concerts), Breakdown of production timelines and logistics maps, Mini projects: Students create a logistics plan for a hypothetical event, Evaluation and improvement of production performance, Lessons learned from real-life production failures and successes	15

Suggested Readings:

- **The Complete Guide to Successful Event Planning – Shannon Kilkenny**
- **Production Management for Events – T. Allen & K. Wall**
- **The Event Manager's Bible – D.G. Conway**
- **Event Planning and Management – Ruth Dowson & David Bassett**
- **Real-life production guides, backstage manuals, and vendor SOPs**

Programme : BBA - Event Management		Year: Third	Semester: Fifth
Course Code: F100504T		Course Title: Special Events (Wedding Planning & Live Events)	
Demonstrate a deep understanding of special events, specifically wedding planning and live events.			
Apply practical skills in planning and executing weddings and live events.			
Showcase creativity and innovation in designing unique and memorable special events.			
Develop effective coordination and management skills for successful special event execution.			
Credits: 6		Specialized Course	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No.of Lectures Total=90
I	Introduction to Special Events: Wedding Planning and Live Events: Meaning and Types of special events, Roles and responsibilities of an event manager ,Event Planning Process, Concept development and goal setting, Budgeting and resource allocation.		20

II	Planning and Execution of Weddings: Wedding Industry, ,Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Understanding Wedding Flow, Creating Blue-Print, Designing Wedding Plan, Understanding logistics and entertainment requirements in wedding, Venue selection and layout planning Vendor coordination and contracts Wedding work flow and it's execution, final inspection of according to process.	25
III	Planning and Execution of Live Events:xLive Events, Live entertainment Show Industry, Understanding the requirement of live shows , Planning Live Show, Job Responsibilities of Live Show Planner. Live Show arrangements, budgeting, live Show Flow, Creating Blue-Print, Designing Live Show Plan, Understanding technical requirements, Logistics and Operations, Celebrity management in Live Show.	25

IV	Creativity and Innovation in Special Event Design: Introduction to Special Event Design, Principles of Creative Thinking, Technology and Innovation in Events, Personalization and Customization.	10
V	Coordination and Management of Special Events: Team Management, Roles, scheduling, and volunteer coordination, Risk Management and Safety, Permits, insurance, and emergency planning, Marketing and Promotions, Branding, media outreach, and ticketing, Execution and On-Site Management ,Timelines, checklists, and troubleshooting, Post-Event Evaluation.	15

Suggested Readings :

- Special Events: A New Generation and a New Frontier” by Joe Goldblatt
- The Wedding Planner’s Guide to Creating Unforgettable Events” by Karen Lyons
- Live Event Management: A Guide to Planning and Producing Successful Events” by Lynn Van der Wagen and Carlos R. Badenes
- Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Events, Conferences, and Weddings” by Judy Allen
- Wedding Planning For Dummies, Second Edition by Marcy Blum
- The Everything Wedding Organizer: Checklists, Charts, And Worksheets for Planning the Perfect Day! (Everything: Weddings) by Shelly Hagen
- A Comprehensive Indian Wedding Planner – Sarbjit K. Gill (Author
- Professional Event Coordination (Wiley Desktop Editions) – Julia Rutherford Silvers

Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

Further Suggestions: