

University of Mumbai

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Academic Authorities,
Meetings & Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai – 400 032.
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICD/2024-25/422

Date : 24th March, 2025

To,
The Director,
Garware Institute of Career Education
and Development,
Vidyanagari
Santacruz (East)
Mumbai – 400 098.

Sub : B.B.A .(Global Event Management, Marketing & Communication) (Three year) (Sem I & II)

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4th September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9th August, 2023 vide** Item No. 9.2 have been accepted by the **Academic Council** at its meeting held on **1st November, 2023 vide** Item no. 9.4 (C) 4 (N) and subsequently approved by the **Management Council** at its meeting held on **5th February, 2024 vide** Item No. 3 that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **B.B.A. (Global Event Management, Marketing & Communication) (Sem I & II)** (Appendix – 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24**.

The New Ordinances & Regulations as per NEP 2020 is as follows :-

Sr. No	Name of the Program	Ordinance no. for Title	Ordinance no. for Eligibility	Duration
A	U.G. Certificate in Global Event Management, Marketing & Communication	O.GUA – 509 A	O.GUA – 510 A	One year
B	U.G. Diploma in Global Event Management, Marketing & Communication	O.GUA – 509 B	O.GUA – 510 B	Two year
C	B.B.A (Global Event Management, Marketing & Communication)	O.GUA – 509 C	O.GUA – 510 C	Three year
D	B.B.A (Hons) (Global Event Management, Marketing & Communication)	O.GUA – 509 D	O.GUA – 510 D	Four year

2/-

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: 2 :

Regulation Nos	
Duration	R.GUA – 521
Intake Capacity	R.GUA – 522
Scheme of examination	R.GUA – 523
Standard of Passing	R.GUA – 524
Credit Structure	R.GUA – 525 A
	R.GUA – 525 B
	R.GUA – 525 C
	R.GUA – 525 D


(Dr. Prasad Karande)
REGISTRAR

A.C/9.4(C)4(N)/01/11/2023
M.C/3/5/2/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Interdisciplinary Studies.
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

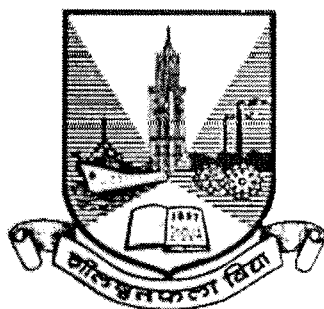
To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	Faculty of Humanities, Dean 1. Prof.Anil Singh Dranilsingh129@gmail.com Associate Dean 2. Dr.Suchitra Naik Naiksuchitra27@gmail.com 3.Prof.Manisha Karne mkarne@economics.mu.ac.in
	Faculty of Commerce & Management, Dean 1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in Associate Dean 2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu 3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Title of the program

- A- U.G. Certificate in Global Event Management, Marketing & Communication
- B- U.G. Diploma in Global Event Management, Marketing & Communication
- C- B.B.A. (Global Event Management, Marketing & Communication)
- D- B.B.A.(Hons.) (Global Event Management, Marketing & Communication)

(Garware Institute of Career Education and Development)

**Syllabus for
Semester- Semester I and II**

Ref: GR dated 20th April,2023 for Credit Structure of UG

(with effect from the academic year 2023-24 Progressively)

UNIVERSITY OF MUMBAI

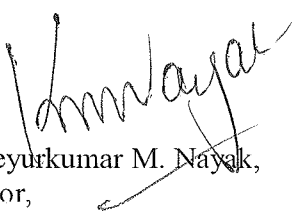


(AS PER NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: <u>GUA- 509 A</u>	A	U.G. Certificate in Global Event Management, Marketing & Communication
	O: <u>GUA- 509 B</u>	B	U.G. Diploma in Global Event Management, Marketing & Communication
	O: <u>GUA- 509 C</u>	C	B.B.A. (Global Event Management, Marketing & Communication)
	O: <u>GUA- 509 D</u>	D	B.B.A.(Hons.) (Global Event Management, Marketing & Communication)
2	Eligibility O: <u>GUA- 510 A</u>	A	HSC in any stream OR Passed Equivalent Academic Level 4.0 Admissions on the basis of Written Test & Interview
	O: <u>GUA- 510 B</u>	B	1. The candidate who has successfully completed U.G. Certificate in Global Event Management, Marketing & Communication OR Passed Equivalent Academic Level 4.5 2. The candidate who's Under Graduate Certificate credits are 60% equivalent to U.G. Diploma in Global Event Management, Marketing & Communication & he/she earns minimum 8 Credits from U.G. Certificate in Global Event Management, Marketing & Communication. 3. As per NEP criteria on the basis of RPL-Recognition of Prior Learning, Candidate to be admitted to 2 nd Year subject to He/she securing minimum 50% in the 1 st Year assessment of U.G. Certificate in Global Event Management, Marketing & Communication.
	O: <u>GUA- 510 C</u>	C	1. The candidate who has successfully completed U.G. Diploma in Global Event

			Management, Marketing & Communication OR Passed Equivalent Academic Level 5.0 2. The candidate who's Under Graduate Diploma credits are 60% equivalent to B.B.A. in Global Event Management, Marketing & Communication & he/she earns minimum 8 Credits from U.G. Diploma in Global Event Management, Marketing & Communication. 3. As per NEP criteria on the basis of RPL- Recognition of Prior Learning, Candidate to be admitted to 3rd Year subject to He/she securing minimum 50% in the 2nd Year assessment of U.G. Diploma in Global Event Management, Marketing & Communication.
	O: <u>GUA- 510</u> D	D	1. The candidate who has successfully completed B.B.A. in Global Event Management, Marketing & Communication with minimum CGPA of 7.5 OR Passed Equivalent Academic Level 5.5
3	Duration of Program R: <u>GUA- 521</u>	A	1 Year
		B	2 Years
		C	3 Years
		D	4 Years
4	R: <u>GUA- 522</u> Intake Capacity	60	
5	R: <u>GUA- 523</u> Scheme of Examination	NEP 50% Internal – Continuous Evaluation 50% External- Semester End Examination Individual Passing in Internal and External Examination	
6	Standards of Passing R: <u>GUA- 524</u>	50% in each component	

7	Credit Structure R: <u>GUA- 525 A</u> R : <u>GUA- 525 B</u> R : <u>GUA- 525 C</u> R : <u>GUA- 525 D</u>	Attached herewith	
8	Semesters	A	Sem I & II
		B	Sem I, II, III, & IV
		C	Sem I, II, III, IV, V, & VI
		D	Sem I, II, III, IV, V, VI, VII & VIII
9	Program Academic Level	A	4.5
		B	5.0
		C	5.5
		D	6.0
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year Progressively	From Academic Year 2023-24	


 Dr. Keyurkumar M. Nayak,
 Director,
 UM-GICED


 Prof. (Dr.) Anil Kumar Singh
 Dean,
 Faculty of Interdisciplinary Studies

Preamble

This Program is designed to equip students with the knowledge, skills, and practical experience needed to thrive in the dynamic and exciting field of global event planning and management & marketing. This Program will provide students with the solid groundwork to transform their passion for events into a successful career, be it organizing large-scale conferences, spectacular weddings, or high-profile corporate events.

Throughout this program, the students will delve into the intricacies of event planning, from conceptualization and design to execution and evaluation using a comprehensive curriculum that combines theoretical knowledge with hands-on experiences to ensure that the students develop a well-rounded skill set. The students will learn about event marketing strategies, effective communication techniques, budgeting and financial management, logistical planning, risk assessment, and the use of event technology.

One of the key strengths of the program is the emphasis on practical learning. Real-world experiences are invaluable in preparing for the challenges of the event industry. The students will have numerous opportunities to work on actual events, collaborate with industry professionals, and participate in internships with renowned event management companies. These experiences will not only enhance the students' understanding of event management principles but also help in building a professional network and gain practical skills that are highly sought after in the industry.

