B.B.A. Event Management

Apprenticeship Embedded Degree Programme
(3 Years)

By:

Media and Entertainment Skills Council

Media & Entertainment Skills Council

Table of Content

Chapter 1
General Course Structure
&
Credit Distribution

Definition of Credit

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
1 Hr. Practical (P) per week	0.5 credit
2 Hr. Practical (P) per week	1 credit

A.   Range of Credits:

In the light of the fact that a typical Model Four-year AEDP in Media and Entertainment Skills has about 160 credits, the total number of credits proposed for the three-year program in Media and Entertainment Skills is 120.

B.   Structure of AEDP (3 Year) in Media and Entertainment Skills:

The structure of the program in Media and Entertainment Skills shall have essentially the following categories of courses with the breakup of credits as given:

Sr. No.	Category	Suggested Breakup of Credits
1	Program Core courses (Branch specific)	84*
2	Open Elective courses (from other technical and /or emerging subjects)	8*
3	Vocational (Minor), Project work, seminar, and internship in industry or elsewhere	12*
4	CO-Curricular Courses [Environmental Sciences, Induction training, Indian Constitution, Essence of Indian Traditional Knowledge etc.]	10*

5	Apprenticeship with Industry	26*
	Total	**140***

*Minor variation is allowed as per need of the respective disciplines.

C.   Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
PC	Program Core Courses
OE	Open Elective Courses
PR	Project

D. Course level coding scheme:

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course e.g.
101, 102 ... etc. for first semester 201, 202 .... Etc. for second semester 301, 302 ... for third semester.

E. Category-wise Courses

PROGRAM CORE COURSES [PC]

Note:
(i) Number of Program Core Courses: 30 (including lab courses)
(ii) Credits: 84

Sl. No	Code No.	Course Title	Hours per week	Semester	Credits

			L	T	P		
1	DEM101	Communicative English-I	1	0	2	1	2
2	DEM102	Management Process	1	1	0	1	2
3	DEM103	Business Communication	0	2	0	1	2
4	DEM104	Financial Accounting	1	1	2	1	3
5	DEM105	Business Environment & Sustainable Development	1	2	2	1	4
6	DEM106	Organizational Behaviour	1	2	0	1	3
7	DEM201	Communicative English-II	1	0	2	2	2
8	DEM202	Advertising Management for Services	2	2	2	2	5
9	DEM203	Economics for Executives	1	1	0	2	2
10	DEM204	Value Education - Human Rights	1	2	0	2	3
11	DEM205	Marketing Management	1	0	2	2	2
12	DEM206	Introduction To Event Management & PR	2	0	0	2	2
13	DEM301	Event Management Planning	1	1	2	3	3
14	DEM302	Event Production Process	1	2	0	3	3
15	DEM303	Principles of Event Management	1	1	2	3	3
16	DEM304	Event Cost Accounting & Finance Management	1	1	2	3	3
17	DEM305	Public Relations	1	2	2	3	4
18	DEM401	Event Marketing & Sponsorship	1	1	2	4	3
19	DEM402	Event Marketing Campaign	1	2	0	4	3
20	DEM403	Brand Management	1	2	2	4	4
21	DEM404	Event Hospitality, Law & Permissions	1	0	2	4	2
22	DEM405	Event Team & Crew Management	1	0	2	4	2
23	DEM406	Community Connect	0	2	0	4	2
24	DEM501	Sales and Promotion	2	2	2	5	5
25	DEM502	Budgeting and Costing of Events	2	2	2	5	5
26	DEM503	Event Production and Logistics	2	2	2	5	5

27	DEM504	Special Events (Wedding Planning & Live Events)	2	2	2	5	5
Total Credits							84

** The branch code, e.g. ADMC for Content and Creative Writing
Three-digit number for identifying the level of the course

OPEN ELECTIVE COURSES [OE]

Note:
(i)   Number of Open Elective Courses: 13
(ii)   Credits: 30
(iii)   The Open Elective Courses to be offered in all semesters.
(iv)   The students can opt for any open elective courses that are offered by any of the respective departments.

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	**T**	**P**		
1	OE	Open Elective (To be Chosen by Student)	0	2	0	1	2
2		Vocational (Minor)	0	2	2	1	3
3		Co-Curricular	0	2	0	1	2
4		Open Elective (To be Chosen by Student)	0	2	0	2	2
5		Vocational (Minor)	0	2	2	2	3
6		Co-Curricular	0	2	0	2	2
7		Open Elective (To be Chosen by Student)	0	2	0	3	2
8		Vocational (Minor)	0	2	2	3	3
9		Co-Curricular	0	2	0	3	2
10		Open Elective (To be Chosen by Student)	0	2	0	4	2

			L	T	P		
11		Vocational (Minor)	0	2	2	4	3
12		Co-Curricular	0	2	0	4	2
13		Co-Curricular	0	2	0	5	2
Total Credits							30

** The branch code, e.g. ADMC for Media Communication
Three-digit number for identifying the level of the course

PROJECT WORK AND INTERNSHIP IN INDUSTRY OR ELSEWHERE

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1		**Live Project I (Industry Tie-up)**	0	0	0	2	0
2		**Live Project II (Industry Tie-up)**	0	0	0	4	0
3		Project I	0	1	4	5	3
Total Credits							3

Note:
- Projects can be taken at an industry or also at the institution premises.
- Live projects can also be taken into account when considering internship

INDUCTION PROGRAM

Induction program (suggested)	Two-week duration
Induction program for students to be offered right at the start of the first YEAR.	• Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Dept./Branch & Innovations

F.   Visits/Workshop/Expert Lectures:

a. It is advised to arrange one industrial visit every semester for the students of each branch.

b. It is advised to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

G. Evaluation Scheme (Suggestive only):

a. For Theory Courses:

(The weightage of Internal assessment is 40% and for End Semester Exam is 60%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

b. For Practical Courses:

(The weightage of Internal assessment is 60% and for End Semester Exam is 40%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

c. For Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

H. Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Range of Marks	Assigned Grade
91-100	AA/A+
81-90	AB/A
71-80	BB/B+
61-70	BC/B
51-60	CC/C+
46-50	CD/C

40-45	DD/D
< 40	FF/F (Fail due to less marks)
-	FR (Fail due to shortage of attendance and therefore, to repeat the course)

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CHAPTER 2
FIRST YEAR CURRICULUM STRUCTURE

			Semester 1					
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DEM101	Communicative English-I	1	0	2	3	2
2	PC	DEM102	Management Process	1	1	0	2	2
3	PC	DEM103	Business Communication	0	2	0	2	2
4	PC	DEM104	Financial Accounting	1	1	2	4	3
5	PC	DEM105	Business Environment & Sustainable Development	1	2	2	5	4
6	PC	DEM106	Organizational Behavior	1	2	0	3	3
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

			Semester 2					
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DEM201	Communicative English-II	1	0	2	3	2
2	PC	DEM202	Advertising Management for Services	2	2	2	6	5
3	PC	DEM203	Economics for Executives	1	1	0	2	2
4	PC	DEM204	Value Education - Human Rights	1	2	0	3	3
5	PC	DEM205	Marketing Management	1	0	2	3	2
6	PC	DEM206	Introduction To Event Management & PR	2	0	0	2	2
7	OE		Open Elective (To be	0	2	0	2	2

			Chosen by Student)					
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		**Live Project I (Industry TieUp)**	0	0	0	0	0
Total Credits								23

Detailed First Year Curriculum Contents SEMESTER - I		
Course Code	:	DEM101
Course Title	:	Communicative English-I
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop effective verbal and written communication skills.
2. Enhance comprehension and interpretation abilities.
3. Foster critical thinking through engaging with diverse texts.
4. Cultivate interpersonal and group communication skills.
5. Apply language skills relevant to media and entertainment contexts.

Course Content:

1. Foundations of English Language
2. Reading Comprehension Strategies
3. Writing Techniques for Media
4. Verbal and Non-verbal Communication
5. Media Literacy and Critical Analysis
6. Presentation Skills for Media Professionals
7. Group Communication Dynamics
8. Cultural Sensitivity in Communication

Course Outcome:

1. Proficient written and verbal communication in media settings.
2. Critical analysis and interpretation of media-related content.
3. Effective presentation and public speaking abilities.

4. Collaborative communication skills suitable for team environments.
5. Application of language skills in media and entertainment contexts.

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Detailed First Year Curriculum Contents SEMESTER - I		
Course Code	:	DEM102
Course Title	:	Management Process
Number of Credits	:	2(L:1, T:1, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Understand the fundamental principles and components of the management process.
2. Develop skills in planning and organizing events through effective management techniques.
3. Explore the key elements of decision-making and problem-solving within the event management context.
4. Learn to apply management processes to ensure the successful execution of diverse events.