The faculty consists of experienced professionals who are passionate about sharing their knowledge and expertise with the students. Additionally, with the help of cultivated strong partnerships with event industry leaders, the student will participate in workshops with guest speakers and industry-specific projects to enrich their learning experience.

The institute is committed to fostering a collaborative and inclusive learning environment where creativity, innovation, and teamwork thrive.

1. Aims & Objectives

- To provide students with the skills and information needed to design, organise, and manage successful events.
- To instill knowledge in students about analysing, marketing, planning, and tactics in business administration.
- Fostering creativity and innovation in students include encouraging students to think outside the box, create distinctive event concepts and designs, and investigate creative event planning and execution tactics.
- To train professionals who can successfully interact with clients, vendors, and team members.
- In all phases of event preparation and management, adhere to ethical standards, maintain high levels of professionalism, and behave with honesty and responsibility.
- To help students gain business knowledge and entrepreneurial abilities. This involves instructing them on financial management, marketing techniques, contract negotiation, and other facets of the event sector.

2. Program Outcomes:

After the successful completion of Program, the students will be able to:

- PO1: Demonstrate a critical understanding of key theoretical concepts underpinning the event industry.
- PO2: Demonstrate a critical understanding of specialised management techniques underpinning the event industry.
- PO3: Engage and communicate clearly with a diverse range of stakeholders associated with event management.
- PO4: Design an event from concept to evaluation utilising a range of creative and critical analysis skills.
- PO5: Determine appropriate advertising and marketing communications objectives, strategies and tactics that anticipate consumer trends and utilize traditional and new technologies in order to accomplish an organization's marketing communications goals.
- PO6: Evaluate the effectiveness of a marketing communications plan to accomplish an organization's goals.
- PO7: Develop and demonstrate technical and practical knowledge and skills generate through reflective practice, observations or experience in a work context.
- PO8: Analyse complex situations and apply entrepreneurial management solutions.

5) Credit Structure of the program – Parishisth- 2

R: GUA- 525 A

B.B.A. (Honours) (Global Event Management, Marketing & Communication)											
FIRST-YEAR											
Level	Semester	Major		Minor	OE	VC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./Sem.	Cumulative	
		Mandatory	Electives								
Level I	1	Introduction to Global Events Industry (T) (2 Credits)	World Cultures - I OR Public Finances (T) (2 Credits) ----- Modern Economic Theory (T) OR Business Mathematics and Statistics - I (T) (2 Credits)		VC: Professional Learning Experience in Event Management - I (P) (2 Credits) SEC: Effective Presentation Skills (T) (2 Credits)	AEC: French - I (T) (2 Credits) VEC: Sustainable Development (T) (2 Credits) IKS: Indian Event Culture & Heritage (T) (2 Credits)	CC: Basics of Yoga - I / NSS / NCC/ Sports/ Cultural (P) (2 Credits)	22		44	UG Certificate
		Designing & Planning of Events (T) (4 Credits)									
		Credits									
	Level I 4.5	2	Event Production I & II (T) (4 Credits)	Fundamentals of Marketing (T) (2 Credits) Consumption & Culture in India (T) OR Strategic Management (T) (2 Credits) International Business Environment (T) OR Business Mathematics and Statistics - II (T) (2 Credits)		VC: Professional Learning Experience in Event Management - II (P) (2 Credits) SEC: Selling and Negotiation Skills (T) (2 Credits)	AEC: French- II (T) (2 Credits) VEC: Personal Effectiveness at Workplace (T) (2 Credits)	CC: Basics of Yoga - II / NSS / NCC/ Sports/ Cultural (P) (2 Credits)	22		44
Legal Aspects of Business Events (T) (2 Credits)											
Credits			6								
		Cum. Cr.	12	0	2	8	8	10	4		
Exit Option: Award of UG Certificate in Major and Minor with 40 - 44 Credits and an additional 4 Credit core NSQF course / Internship OR Continue with Major and Minor)											

R: GUA- 525 B

SECOND YEAR

Level	Semester	Major		Minor	OE	VC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./Sem.	Cumulative	
		Mandatory	Electives								
Level 5.0	3	Event Logistics & Vendor Management (T) (4 Credits) Event Operation & Risk Management (T) (4 Credits)		Managerial Accounting (T) (4 Credits)	Artificial Intelligence - I (T+P) (2 Credits) OR India Ethos & Business Ethics (T+P) (2 Credits)	VC: Advance Analysis of Spreadsheets (T) (2 Credits)	AFC: Professional Communication Skills (T) (2 Credits)	FP: Field Project - I (P) (2 Credits) CC: Self Development Activity - I (P) (2 Credits)	22	88	UG Diploma 80 - 88
	Credits	8	0	4	2	2	2	4			
	4	Event Fundraising & Budgeting (T) (4 Credits) Wedding Planning & Management (T) (4 Credits)		Human Resource Management - I and II (T) (4 Credits)	Artificial Intelligence - II (T+P) (2 Credits) OR Organisational Behaviour - I (T+P) (2 Credits)	SEC: Digital & Technological solution (T) (2 Credits)	AEC: Personality Development & Career Management (T) (2 Credits)	CEP: Community Engagement Services (P) (2 Credits) CC: Self Development Activity - II (P) (2 Credits)	22		
	Credits	8	0	4	2	2	2	4			
	Total Credits in 2nd Year	16	0	8	4	4	4	8			
	Cum. Cr.	28	0	10	12	12	14	12	88		
Exit Option: Award of UG Diploma in Major and Minor with 80 - 88 Credits and an additional 4 Credit core NSQF course / Internship OR Continue with Major and Minor											

R: GUA- 525 C
THIRD YEAR

Level	Semester	Major		Minor	OE	VC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./ Sem.	Cumulative	
		Mandatory	Electives								
Level 5.5	5	Meeting, Incentives, Conferences & Exhibition (T) (4 Credits) Global Festivals & Social Events (T) (4 Credits)	Marketing Mix (T) (4 Credits) OR Economics Analysis for Business Decision (T) (1 Credits)	Principles of Management (T) (4Credits)		VC: IT in Business - I and II (T) (4 Credits)		FP/ CEP: Field Project II (P) (2 Credits)	22	132	UG Degree 120- 132
	Credits	8	4	4	0	4	0	2			
	6	Event Marketing & Sponsorship (T) (4 Credits) Global Sports & Entertainment Events (T) (4 Credits) Public Relation & Corporate Communication (T) (2 Credits)	Integrated Marketing Communication (T) (4 Credits) OR Consumer Psychology & Behaviour (T) (4 Credits)	Customer Relationship Management (T) (4 Credits)				OJT: Internship and Industrial Training - I (P) (4 Credits)	22		
	Credits	10	4	4	0	0	0	4			
	Total Credits in 3rd Year	18	8	8	0	4	0	6			
	Cum. Cr.	46	8	18	12	16	14	18	132		

Exit Option: Award of UG Degree in Major with 120 -132 Credits OR Continue with Major and Minor

R: GUA- 525 D

FOURTH YEAR											
Level	Semester	Major		Minor	OE	VC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./ Sem.	Cumulative	
		Mandatory	Electives								
Level 6.0	7	International Marketing (T) (2 Credits) Event IP & Brand Management (T) (4 credits) Sports & Entertainment Marketing (T) (4 credits) Capstone Project (T) (4 credits)	New Dimension in Marketing (T) (4 credits) OR Sales And Promotion (T) (4 Credits)	Research Methodology (T) (4 Credits)					22	176	4 Year Bachelor (Honors) degree in Main faculty
	Credits	14	4	4	0	0	0	0			
	8	Tourism & Hospitality Marketing (T) (4 Credits) Sustainable Event Management (T) (4 Credits) Experimental Marketing & Immersive Experiences (T) (4 Credits) Event Startup & New Venture Management (T) (2 Credits)	Business Environment (T) (1 Credits) OR Business Economics (T) (4 Credits)					OJT: Internship and Industrial Training - II (P) (4 Credits)	22		
	Credits	14	4	0	0	0	0	4			
	Total Credits in 4th Year	28	8	4	0	0	0	4			44