Course Content:
1. Fundamentals of the Management Process
2. Planning and Organizing Events: Management Techniques
3. Decision-Making and Problem-Solving in Event Management
4. Application of Management Processes in Event Execution

Course Outcome:
1. Gain a solid understanding of the core principles underlying the management process.
2. Develop proficiency in planning and organizing events through the application of effective management techniques.
3. Acquire skills in making informed decisions and solving problems within the unique challenges of event management.
4. Apply management processes to ensure the successful execution of diverse events, meeting client expectations and industry standards.

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Detailed First Year Curriculum Contents SEMESTER - I

Course Code	:	DEM103
Course Title	:	Business Communication
Number of Credits	:	2(L:0, T:2, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Develop effective written and verbal communication skills relevant to the event management industry.
2. Understand the principles of professional communication in a business context.
3. Enhance interpersonal communication and teamwork abilities for successful event coordination.
4. Learn to create persuasive and informative business communication materials.

Course Content:
1. Principles of Effective Business Communication
2. Written Communication in the Event Management Industry
3. Verbal Communication and Interpersonal Skills
4. Crafting Persuasive and Informative Business Communication Materials

Course Outcome:
1. Acquire strong written and verbal communication skills essential for effective communication in the event management field.
2. Understand and apply principles of professional communication in various business scenarios.
3. Develop strong interpersonal skills for effective teamwork and coordination in event management.
4. Create persuasive and informative business communication materials suitable for the event industry.

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Detailed First Year Curriculum Contents SEMESTER - I		
Course Code	:	DEM104
Course Title	:	Financial Accounting
Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	;	NIL

Course Category	:	PC

Objective:
1. Develop a foundational understanding of financial accounting principles in the context of event management.
2. Acquire skills to analyze and interpret financial statements relevant to the event industry.
3. Learn to apply accounting concepts to manage budgets and financial resources for events.
4. Understand the role of financial accounting in decision-making within the event management domain.

Course Content:
1. Basics of Financial Accounting
2. Interpretation of Financial Statements
3. Budgeting and Financial Management in Event Planning
4. Role of Financial Accounting in Decision-Making for Events

Course Outcome:
1. Gain a strong foundation in financial accounting principles applicable to event management.
2. Analyze and interpret financial statements to make informed financial decisions for events.
3. Apply accounting concepts to effectively manage budgets and financial resources in event planning.
4. Understand the pivotal role of financial accounting in making sound decisions within the event management sector.

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Detailed First Year Curriculum Contents SEMESTER - I		
Course Code	:	DEM105
Course Title	:	Business Environment & Sustainable Development
Number of Credits	:	4(L:1, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop an understanding of the business environment and its impact on the event management industry.
2. Explore the concept of sustainable development and its application in event planning.
3. Analyze the interplay between business dynamics and sustainable practices in the context of events.
4. Gain insights into creating environmentally and socially responsible events within the business environment.

Course Content:
1. Overview of Business Environment in Event Management
2. Principles and Practices of Sustainable Development
3. Integrating Sustainable Practices in Event Planning
4. Business Strategies for Environmentally and Socially Responsible Events

Course Outcome:
1. Understand the dynamics of the business environment and its relevance to event management.
2. Apply principles of sustainable development to event planning.
3. Develop strategies for integrating sustainable practices in various aspects of event management.
4. Gain the ability to plan and execute environmentally and socially responsible events within the broader business context.

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Detailed First Year Curriculum Contents SEMESTER - I		
Course Code	:	DEM106
Course Title	:	Organizational Behavior
Number of Credits	:	3(L:1, T:2, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Develop an understanding of the fundamental concepts and theories of organizational behavior.
2. Analyze the impact of organizational behavior on individual and group dynamics.
3. Explore the role of leadership, motivation, and communication in organizational settings.
4. Apply organizational behavior principles to real-world scenarios in the context of digital media and advertising.

Course Content:

1. Introduction to Organizational Behavior: Concepts and Theories
2. Individual and Group Dynamics in Organizations
3. Leadership and Motivation in the Digital Media Industry
4. Communication Strategies for Effective Organizational Behavior

Course Outcome:

1. Demonstrate a comprehensive understanding of the fundamental concepts and theories of organizational behavior.
2. Analyze and evaluate the impact of organizational behavior on individual and group dynamics within a digital media and advertising context.
3. Apply leadership, motivation, and communication principles to enhance organizational effectiveness in the digital media industry.
4. Utilize organizational behavior knowledge to address challenges and opportunities in the dynamic field of digital media and advertising.