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED

Anil Kumar Singh

Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Sem-I	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
	Topics		Course Type	Internal Marks	External Marks	Total Marks	Theory Hours	Practical Hours	Total Hours	Total Credits
				50	50	(CA) 100				
		Introduction to Global Events Industry	Major	25	25	50	30	-	30	2
		Designing & Planning of Events	Major	50	50	100	60	-	60	4
		World Cultures - I Or Public Finances	OE	25	25	50	30	-	30	2
		Modern Economic Theory Or Business Mathematics and Statistics - I	OE	25	25	50	30	-	30	2
		Professional Learning Experience in Event Management - I	VC	50	-	50	30	-	30	2
		Effective Presentation Skills	SEC	50	-	50	30	-	30	2
		French - I	AEC	50	-	50	30	-	30	2
		Sustainable Development	VEC	50	-	50	30	-	30	2
		Indian Event Culture & Heritage	IKS	50	-	50	30	-	30	2
		Basics of Yoga - I / NSS / NCC/ Sports/ Cultural	CC	50	-	50	-	60	60	2
		Total		425	125	550	300	60	360	22
Sem-II	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
	Topics		Course Type	Internal Marks	External Marks	Total Marks	Theory Hours	Practical Hours	Total Hours	Total Credits
				50	50	(CA) 100				
		Event Production I & II	Major	50	50	100	60	-	60	4
		Legal Aspects of Business Events	Major	25	25	50	30	-	30	2
		Fundamentals of Marketing	Minor	25	25	50	30	-	30	2
		Consumption & Culture in India Or Strategic Management	OE	25	25	50	30	-	30	2
		International Business Environment Or Business Mathematics and Statistics - II	OE	25	25	50	30	-	30	2

Sem-III		Professional Learning Experience in Event Management - II	VC	50	-	50	-	60	60	2
		Selling and Negotiation Skills	SEC	50	-	50	30	-	30	2
		French- II	AEC	50	-	50	30	-	30	2
		Personal Effectiveness at Workplace	VEC	50	-	50	30	-	30	2
		Basics of Yoga - II / NSS / NCC/ Sports/ Cultural	CC	50	-	50	-	60	60	2
		Total		400	150	550	270	120	390	22
	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
	Topics		Course Type	Internal Marks	External Marks	Total Marks	Theory Hours	Practical Hours	Total Hours	Total Credits
				50	50	(CA) 100				
		Event Logistics & Vendor Management	Major	50	50	100	60	-	60	4
		Event Operation & Risk Management	Major	50	50	100	60	-	60	4
		Managerial Accounting	Minor	50	50	100	60	-	60	4
		Artificial Intelligence - I Or India Ethos & Business Ethics	OE	50	-	50	30	-	30	2
		Advance Analysis of Spreadsheets	VC	50	-	50	30	-	30	2
		Professional Communication Skills	AEC	50	-	50	30	-	30	2
		Field Project -I	FP	50	-	50	-	60	60	2
		Self Development Activity - I	CC	50	-	50	-	60	60	2
		Total		400	150	550	270	120	390	22
Sem-IV	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
	Topics		Course Type	Internal Marks	External Marks	Total Marks	Theory Hours	Practical Hours	Total Hours	Total Credits
				50	50	(CA) 100				
		Event Fundraising & Budgeting	Major	50	50	100	60	-	60	4
		Wedding Planning & Management	Major	50	50	100	60	-	60	4
		Human Resource Management - I and II	Minor	50	50	100	60	-	60	4
		Artificial Intelligence - II Or Organisational Behaviour - I	OE	50	-	50	30	-	30	2

		Digital & Technological solution	SEC	50	-	50	30	-	30	2
		Personality Development & Career Management	AEC	50	-	50	30	-	30	2
		Community Engagement Services	CEP	50	-	50	-	60	60	2
		Self Development Activity - II	CC	50	-	50	-	60	60	2
		Total		400	150	550	270	120	390	22
Sem-V	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
	Topics		Course Type	Internal Marks	External Marks	Total Marks	Theory Hours	Practical Hours	Total Hours	Total Credits
				50	50	(CA) 100				
		Meeting, Incentives, Conferences & Exhibition	Major	50	50	100	60	-	60	4
		Global Festivals & Social Events	Major	50	50	100	60	-	60	4
		Marketing Mix Or Economics Analysis for Business Decision	Elective	50	50	100	60	-	60	4
		Principles of Management	Minor	50	50	100	60	-	60	4
		IT in Business - I and II	VC	50	-	50	60	-	60	4
		Field Project - II	FP/CEP	50	-	50	-	60	60	2
		Total		300	200	500	300	60	360	22
Sem-VI	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
	Topics		Course Type	Internal Marks	External Marks	Total Marks	Theory Hours	Practical Hours	Total Hours	Total Credits
				50	50	(CA) 100				
		Event Marketing & Sponsorship	Major	50	50	100	60	-	60	4
		Global Sports & Entertainment Events	Major	50	50	100	60	-	60	4
		Public Relation & Corporate Communication	Major	25	25	50	30	-	30	2
		Integrated Marketing Communication Or Consumer Psychology & Behaviour	Elective	50	50	100	60	-	60	4
		Customer Relationship Management	Minor	50	50	100	60	-	60	4

		Internship and Industrial Training - I	OJT	100	-	100	-	120	120	4
		Total		325	225	550	270	120	390	22
Sem-VII	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
		Topics	Course Type	Internal Marks	External Marks	Total Marks	Theory Hours	Practical Hours	Total Hours	Total Credits
				50	50	(CA) 100				
		International Marketing	Major	25	25	50	30	-	30	2
		Event IP & Brand Management	Major	50	50	100	60	-	60	4
		Sports & Entertainment Marketing	Major	50	50	100	60	-	60	4
		Capstone Project	Major	50	50	100	60	-	60	4
		New Dimension in Marketing Or Sales And Promotion	Elective	50	50	100	60	-	60	4
		Research Methodology	Minor	50	50	100	60	-	60	4
		Total		275	275	550	330	0	330	22
Sem-VIII	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
		Topics	Course Type	Internal Marks	External Marks	Total Marks	Theory Hours	Practical Hours	Total Hours	Total Credits
				50	50	(CA) 100				
		Tourism & Hospitality Marketing	Major	50	50	100	60	-	60	4
		Sustainable Event Management	Major	50	50	100	60	-	60	4
		Experimental Marketing & Immersive Experiences	Major	50	50	100	60	-	60	4
		Event Startup & New Venture Management	Major	25	25	50	30	-	30	2
		Business Environment Or Business Economics	Elective	50	50	100	60	-	60	4
		Internship and Industrial Training - II	OJT	100	-	100	-	120	120	4
		Total		325	225	550	270	120	390	22

Sem.-I

Detailed Syllabus
SUBJECT-WISE SYLLABUS
B.B.A. (Honours)
(Global Event Management, Marketing & Communications)
Semester I

Introduction of Global Events Industry

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	6
Module 2	Objective	6
Module 3	Procedure	6
Module 4	Requirements	6
Module 5	The Future of Event Industry	6
	Total	30

Course Objectives:

1. To understand the event management framework of knowledge.
2. To get detailed understanding of past, present and future of the event industry.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Define the procedure and requirements to execute an event successfully.	Remember
Explain the key roles of an event managers	Understand
Examine the event industry with a global perspective	Apply
Establish an understanding about the future of the event industry.	Analyse

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	6
	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	
2	Objective	6
	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	
3	Procedure	6
	Initial Planning, Visualisation, Monitoring the Budget, Critical Path, Function sheets, Timings, Checklist, Getting everyone on board, assigning tasks, deadlines, Site Selection, Location Requirements, Contracts, Transportation, Guest Arrival, Registrations, Arrival checklist	
4	Requirements	6
	Room Requirements, Staging, Audiovisual, Lighting, Venue and Event Suppliers Checklist, Guest Demographics, The Guest List, Invitations, Food & Beverages Considerations, Entertainment, Photographers, Videographers, Staff, Work permits, Event Risk Assessment	
5	The Future of Event Industry	6
	Exploring future forms of Event Industry, Virtual Aspects in Event Management. Role of technology in events, Green Events: Exploring future trends & Issues, Industry Perspective of Event future, Scenario for the Future.	

Reference Books:

1. People & Work in Event & Convention: A Research Perspective, Mixed Sources.
2. Events Management, , Glen Bowdin, Johnny Allen, William O'Tolle, Rob Harris, Ian McDonell, 2nd Edition, Routledge
3. Events Management: An Introduction, Charles Bladen, James Kennell, Emma Abson, Nick Wilde, Routledge
4. Events Management: Principles and Practice, Razaq Raj, Paul Walters, Tahir Rashid, SAGE

Designing and Planning of Events

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Event planning - INTRODUCTION	15
Module 2	Designing Events	15
Module 3	Planning components required to execute an Event	15
Module 4	Subsidiary Aspects of Event Planning	15
	Total	60

Course Objectives

1. To provide a rigorous framework of knowledge and understanding, whereby students will have the opportunity to explore the key aspects and processes of planning an event.
2. To understand the process and stages of Event conceptualization, designing & creation.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Identify the different planning stages of events as required at different levels.	Remember
Discuss the budgets, incomes, expenses and understand the role of sponsorships on events.	Understand
Explain the steps required to plan an event.	Apply
Analyse and evaluate the preliminary planning requirements of an event.	Analyse

Detailed Syllabus

Module	Topics	No. of Lectures
1	Event planning -INTRODUCTION	15
	Common Planning for most of the Events, Job of an Event Planner, Defining Goals & Objectives, Financial Goals - ROI, Planning Session - High level Goal Questions, Scheduling, Assigning Roles, Creating Checklists, Outsourcing, Making a Budget, Streamlining Income and Expenses, Sponsorship,	
2	Designing Events	15
	Process phases, Characteristics of a Creative person, External Environment, Creative Techniques & Methods, Introduction to set design, Study of design styles, types of set design, Materials in Set/Event Design, Construction of Set/Event Design, Story Boarding, Location Hunting, Estimation and Budgeting, Presentation Techniques, Special Effects, Drafting techniques for Set Design, Computer Aided Drafting, Manual Drafting, Softwares Design Thinking, Visual design tools, Elements-Color, Shape, Texture, Form, Unity/ Harmony, Balance, Scale/ Proportion, Emphasis, Similarity, Contrast; Color-Primary, Secondary & Tertiary colors, Hue, value, intensity and saturation; Emotional response to colors; Color Symbolism, meaning and cultural variations; Composition-Focus, Leading lines, Scale/ Hierarchy, Contrast, Repetition, White space, Rule of thirds	
3	Planning components required to execute an Event	15
	Planning Logistics, Selecting Dates & Time, Selecting Destination, Choosing Site, Detailed list of the Requirements of Potential Site, Site Inspection, Outdoor Site, Choosing Talent - Speaker, Lecturer, Instructor, Entertainer, Signing a Contract, Room Design, Registration & Ticket Sales area, Internet access & Wi-Fi, Technical Support	
4	Subsidiary Aspects of Event Planning	15
	Gifts Planning, Know your Audience, Planning Food and Beverages, Dealing with the Caterer, Alcohol Liability, Marketing & Promotion Planning, Invitations, Website designing, Online Registrations, Role of Social Media, Contracts, Covering your Assets, High Profile Guest Security, Crowd Control, Data Security, Network Protection. Registration Confirmations, Speakers & Entertainers Confirmations, Pre-vent meeting, Transportation needs, contact vendors & suppliers, schedule volunteers, making badges. On the Day	

Reference Books:

1. Event Planning & Management, Ruth Dowson & David Bassett, Kogan Page Limited.
2. Event Portfolio Planning and Management: A Holistic Approach, Vassilios Ziakas, Routledge

3. Event Studies: Theory, research and policy for planned events, Donald Getz, Stephen J. Page
4. Event Management: A Professional and Developmental Approach, Greg Damster, Dimitri Tassiopoulos, 2nd Edition
5. Special Event Production: the Process, Doug Mathews, 1st Edition, Elsevier Inc.
6. Special Event Production: The Resources, Doug Mathews, Elsevier Inc.
7. Events Design and Experience, Graham Berridge, Elsevier Inc

World Cultures - I

Modules at a Glance

Sr. No.	Modules	
Module 1	Introduction to World Culture	7
Module 2	Demography	8
Module 3	What does it mean to be human?	7
Module 4	Religion & Cultural diversity	8
	Total	30

Course Objectives

To gain a general understanding of the diversity and variety of cultures influencing the world today.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Identify the common terms and concepts associated with the study of world cultures.	Remember
Explain the basic concepts and methods of demography	Understand
Define the concept of "humanity" and identify the key features that distinguish humans from other species.	Understand
Explain the diversity among the culture and religion.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to World Culture	7
	• Definition and scope of world culture • Historical development of world culture studies • Key concepts and methods in studying world culture	
2	Demography	8
	Introduction to demography • Population size and distribution • Demographic transitions	
3	What does it mean to be human?	7
	What does it mean to be human? A. Maslow's hierarchy of needs b. Hunter/gathers c. First attempt at civilization d. Socialization (1) family structure (2) courting practices and marriage (3) death and burial (4) defending the society	
4	Religion & Cultural diversity	8
	What is religion and what are the five major world religions? a. Buddhism b. Hinduism c. Islam d. Judaism e. Christianity, what is cultural diversity? a. diversity among cultures b. diversity within a culture (1) race (2) gender (3) age (4) other	

Reference Books:

1. Book of Peoples of the World: A Guide to Cultures by K. David Harrison & Wade Davis
2. India and World Culture by Krishna Vinayak Gokak

Public Finances

Modules at a Glance

Sr. No.	Modules	
Module 1	Introduction to Public Finance	7
Module 2	Inter-governmental Fiscal Relations	8
Module 3	Public Finance and Development	7
Module 4	Ethical Considerations in Public Finances	8
	Total	30

Course Objectives

1. To provide students with a comprehensive understanding of key concepts and principles in public finance.
2. To analyze and evaluate government budgets at different levels (national, state, local).
3. To apply public finance principles to analyze and evaluate real-world policy issues.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Identify key concepts, principles, and theories in public finance.	Remember
Explain the role and functions of government in managing public finances.	Understand
Define fiscal policies or reforms to address specific economic or social challenges.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Public Finance	7
	Definition and scope of public finance Objectives and functions of public finance Roles and responsibilities of government in managing public finances	
2	Inter-governmental Fiscal Relations	8
	Fiscal relations between central, state, and local governments Principles of fiscal federalism Intergovernmental fiscal transfers and grants Challenges and issues in fiscal decentralization	
3	Public Finance and Development	7
	Public finance and economic development Role of public investment in infrastructure and human capital Public-private partnerships and project finance International perspectives on public finance and development	
4	Ethical Considerations in Public Finances	8
	Transparency and accountability in public finance management Ethics in taxation and government spending decisions Balancing intergenerational equity in fiscal policies Addressing income inequality and social justice through public finance	

Reference Books:

"Public Finance and Public Policy" by Jonathan Gruber

"Public Finance: A Contemporary Application of Theory to Policy" by David N. Hyman