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Detailed First Year Curriculum Contents SEMESTER - II		
Course Code	:	DEM201
Course Title	:	Communicative English-II
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Enhance proficiency in English language skills for effective communication.
2. Develop advanced writing skills suitable for various media platforms.
3. Understand the principles of effective verbal and non-verbal communication.
4. Explore advanced concepts in media-related language usage.
5. Apply communication strategies in diverse media contexts.

Course Content:

1. Advanced Writing Techniques for Media
2. Verbal and Non-Verbal Communication Strategies
3. Professional Communication in Media Industry
4. Media-related Language Usage and Style

5. Language Proficiency in Different Media Genres
6. Effective Communication in Visual and Digital Media
7. Multimodal Communication Skills

Course Outcome:

1. Improved proficiency in written and spoken English.
2. Advanced writing skills suitable for various media genres.
3. Enhanced understanding of effective communication principles.
4. Application of advanced language usage in media contexts.
5. Proficient communication in diverse media platforms.

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Detailed First Year Curriculum Contents SEMESTER - II		
Course Code	:	DEM202
Course Title	:	Advertising Management for Services
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Develop a comprehensive understanding of advertising management within the context of event services.
2. Explore strategies for effective promotion and marketing of event services.
3. Understand the role of advertising in creating brand identity for event management services.
4. Learn to design advertising campaigns tailored to the unique aspects of event services.

Course Content:
1. Introduction to Advertising Management in Event Services
2. Strategies for Promoting and Marketing Event Services
3. Building Brand Identity for Event Management Services
4. Designing Effective Advertising Campaigns for Event Services

Course Outcome:
1. Gain in-depth knowledge of advertising management specific to event services.
2. Apply strategies for promoting and marketing event management services.
3. Understand the importance of brand identity in the context of event services.

4. Develop skills in designing and implementing advertising campaigns tailored to event services.

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Detailed First Year Curriculum Contents SEMESTER - II		
Course Code	:	DEM203
Course Title	:	Economics for Executives
Number of Credits	:	2(L:1, T:1, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Develop a foundational understanding of economic principles relevant to event management.
2. Apply economic concepts to analyze financial aspects and decision-making in event planning.
3. Explore the economic factors influencing the events industry.
4. Understand the economic implications of various strategies in event management.

Course Content:
1. Introduction to Economic Principles for Event Management
2. Financial Analysis and Decision-Making in Event Planning
3. Economic Factors Impacting the Events Industry
4. Economic Implications of Strategies in Event Management

Course Outcome:
1. Acquire a strong foundation in economic principles applicable to event management.
2. Apply economic concepts to make informed financial decisions in event planning.
3. Analyze the economic factors that influence the events industry.
4. Understand the economic implications of different strategies employed in event management.

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Detailed First Year Curriculum Contents SEMESTER - II		
Course Code	:	DEM204
Course Title	:	Value Education - Human Rights

Number of Credits	:	3(L:1, T:2, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Develop an understanding of the core principles of human rights and their significance in event management.
2. Explore the ethical considerations and responsibilities related to human rights in event planning.
3. Analyze the role of value education in fostering a culture of respect and inclusivity in events.
4. Apply human rights principles to make ethically sound decisions in event management.

Course Content:
1. Fundamental Principles of Human Rights
2. Ethical Considerations and Responsibilities in Event Management
3. The Role of Value Education in Promoting Inclusivity
4. Application of Human Rights Principles in Event Decision-Making

Course Outcome:
1. Gain a comprehensive understanding of the core principles of human rights.
2. Recognize and navigate ethical considerations and responsibilities in event planning.
3. Understand the role of value education in creating inclusive event environments.
4. Apply human rights principles to make ethically sound decisions in the field of event management.

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Detailed First Year Curriculum Contents SEMESTER - II		
Course Code	:	DEM205
Course Title	:	Marketing Management
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Understand the fundamental concepts and theories of marketing in the context of event management.

2. Explore effective strategies for marketing events, considering target audiences and market trends.
3. Develop skills in creating marketing plans tailored to different types of events.
4. Analyze case studies to apply marketing management principles to real-world event scenarios.

Course Content:
1. Fundamentals of Marketing and its Application in Event Management
2. Event Marketing Strategies and Target Audience Analysis
3. Creating Comprehensive Marketing Plans for Events
4. Case Studies in Marketing Management for Events

Course Outcome:
1. Grasp fundamental marketing concepts and theories applicable to event management.
2. Develop effective event marketing strategies considering diverse target audiences.
3. Demonstrate the ability to create detailed marketing plans for various types of events.
4. Apply marketing management principles to analyze and solve challenges in event marketing.