"Public Finance in Theory and Practice" by Richard Abel Musgrave and Peggy B. Musgrave

Modern Economic Theory

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Modern Economic Theory	10
Module 2	Economic Policy and Applications	10
Module 3	Modern Approaches to Economics	10
	Total	30

Course Objectives

1. To provide students with a thorough understanding of modern economic theories and frameworks.
2. To develop the ability to critically analyze and evaluate complex economic issues.
3. To improve students' economic literacy by familiarizing them with key economic concepts, terminology, and methodologies.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Bloom's Taxonomy Level
Identify key economic concepts, theories, and models	Remember
List down the basic principles and assumptions underlying modern economic theory.	Remember
Identify the relationship between different economic variables and concepts.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Modern Economic Theory	10
	• Overview of economic theories and their evolution • Key concepts and principles of modern economics • Introduction to economic models and analysis	
2	Economic Policy and Applications	10
	• Economic policy formulation and evaluation • Economic forecasting and modeling • The role of government in the economy • Economic globalization and its impact on national economies • Economic inequality and redistribution policies • Environmental economics and sustainability	
3	Modern Approaches to Economics	10
	• Neoclassical economics and rational decision-making • Keynesian economics and demand-side management • Behavioral economics and psychological influences on economic behavior • Institutional economics and the role of institutions in shaping economic outcomes • Marxist economics and class analysis	

Reference Books:

1. "Modern Principles of Economics" by Tyler Cowen and Alex Tabarrok
2. "Economics: The User's Guide" by Ha-Joon Chang
3. "Principles of Economics" by N. Gregory Mankiw

Business Mathematics and Statistics - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Matrices	10
Module 2	Differential Calculus	10
Module 3	Basic Mathematics of Finance	10
	Total	30

Course Objectives

1. To familiarise students with the applications of mathematics and statistical techniques in business decision-making.

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts.	Remember
Apply the knowledge of mathematics in solving business problems.	Apply
Demonstrate mathematical skills required in mathematically intensive areas in Economics and business.	Apply
Solve problems in the areas of business calculus, simple and compound interest Account.	Apply

Detailed Syllabus

Module	Topics	No. of Lectures
1	Matrices	10
	Definition of a matrix. Types of matrices; Algebra of matrices. Calculation of values of determinants up to third order; Adjoint of a matrix; Finding inverse of a matrix through ad joint; Applications of matrices to solution of simple business and economic problems	
2	Differential Calculus	10
	Mathematical functions and their types – linear, quadratic, polynomial; Concepts of limit and continuity of a function; Concept of differentiation; Rules of differentiation – simple standard forms. Applications of differentiation – elasticity of demand and supply; Maxima and Minima of functions (involving second or third order derivatives) relating to cost, revenue and profit.	
3	Basic Mathematics of Finance	10
	Simple and compound interest Rates of interest – nominal, effective and continuous – their interrelationships; Compounding and discounting of a sum using different types of rates	

Reference Books:

1. Mizrahi and John Sullivan. Mathematics for Business and Social Sciences. Wiley and Sons.
2. Budnick, P. Applied Mathematics. McGraw Hill Publishing Co.
3. N. D. Vohra, Business Mathematics and Statistics, McGraw Hill Education (India) Pvt Ltd
4. J.K. Thukral, Mathematics for Business Studies, Mayur Publications
5. J. K. Singh, Business Mathematics, Himalaya Publishing House.

Professional Learning Experience in Event Management- I

Goals:

1. To enable students to make a carefully guided transition into the world of work.
2. To create an interface between learning and practice.
3. To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.
4. To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth.
5. To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.
6. To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals.

Objectives:

Internship is introduced with a cohesive plan of action to realise the following learning outcomes:
After going through the Internship the student will be able to:

- Facilitate cross- disciplinary learning and development of new skills.
- Integrate knowledge obtained through in-class teaching with a hands-on approach and become familiar with Professional Practices and the world of work.
- Pursue responsible roles in an organization.
- Develop a roadmap for a future career.

Duration:

Each student shall undergo an Internship of four weeks approx. in relevant industry or any other business. The objective of this training is to make the students acquainted with the industrial / business working environment.

Report:

After completion of the training, they will have to submit a training report.

Marks & Evaluation:

The internship/project reports will carry 100 marks. It will be evaluated by the examiner. It is to be submitted on or before the date fixed by the Institute.

The students will also have to submit a performance certificate from the company where he/she undertook the training/internship. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do an industrial internship the students will prepare a project report on a topic assigned to him/ her by the Institute.

This allows students to undertake experiential learning by working with organisations/ in the industry to critically examine a major aspect of their operation.

Effective Presentation Skills - Module at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Planning Presentations	7
Module 2	Preparing Presentations	8
Module 3	Enhance to Engage and prepare for Q & A	7
Module 4	Craft to impact	8
	Total	30

Course Objective

To provide comprehensive understanding for delivering effective presentations.

Course Outcome

After the successful completion of course, the learners will be able to:

Learning Outcomes	Bloom's Level	Taxonomy
Explain the key elements of presentations.	Remember	
Prepare the audience research to create targeted presentations.	Understand	
Demonstrate the best practices for designing visuals.	Apply	
Prepare a report through effective question and answer sessions with the audience.	Apply	
Develop a visual narrative.	Create	

Detailed Syllabus

Modules	Topics	No. of Lectures
Module 1	Planning Presentations	7
	• Apply tools to analyze the audience and customize our delivery • Understand the challenges associated with not knowing the audience • List the 4 basic purposes of a presentation • Introduce ourselves with confidence and credibility • Identify strengths and opportunities for self-development	
Module 2	Preparing for presentations	8
	• Increase effectiveness through appropriate voice techniques • Leverage gestures and expressions to emphasize our message • Capture and retain audience attention through the use of storytelling • Understand the fundamental elements of impactful presentations • Plan and prepare a roadmap for the presentation • Structure presentations for logical, productive outcomes • Prepare evidence to give presentations more impact	
Module 3	Enhance to Engage and prepare for Q & A	7
	Reinforce our information using visual impact • Open and close sessions with impact • Understand the variety of support tools that strengthen a Message • Establish credibility with our audience through Q&A • Handling and maintaining control of Q&A sessions • Learn how to confidently facilitate Q&A sessions	
Module 4	Craft to impact	8
	Small groups to apply the learnings of the workshop and craft one presentation basis - o Audience - o Purpose - o Tools and Techniques Set Individual Action plans • Feedback using recording of presentations	

Reference Books:

- Effective Presentation Skills – Robert Dilts, Meta Publication 2. Business Communication Today - Bovee and Thill: Tata McGraw Hill,

French

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	6
Module 2	Vocabularies	6
Module 3	Grammar	6
Module 4	Sentence and Dialogue framing	6
Module 5	French culture and self-presentation	6
	Total	30

Course Objective

1. To enable the students to acquire French language skills.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Bloom's Taxonomy Level
Identify alphabets, numbers and rules of French language	Remember
Demonstrate an understanding of basic vocabularies and grammar of French language	Understand
Articulate French words and sentences	Apply

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	6
	• Introduction of the Language to first time beginner: Basic introduction of French, Alphabets and their pronunciation, Nature and rules of the language, Accents, • Orthographic Signs, Punctuation signs, Numbers in French 0-9, Cardinal and Ordinal form of number, Greetings.	
2	Vocabularies	6
	• Basic Vocabularies (Tourism Based Vocabularies): The days of the week, Months, Item narration, Gender specification for the things, Country, City name, Time, Whether, Fruits and Vegetable names. • Family name, Body parts, Colours, Numbers 10-100 gradual learning, French phonetics, Professions, All the necessary word meaning used in general and specifically by tourism professionals.	
3	Grammar	6
	• Basic and Introductory Grammar: The Articles, Plural forms of nouns, Gender (masculine and feminine forms), Definite articles, indefinite articles, Subject, Pronouns. • Verbs and their types, Principal and Auxiliary verbs in French (être and avoir), Verb's groups: First, Second and	

	Third group, Rule of making ordinal numbers, Verb conjugation in present participle.	
4	Sentence and Dialogue framing	6
	• Sentence and Dialogue framing: The affirmative form of the sentences using first, second and third group verbs (only present tense), Dialogue and phrases, Verbs aller, Negative and Interrogative form using all types of verbs. • Tourism and Tourist based vocabulary.	
5	French Culture and Self-Presentation	6
	• French culture and self-presentation: Introduction of France and it's culture, Basic geo-political, Economical introduction of France, French history. • French (Tourist) habits and Introduction of individual in French, Translations of sentences French to English and English to French. Verbal French practice session.	

Reference Books

1. Gupta, Malini; Gupta, Vasanthi & Usha Ramachandran. Bon Voyage: 1 Méthode de français l'hôtelier et du tourisme pour les débutants, New Delhi: W. R. Goyal Publication House.
2. Giradet, Jacky Cridlig, Jean Marie. Méthodes de français ; Le Nouveau Sans Frontières. Vol:1.
3. Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations)
4. Bhattacharya, S. & Bhalerao, Uma Shashi. French for Hotel Management & Tourism Industry. Frank Bro & CO.

Sustainable Development

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Sustainable Development	10
Module 2	Sustainable Development in Practice	10
Module 3	Challenges and Opportunities in Sustainable Development	10
	Total	30

Course Objectives

1. To provide students with a comprehensive understanding of the concept of sustainable development.
2. To develop the ability to identify and analyze the major challenges and problems associated with sustainable development.
3. To introduce students to various strategies and approaches for achieving sustainable development.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Bloom's Taxonomy Level
To identify principles, concepts, and theories related to sustainable development	Remember
Explain the interconnections between environmental, social, and economic dimensions of sustainability	Remember
Describe the historical context and global perspectives on sustainable development.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Sustainable Development	10
	Definition and key principles of sustainable development Historical evolution of sustainable development concepts The importance of integrating environmental, social, and economic dimensions	
2	Sustainable Development in Practice	10
	Case studies of successful sustainable development projects and initiatives Sustainable agriculture and food systems Renewable energy and clean technologies Sustainable transportation and mobility Sustainable cities and infrastructure	
3	Challenges and Opportunities in Sustainable Development	10
	Complex systems thinking and managing trade-offs Overcoming barriers to sustainable development implementation Addressing conflicting interests and power dynamics Innovations and emerging trends in sustainable development Creating a culture of sustainability	

Reference Books:

1. "Sustainable Development: Principles, Frameworks, and Case Studies" by Okechukwu Ukaga
2. "The Sustainable Development Goals: A Practical Guide for Decision Makers" by Jeffrey D. Sachs
3. "Introduction to Sustainable Development" by Peter P. Rogers, Kazi F. Jalal, and John A. Boyd

Indian Event Culture & Heritage

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1		10
Module 2		10
Module 3		10
	Total	30

Course Objectives

1. To provide students with a comprehensive understanding of the rich and diverse event culture in India.
2. To develop knowledge and appreciation for traditional Indian festivals and celebrations.
3. To explore the modern event industry in India and analyze the fusion of traditional and contemporary elements in events.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Bloom's Taxonomy Level
To identify diverse cultural heritage, traditions, and events of India.	Remember
Explain key elements and characteristics of Indian event culture and heritage.	Remember
Examine contemporary event practices in India and identify the ways in which traditional and modern elements are incorporated.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Indian Culture and Heritage	10
	Overview of Indian cultural diversity and regional variations Significance of events and celebrations in Indian society Historical and cultural foundations of Indian event culture and heritage	
2	Traditional Indian Festivals and Rituals	10
	Diwali: Festival of Lights Holi: Festival of Colors Eid: Celebration of Ramadan Christmas: Birth of Jesus Christ Navratri: Nine Nights of Goddess Worship Pongal: Harvest Festival in South India Regional festivals and cultural practices across India	
3	Modern Event Management and Cultural Preservation	10
	Event planning and design incorporating Indian cultural elements Challenges and considerations in organizing culturally sensitive events Role of events in promoting and preserving Indian cultural heritage Cultural tourism and its impact on heritage preservation Sustainability and ethical practices in event management	

Reference Books:

1. "Festivals of India" by Om Lata Bahadur
2. "Indian Art and Culture" by Nitin Singhanian
3. "Festival and Special Event Management" by Johnny Allen, William O'Toole, and Robert Harris
4. "The India Idea: A New Age Festival" by Namita Gokhale and William Dalrymple

Basics of Yoga - I / NSS / NCC

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Yoga	20
Module 2	Yama and Niyama	20
Module 3	Asanas	20
	Total	60

Course Objectives

1. To understand the fundamentals of Yoga.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Bloom's Taxonomy Level
Describe the history and fundamentals of yoga	Remember
Summarise the General Guidelines for Yoga practice.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Yoga	20
	• What is Yoga? • History and Development of Yoga • Fundamentals of Yoga • Traditional Schools of Yoga • Yogic practices of Health and Wellness • General Guidelines for Yoga practice • Food for thought	
2	Yama and Niyama	20
	• Yama (Ahimsa, Satya, Asteya, Brahmacharya, Aparigraha) • Niyama (Shauch, Santosh, Tapa, Swadhyaya, Ishwarpranidhan)	
3	Asanas	20
	• Standing (Tadasana, Vrikshasana, Pada-Harkasana, Ardha-Chakrasana, Trikonasana) • Sitting (Bhadrasana, Vajrasana, Ushtrasana, Shashankasana, Vakrasana) • Prone (Makarasana, Bhujangasana, Sulabhasana) • Supine (Setu Bandhasana, Uttanapadasana, Pavanamuktasana)	

Reference Books:

1. Module I, III, IV, V – (As per common yoga protocol for International Day of Yoga)
Ministry of AYUSH
2. Module II – (As per Patanjali Yogasutra)
3. Yoga Sutra with Bhashya (Marathi) – Shri Rele, Prasad Prakashan, Pune
4. Yoga Sutra with Bhasgya (Hindi) – Darshan Mahavidyalaya, Parsodi, Gujarat
5. Yogasutra (Marathi) – Shri Kolhatkar, Prasad Prakashan, Pune

Sem.II

**Syllabus of Courses of
B.B.A. (Hons.)
(Global Event Management, Marketing & Communications)
Semester II**

Event Production I & II

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Light & Sound	10
Module 2	Fundamentals of Lighting System	10
Module 3	Fundamentals of Sound System	10
Module 4	Considerations for Event Set Up	10
Module 5	Stage/Set Design & Special Effects	10
Module 6	Venue Management	10
	Total	60

Course Objectives

1. To understand the function and importance of sound and light on events.
2. To understand fundamentals of lighting and sound system used in events.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Identify the venue and according using different types of lights and sound.	Remember
Illustrate the objectives of event lighting.	Understand
Determine the different Sound aspects and the techniques involved in its application.	Apply
Appraise the importance of sound and light to enhance the mood and improve the guest experience.	Analyse
Create a production schedule that outlines the elements of sound and light for the event.	Evaluate