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Detailed First Year Curriculum Contents SEMESTER - II		
Course Code	:	DEM206
Course Title	:	Introduction To Event Management & PR
Number of Credits	:	2(L:2, T:0, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Understand the foundational principles and concepts of event management and public relations (PR).
2. Explore the role and significance of effective event management in various industries.
3. Develop skills in planning and organizing events, considering logistics, budgeting, and timelines.
4. Gain insights into the strategic use of public relations in enhancing the success of events.

Course Content:
1. Introduction to Event Management: Concepts and Significance
2. Planning and Organization of Events: Logistics, Budgeting, and Timelines
3. Case Studies in Successful Event Management

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4. The Role of Public Relations (PR) in Event Success

Course Outcome:

1. Acquire foundational knowledge of event management and PR.
2. Develop practical skills in planning and organizing events effectively.
3. Analyze case studies to understand successful event management strategies.
4. Appreciate the strategic role of public relations in ensuring the success of events.

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CHAPTER 3
SECOND YEAR CURRICULUM STRUCTURE

			Semester 3					
Sl. No.	**Category of Course**	**Code No.**	**Course Title**	**Hours per week**			**Total Contact hrs/week**	**Credits**
				L	**T**	**P**		
1	PC	DEM301	Event Management Planning	1	1	2	4	3
2	PC	DEM302	Event Production Process	1	2	0	3	3
3	PC	DEM303	Principles of Event Management	1	1	2	4	3
4	PC	DEM304	Event Cost Accounting & Finance Management	1	1	2	4	3
5	PC	DEM305	Public Relations	1	2	2	5	4
6	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
7	OE		Vocational (Minor)	0	2	2	4	3
8	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

			Semester 4					
Sl. No.	**Category of Course**	**Code No.**	**Course Title**	**Hours per week**			**Total Contact hrs/week**	**Credits**
				L	**T**	**P**		
1	PC	DEM401	Event Marketing & Sponsorship	1	1	2	4	3
2	PC	DEM402	Event Marketing Campaign	1	2	0	3	3
3	PC	DEM403	Brand Management	1	2	2	5	4
4	PC	DEM404	Event Hospitality, Law & Permissions	1	0	2	3	2
5	PC	DEM405	Event Team & Crew Management	1	0	2	3	2
6	PC	DEM406	Community Connect	0	2	0	2	2
7	OE		Open Elective (To be	0	2	0	2	2

			Chosen by Student)					
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		**Live Project II (Industry Tie-up)**	0	0	0	0	0
Total Credits								23

Detailed First Year Curriculum Contents SEMESTER - III		
Course Code	:	DEM301
Course Title	:	Event Management Planning
Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Understand the key components involved in event management planning.
2. Explore various event planning tools, techniques, and methodologies.
3. Develop skills in creating comprehensive event plans, considering logistics, budgets, and risk management.
4. Gain insights into the importance of effective communication and coordination in event planning.

Course Content:
1. Fundamentals of Event Management Planning
2. Event Planning Tools and Techniques
3. Developing Comprehensive Event Plans: Logistics, Budgets, and Risk Management
4. Communication and Coordination in Event Planning

Course Outcome:
1. Acquire a thorough understanding of the components of event management planning.
2. Develop practical skills in using event planning tools and techniques.
3. Create comprehensive event plans, demonstrating proficiency in logistics, budgets, and risk management.
4. Appreciate the significance of effective communication and coordination in successful event planning.

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Detailed First Year Curriculum Contents SEMESTER - III		
Course Code	:	DEM302
Course Title	:	Event Production Process
Number of Credits	:	3(L:1, T:2, P:0)
Prerequisites	:	NIL
Course Category	:	PC

Objective:
1. Understand the stages and processes involved in event production.
2. Explore the technical and creative aspects of event production.
3. Develop skills in coordinating and managing various elements of event production.
4. Gain insights into the importance of teamwork and collaboration in successful event production.

Course Content:
1. Overview of Event Production Processes
2. Technical Aspects of Event Production
3. Creative Elements in Event Production
4. Coordinating and Managing Event Production
5. Importance of Teamwork in Event Production

Course Outcome:
1. Gain a comprehensive understanding of the stages and processes of event production.
2. Acquire knowledge about the technical and creative aspects involved in event production.
3. Develop practical skills in coordinating and managing different elements of event production.
4. Recognize the significance of teamwork and collaboration in achieving successful event production.