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Light & Sound	10
	What is light, Functions of Lighting, Illuminance & Luminance- Five Metrics, Introduction to Sound, Acoustic Theory & its application	
2	Fundamentals of Lighting System	10
	Objective of Lighting, Qualities, Event Light Designing, Lighting Instruments, Lighting Control, Light Setup & Operations, Risk & Safety in event	
3	Fundamentals of Sound System	10
	Uses of audio system, Main audio system groups & their Components, Signal Flow & Equipment Location, Pre Event Sound Check & System Operations.	
4	Considerations for Event Set Up	10
	Event Set up, Visual Presentation, Visual Sources, Projection, Display Equipment, Equipments Setup & Operations.	
5	Stage/Set Design & Special Effects	10
	Style of Stage, Types & Construction Of stage, Placement & Sizing of stages, Stage Draping, Stage Sets & Set Design, Design Process & Criteria, Set Construction & Installation.	
6	Venue Management	10
	Venue - Introduction to Venue - Types of Venues - On Site & Off Site - Anatomy of a Venue - Site Surveys - Common Venue Oversights- Selecting a Venue/Site - Site Constraints & Opportunities, Checklist for Events at alternative Venues, Sample Event Venue Requirements Form, Event Site Map - Floor Plans - Guidelines for use of Event Signage Venue Requirements, - Venue and Event Supplier Checklist	

Reference Books:

1. Stage Lighting: Design Application & More, Richard Dunham, Focal Press Books.
2. Stage Lighting: The Fundamentals, Second Edition, Richard Dunham, Focal Press Books.
3. Stage Lighting- The Technicians Guide, Skip Mort, Bloomsbury.
4. Special Event Production: The Resources, First Edition, Doug Mathews, Elsevier Inc.

Legal Aspects of Business and Events

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	The Contract Act, 1872	5
Module 2	Sales of Good Act, 1930	5
Module 3	The Negotiable Instrument Act, 1881	5
Module 4	The Companies (Amendment) Act, 2015	5
Module 5	The Consumer Protection Act, 1986	5
Module 6	Event Permissions & Licenses.	5
	Total	30

Course Objectives

1. To understand thoroughly the policies, permissions and laws required in the event industry.
2. To expose the students to the objects & broad framework of legislative enactments within which business operates.

Course Outcome

After successfully completion of the course, the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Define essential elements of a contract.	Remember
Describe the importance of law and legal institutions in business	Understand
Illustrate various permissions required to conduct an event.	Apply

Detailed Syllabus

Module	Topics	No. of Lectures
1	The Contract Act, 1872	5
	Essential Elements of Valid Contract, Essential elements of Valid Contracts, Contracts of Indemnity & Guarantee, Contingent Contract, Quasi Contract, Discharge of contract, Breach of contract-Meaning & remedies, Agency - Creation of Agency – Agent and Principal (Relationship/rights), Types of agency.	
2	Sale of Goods Act, 1930	5
	Contract of sale of goods, Conditions & warranties, Transfer of property or ownership, Performance of the Contract of Sale, Rights of unpaid seller, Sale by Auction	
3	The Negotiable Instrument Act, 1881	5
	Negotiable Instruments – Meaning, Characteristics, Types. Parties, Holder and holder in due course, Negotiation and Types of Endorsements, Dishonor of Negotiable Instrument – Noting and Protest.	
4	The Companies (Amendment) Acts, 2015	5
	Company – Definition, Meaning, Features and Types, One Person Company, Incorporation of Company – Memorandum of Association (MOA), Articles of Association (AOA), Share capital & Debentures, Acceptance of deposits, Appointment of director including woman Director.	
5	The Consumer Protection Act, 1986	5
	Unfair & Restrictive Trade Practices, Dispute Redressal Forums – District, State & National Forum, Composition, Jurisdiction, Powers, Appellate Authority. Information Technology Act, 2000, Digital Signature, Electronic Governance, Electronic Records E – Contracts, E – Business models, E – Commerce & Security, Cyber Crimes. Intellectual Property Laws – Understanding of concepts of patents, copyrights, trademarks and designs.	
6	Event Permissions & Licenses.	5
	Permissions required for holding an event, general details, police permission, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society (IPRS) 208, Phonographic Performance License (PPL) Entertainment Tax, Permissions for Open Ground Events, auditorium show, some events attract entertainment tax. some don't, general, the be Acts of all these laws can be obtained from, Permissions/Law for using animals, Approvals for Fire Usage, Insurance Surface, Sea and Air Transport Laws in relation to carriage of passengers. Legal and regulatory framework in tourism and travel.	

Reference Books:

1. Legal Aspects of Business, Ravinder Kumar
2. Business Laws, S. D. Geet
3. Business Laws, S.S. Gulshan
4. Legal Aspects of Business, Akhileshwar Pathak

Fundamentals of Marketing

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Marketing	6
Module 2	Marketing Environment	6
Module 3	Segmentation, Target Marketing and Positioning	6
Module 4	Consumer Behaviour	6
Module 5	Marketing Mix	6
	Total	30

Course Objectives

1. To understand the strategies and principles of marketing and utilize it constructively.
2. To understand fundamentals of marketing and the role marketing plays in business.

Course Outcome

After successful completion of the course, the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Recall and Reproduce the various concepts, principles, frameworks and terms related to the function and role of marketing.	Remember
Identify and remember basic terms related to marketing.	Remember
Explain the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.	Understand
Discuss issues related to marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e - products/ e-services).	Understand
Examine and List marketing issues pertaining to segmentation, targeting and positioning.	Apply

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Marketing	6
	Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing – Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty, Concepts of Markets, Marketing V/S Market Competition, Key customer markets, market places, market spaces, Meta-markets, Digital Markets, Brick & Click Model. Impact of Globalization, Technology and Social Responsibility on Marketing. New Consumer Capabilities, New Company Capabilities. Functions of Marketing Manager. Linkage of Marketing functions with all functions in the organization. Company orientation towards market place: Product – Production - Sales – Marketing – Societal – Relational, Holistic Marketing Orientation. Selling versus marketing. Concept of Marketing Myopia. Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value	
2	Marketing Environment	6
	Concept of Environment, Macro Environment & Micro Environment – Components and characteristics, Needs & Trends, Major forces impacting the Macro Environment & Micro Environment, Need for analyzing the Marketing Environment. Analyzing the Political, Economic, Socio-cultural, Technical and Legal Environment. Demographics	
3	Segmentation, Target Marketing and Positioning	6
	Segmentation - Concept, Need & Benefits. Geographic, Demographic, Psychographic, Behavioural bases of segmentation for consumer goods and services. Bases for segmentation for business markets. Levels of segmentation, Criteria for effective segmentation. Market Potential & Market Share. Target Market - Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, Long Tail Marketing. Positioning - Concept of differentiation & positioning, Value Proposition & Unique Selling Proposition.	
4	Consumer Behavior	6
	Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Five steps consumer buyer decision process – Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase behavior. Moment of Truth, Zero Moment of Truth, ZMOT, Moderating effects on consumer behavior.	
5	Marketing Mix	6
	Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence. Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC and Strategies across stages of the PLC.	

Reference Books:

1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson
2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
3. Marketing Management, Ramaswamy & Namakumari, Macmillan.
4. Marketing Whitebook

Consumption & Culture in India

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Consumption, Culture and Identity	6
Module 2	The Economics, Politics and Spaces for Consumer Culture	6
Module 3	Branding, Gender and Consumer Subjectivity	6
Module 4	Nation, Religion and Politics	6
Module 5	Consumption Ethics	6
	Total	30

Course Objectives

1. To engage with theories of culture through the context of consumption and contemporary consumer society.

Course Outcome

After successful completion of the course the learner will be able to.

Learning Outcomes	Blooms Taxonomy Level
Define consumption as it relates to culture and individual/group/national identity.	Remember
Summarize key debates on the economic, political and spatial effects of consumer culture.	Understand
Describe refusal, ethical consumption, and anti-consumption practices and how counteract mainstream media and cultural tendency to consume.	Apply

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Consumption, Culture and Identity	6
	Consumption and its relationship to Culture and Identity. Material culture and Consumer culture. Making sense of the Commodity.	
2	The Economics, Politics and Spaces for Consumer Culture	6
	Exchanging Things: The Economy and Culture, Capital, Class, and Consumer Culture. Taste & Life style and Consumer Culture. Making Sense of Shopping, Conspicuous consumption.	
3	Branding, Gender and Consumer Subjectivity	6
	Brands: Markets, Media and Movement. Circuit of Culture and Economy: Gender, Race and Reflexivity.	
4	Nation, Religion and Politics	6
	Identities as a multimedia spectacle, Consume culture identity and politics. Consumer Culture on the border	
5	Consumption Ethics	6
	Consuming Ethics: What goes around and comes around. Articulating the subject and Spaces of Ethical Consumption and anti-consumption practices.	