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Detailed First Year Curriculum Contents SEMESTER - III		
Course Code	:	DEM303
Course Title	:	Principles of Event Management
Number of Credits	:	3(L:1, T:1, P:2)

Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Understand the foundational principles that govern the field of event management.
2. Explore the key theoretical concepts and frameworks in event planning and execution.
3. Develop a critical understanding of ethical considerations in event management.
4. Gain insights into the role of creativity and innovation in designing memorable events.

Course Content:
1. Introduction to Event Management Principles
2. Theoretical Concepts and Frameworks in Event Planning
3. Ethical Considerations in Event Management
4. Creativity and Innovation in Event Design

Course Outcome:
1. Acquire a solid foundation in the principles that guide the field of event management:
2. Develop a critical mindset for evaluating and applying theoretical concepts in event planning.
3. Understand the ethical considerations involved in various aspects of event management.
4. Enhance creativity and innovation skills for designing unique and memorable events.

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Detailed First Year Curriculum Contents SEMESTER - III		
Course Code	:	DEM304
Course Title	:	Event Cost Accounting & Finance Management
Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Develop proficiency in cost accounting specific to the field of event management.
2. Understand financial management principles relevant to planning and executing events.
3. Acquire skills in budgeting and financial forecasting for diverse event scenarios.
4. Explore strategies for effective financial resource allocation in event projects.

Course Content:
1. Cost Accounting Principles for Event Management
2. Financial Management in Event Planning
3. Budgeting Techniques for Events

4. Financial Forecasting in Event Scenarios
5. Resource Allocation Strategies in Event Projects

Course Outcome:
1. Apply cost accounting principles to effectively manage event-related finances.
2. Demonstrate an understanding of financial management concepts in the context of event planning.
3. Develop practical skills in budgeting and financial forecasting for various event scenarios.
4. Implement resource allocation strategies to optimize financial resources in event projects.

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Detailed First Year Curriculum Contents SEMESTER - III		
Course Code	:	DEM305
Course Title	:	Public Relations
Number of Credits	:	4(L:1, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Understand the role and importance of public relations (PR) in the field of event management.
2. Develop skills in creating and maintaining a positive public image for events.
3. Explore strategies for effective communication with various stakeholders.
4. Learn crisis communication and issues management in event scenarios.

Course Content:
1. Fundamentals of Public Relations in Event Management
2. Building and Maintaining a Positive Public Image for Events
3. Stakeholder Communication Strategies
4. Crisis Communication and Issues Management in Events

Course Outcome:
1. Demonstrate an understanding of the role of PR in the context of event management.
2. Apply skills to create and maintain a positive public image for events.
3. Develop effective communication strategies for engaging with different stakeholders.
4. Implement crisis communication and issues management techniques in event scenarios.

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Detailed First Year Curriculum Contents SEMESTER - IV		
Course Code	:	DEM401
Course Title	:	Event Marketing & Sponsorship
Number of Credits	:	3(L:1, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Understand the principles of event marketing and sponsorship in the context of event management.
2. Develop skills in creating and implementing effective event marketing strategies.
3. Explore different types of sponsorships and how to attract and manage sponsors.
4. Learn to analyze and measure the success of event marketing and sponsorship efforts.

Course Content:
1. Principles of Event Marketing in Event Management
2. Developing and Implementing Event Marketing Strategies
3. Types of Event Sponsorship and Attracting Sponsors
4. Analyzing and Measuring the Success of Event Marketing and Sponsorship

Course Outcome:
1. Demonstrate an understanding of event marketing and sponsorship principles.
2. Apply skills to create and implement effective event marketing strategies.
3. Identify and attract different types of event sponsors.
4. Analyze and measure the success of event marketing and sponsorship efforts.

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Detailed First Year Curriculum Contents SEMESTER - IV		
Course Code	:	DEM402
Course Title	:	Event Marketing Campaign
Number of Credits	:	3(L:1, T:2, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Understand the concept and importance of event marketing campaigns in the field of event management.
2. Develop skills in planning, executing, and evaluating successful event marketing campaigns.
3. Explore various promotional strategies and tools used in event marketing campaigns.
4. Learn to adapt event marketing campaigns to different types of events and target audiences.

Course Content:
1. Introduction to Event Marketing Campaigns
2. Planning and Execution of Event Marketing Campaigns
3. Evaluation and Measurement of Event Marketing Campaigns
4. Adaptation of Event Marketing Campaigns to Different Events and Audiences

Course Outcome:
1. Gain a comprehensive understanding of event marketing campaigns.
2. Develop practical skills in planning, executing, and evaluating successful campaigns.
3. Familiarity with various promotional strategies and tools used in event marketing.
4. Ability to adapt event marketing campaigns to different types of events and target audiences.

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Detailed First Year Curriculum Contents SEMESTER - IV		
Course Code	:	DEM403
Course Title	:	Brand Management
Number of Credits	:	4(L:1, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Understand the fundamental concepts and principles of brand management in the context of event management.
2. Develop skills in creating and maintaining a strong and consistent brand image for events.
3. Explore strategies for effective brand communication and engagement in the event industry.
4. Learn to analyze and manage brand reputation during events.

Course Content:
1. Introduction to Brand Management in Event Context

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2. Creating and Maintaining a Strong Brand Image for Events
3. Strategies for Effective Brand Communication and Engagement
4. Analysis and Management of Brand Reputation during Events

Course Outcome:
1. Gain a solid understanding of brand management principles specific to the event industry.
2. Acquire practical skills in building and sustaining a strong brand image for events.
3. Familiarity with various strategies for effective brand communication and engagement.
4. Ability to analyze and manage brand reputation in the dynamic environment of events.

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Detailed First Year Curriculum Contents SEMESTER - IV		
Course Code	:	DEM404
Course Title	:	Event Hospitality, Law & Permissions
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Comprehend the legal aspects and regulations related to event hospitality and permissions.
2. Develop a thorough understanding of the legal obligations in the context of event management.
3. Acquire knowledge about permissions and licenses required for different types of events.
4. Learn to navigate the legal landscape to ensure compliance and successful event execution.

Course Content:
1. Overview of Event Hospitality: Legal Considerations
2. Legal Obligations in Event Management
3. Permissions and Licenses for Events
4. Navigating the Legal Landscape for Successful Event Execution

Course Outcome:
1. Understand the legal dimensions of event hospitality and permissions.
2. Gain knowledge about the legal obligations associated with event management.
3. Familiarity with the types of permissions and licenses required for diverse events.
4. Develop skills to navigate the legal landscape for ensuring compliance and successful event planning.

Detailed First Year Curriculum Contents SEMESTER - IV		
Course Code	:	DEM405
Course Title	:	Event Team & Crew Management
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Understand the roles and responsibilities of different team members and crew in event management.
2. Develop skills in assembling and managing an efficient event team.
3. Learn effective communication and coordination techniques for a cohesive event crew.
4. Acquire knowledge of leadership and problem-solving strategies in team and crew management.

Course Content:
1. Roles and Responsibilities in Event Management Teams
2. Assembling and Managing an Efficient Event Team
3. Effective Communication and Coordination Techniques
4. Leadership and Problem-Solving in Team and Crew Management

Course Outcome:
1. Grasp the various roles and responsibilities within an event management team.
2. Develop skills in team assembly and management for successful events.
3. Master effective communication and coordination techniques within a crew.
4. Acquire leadership and problem-solving abilities crucial for team and crew management in event scenarios.

Detailed First Year Curriculum Contents SEMESTER - IV		
Course Code	:	DEM406
Course Title	:	Community Connect
Number of Credits	:	2(L:0, T:2, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the concept and importance of community engagement in media communication.
2. Explore various strategies for fostering community connections.
3. Develop skills in creating and maintaining positive relationships with diverse communities.
4. Understand the role of media in building and sustaining community partnerships.
5. Gain insights into the ethical considerations of community engagement in media.
6. Learn effective communication methods for community outreach.
7. Explore case studies and best practices in successful community connect initiatives.
8. Develop practical skills in designing and implementing community-oriented media projects.

Course Content:

1. Introduction to Community Connect in Media Communication
2. Strategies for Fostering Community Connections
3. Building Positive Relationships with Diverse Communities
4. Media's Role in Building and Sustaining Community Partnerships
5. Ethical Considerations in Community Engagement
6. Effective Communication Methods for Community Outreach
7. Case Studies and Best Practices in Community Connect Initiatives
8. Designing and Implementing Community-Oriented Media Projects

Course Outcome:

1. Comprehensive understanding of community engagement in media communication.
2. Proficiency in devising strategies for effective community connections.
3. Skills in building positive relationships with diverse communities.
4. Understanding the role of media in fostering community partnerships.
5. Ethical awareness in community engagement practices.
6. Effective communication methods for successful community outreach.
7. Knowledge of case studies and best practices in community connect initiatives.
8. Practical skills in designing and implementing community-oriented media projects.

CHAPTER 4
THIRD YEAR CURRICULUM STRUCTURE

Semester 5								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DEM501	Sales and Promotion	2	2	2	6	5
2	PC	DEM502	Budgeting and Costing of Events	1	1	0	4	2
3	PC	DEM503	Event Production and Logistics	2	2	2	6	5
4	PC	DEM504	Special Events (Wedding Planning & Live Events)	2	2	2	6	5
5	OE		Co-Curricular	0	2	0	2	2
6	PR		Project I	0	1	4	5	3
Total Credits								22

Semester 6								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	DSE		Apprenticeship with Indsutry	0	26	0	26	26
Total Credits								26

Detailed First Year Curriculum Contents SEMESTER - V		
Course Code	:	DEM501
Course Title	:	Sales and Promotion
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Comprehend the principles and strategies of sales and promotion in the context of event management.
2. Develop skills in planning and executing effective sales and promotional campaigns for events.
3. Understand the role of branding and its impact on sales within the event industry.
4. Explore various promotional channels and their application in event marketing.

Course Content:
1. Principles and Strategies of Sales and Promotion in Event Management
2. Planning and Execution of Sales and Promotional Campaigns for Events
3. Role of Branding in Event Sales
4. Exploring Promotional Channels in Event Marketing

Course Outcome:
1. Understand the foundational principles and strategies of sales and promotion in event management.
2. Acquire practical skills in planning and executing effective sales and promotional campaigns for events.
3. Recognize the significance of branding and its impact on sales within the context of events.
4. Explore and apply various promotional channels to enhance event marketing outcomes.

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Detailed First Year Curriculum Contents SEMESTER - V		
Course Code	:	DEM502
Course Title	:	Budgeting and Costing of Events
Number of Credits	:	2(L:1, T:1, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Understand the fundamentals of budgeting and costing in the context of event management.
2. Develop skills in creating and managing budgets for events of varying scales.
3. Explore costing considerations and financial planning for successful event execution.
4. Understand the role of budgeting in achieving event objectives and financial sustainability.

Course Content:
1. Fundamentals of Budgeting and Costing in Event Management
2. Skills in Creating and Managing Event Budgets
3. Costing Considerations and Financial Planning for Events
4. Role of Budgeting in Achieving Event Objectives and Financial Sustainability

Course Outcome:
1. Grasp the foundational principles of budgeting and costing in event management.
2. Acquire practical skills in creating and managing budgets for events.
3. Understand the various costing considerations and financial planning aspects crucial for successful event execution.
4. Recognize the role of budgeting as a tool for achieving event objectives and ensuring financial sustainability.

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Detailed First Year Curriculum Contents SEMESTER - V		
Course Code	:	DEM503
Course Title	:	Event Production and Logistics
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Understand the essentials of event production and logistics.
2. Develop skills in planning and executing seamless event logistics.
3. Explore the intricacies of coordinating event production elements.
4. Gain insights into troubleshooting and problem-solving during event production.

Course Content:
1. Essentials of Event Production and Logistics
2. Planning and Executing Seamless Event Logistics

3. Coordinating Event Production Elements
4. Troubleshooting and Problem-Solving in Event Production

Course Outcome:
1. Comprehend the fundamental concepts of event production and logistics.
2. Acquire practical skills in planning and executing seamless event logistics.
3. Understand the coordination required for various elements involved in event production.
4. Develop the ability to troubleshoot and solve problems that may arise during event production.

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Detailed First Year Curriculum Contents SEMESTER - V		
Course Code	:	DEM504
Course Title	:	Special Events (Wedding Planning & Live Events)
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:
1. Gain comprehensive knowledge of special events, with a focus on wedding planning and live events.
2. Understand the intricacies of planning and executing weddings and live events.
3. Develop creativity and innovation in designing special events.
4. Acquire practical skills for successful coordination and management of special events.

Course Content:
1. Introduction to Special Events: Wedding Planning and Live Events
2. Planning and Execution of Weddings
3. Planning and Execution of Live Events
4. Creativity and Innovation in Special Event Design
5. Coordination and Management of Special Events

Course Outcome:
1. Demonstrate a deep understanding of special events, specifically wedding planning and live events.
2. Apply practical skills in planning and executing weddings and live events.
3. Showcase creativity and innovation in designing unique and memorable special events.
4. Develop effective coordination and management skills for successful special event execution.

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