Reference Books:

1. Celia Lury, Consumer Culture, Second Edition (Routledge, 2011)
2. Elizabeth Chin, My Life with Things: The Consumer Diaries (Duke University Press, 2016)

Strategic Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Understanding Strategy	6
Module 2	Analyzing a Company's Internal Environment	6
Module 3	Generic Competitive Strategies	6
Module 4	Strategy Implementation	6
Module 5	Blue Ocean Strategy	6
	Total	30

Course Objectives

1. To introduce the concepts of strategic management.

Course Outcome

After successful completion of the course, the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Describe the basic terms and concepts in Strategic Management.	Remember
Explain the various facets of Strategic Management in a real world context.	Understand
Describe the trade-offs within and across strategy formulation, implementation, appraisal.	Apply
Explain the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.	Analyse
Integrate the aspects of various functional areas of management to develop a strategic perspective.	Evaluate
Develop the capability to view the firm in its totality in the context of its environment.	Create

Detailed Syllabus

Module	Topics	No. of Lectures
1	Understanding Strategy	6
	Concept of strategy, Levels of Strategy - Corporate, Business and Functional. Strategic Management - Meaning and Characteristics. Distinction between strategy and tactics, Strategic Management Process, Stakeholders in business, Roles of stakeholder in strategic management. Strategic Intent – Meaning, Hierarchy, Attributes, Concept of Vision & Mission - Process of envisioning, Difference between vision & mission. Characteristics of good mission statements. Business definition using Abell's three dimensions. Objectives and goals, Linking objectives to mission & vision. Critical success factors (CSF), Key Performance Indicators (KPI), Key Result Areas (KRA). Components of a strategic plan, Analyzing Company's External Environment: Environmental appraisal, Scenario planning – Preparing an Environmental Threat and Opportunity Profile (ETOP). Analyzing Industry Environment: Industry Analysis - Porter's Five Forces Model of competition, Entry & Exit Barriers	
2	Analyzing a Company's Internal Environment	6
	Resource based view of a firm. Analyzing Company's Resources and Competitive Position - meaning, types & sources of competitive advantage, competitive parity & competitive disadvantage. VRIO Framework, Core Competence, characteristics of core competencies, Distinctive competitiveness. Benchmarking as a method of comparative analysis. Value Chain Analysis Using Porter's Model: primary & secondary activities. Organizational Capability Profile: Strategic Advantage Profile, Concepts of stretch, leverage & fit, ways of resource leveraging – concentrating, accumulating, complementing, conserving, recovering. Portfolio Analysis: Business Portfolio Analysis – BCG Matrix – GE 9 Cell Model.	
3	Generic Competitive Strategies	6
	Meaning of generic competitive strategies, Low cost, Differentiation, Focus – when to use which strategy. Grand Strategies: Stability, Growth (Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment -- Turnaround, Divestment, Liquidation, Outsourcing Strategies.	
4	Strategy Implementation	6
	Barriers to implementation of strategy. Mintzberg's 5 Ps – Deliberate & Emergent Strategies. Mc Kinsey's 7s Framework. Organization Structures for Strategy Implementation: entrepreneurial, functional, divisional, SBU, Matrix, Network structures, Cellular/ Modular organization, matching structure to strategy, organizational design for stable Vs. turbulent environment, Business Continuity Planning. Changing Structures & Processes: Reengineering & strategy implementation – Principles of Reengineering. Corporate Culture: Building Learning organizations. promoting participation through technique of Management by Objectives (MBO). Strategy Evaluation: Operations Control and Strategic Control - Symptoms of malfunctioning of strategy – Concept of	

	Balanced scorecard for strategy evaluation.	
5	Blue Ocean Strategy	6
	Difference between blue & red ocean strategies, principles of blue ocean strategy, Strategy Canvas & Value Curves, Four Action framework. Business Models: Meaning & components of business models, new business models for Internet Economy– E-Commerce Business Models and Strategies – Internet Strategies for Traditional Business –Virtual Value Chain. Sustainability & Strategic Management: Startups- growth and reasons for decline. Threats to sustainability, Integrating Social & environmental sustainability issues in strategic management, meaning of triple bottom line, people-planet-profits.	

Reference Books:

1. Strategic Management by Dr. Yogeshwari L. Giri
2. Competitive Strategy: Techniques for Analyzing Industries and Competitors by Michael E. Porter, First Free Press Edition
3. Competing for the Future by Gary Hamel & C.K. Prahalad,. Blue Ocean Strategy by Kim & Mauborgne

International Business Environment

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Globalization	6
Module 2	International Trade	6
Module 3	Balance of Payment	6
Module 4	Foreign Exchange Market	6
Module 5	World Trade Organization	6
	Total	30

Course Objectives

1. To introduce students to the contemporary issues in Global Business that illustrates the unique challenges faced by managers in the global business environment.
2. To assist students to develop a truly global perspective.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Blooms Taxonomy Level
Identify the modes of Global Business.	Remember
Explain methods to correct the disequilibrium in Balance of payment.	Understand
Discuss the role of International Financial institutions.	Apply

Detailed Syllabus

Module	Topics	No. of Lectures
1	Globalization	6
	Introduction to the field of Global Business, Significance, Nature and Scope of Global Business, Modes of Global business – Global Business Environment- Social, Cultural, Economic, Political and Ecological factors	
2	International Trade	6
	Theories of International Trade, Trading Environment of International Trade - Free Trade Vs Protection- Tariff and Non-tariff Barriers –Trade Blocks.	
3	Balance of Payment	6
	Concept, Components of BOP, Disequilibrium in BOP – Causes for disequilibrium and Methods to correct the disequilibrium in Balance of Payment.	
4	Foreign Exchange Market	6
	Nature of transactions in foreign exchange market and types of players, Exchange rate determination, Convertibility of rupee – Euro currency market.	
5	World Trade Organization	6
	Objectives, Organization Structure and Functioning, WTO and India, International liquidity: Problems of liquidity; International Financial institutions - IMF, IBRD, IFC, ADB – Their role in managing international liquidity problems	

Reference Books:

1. Michael R. Czinkota, Iikka A. Ronkainen & Michael H. Moffett., International Business, Cengage Learning, 2008.
2. Bhall, V.K. and S. Shivaramu, International Business Environment and Business, New Delhi, Anmol, 2003
3. Charles W. L. Hill, Irwin , International Business, 3rd Edition, McGraw-Hill, 2000
4. Francis Cherunilam, International Business Environment, Himalaya Publishing House, 2008.
5. K.Aswathappa, International Business, Tata Mc-Graw Hill Publishing Company Ltd., New Delhi, 2004
6. Roger Benett, International Business, Pearson Education, New Delhi, 2006
7. S. Shiva Ramu, Globalisation and Indian Liberalisation, South Asia Publication, New Delhi, 2007.
8. Sundaram & Black , International Business Environment, The Text and Cases, , Prentice Hall of India.
9. Shim Jack, The Directory of International Business Terms.

Business Mathematics and Statistics-II -

Modules at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Uni-variate Analysis	10
Module 2	Bi-variate Analysis	10
Module 3	Time-based Data: Index Numbers and Time-Series Analysis	10
	Total	30

Course Objectives

1.To familiarize students with the applications of mathematics and statistical techniques in business decision-making.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Bloom's Taxonomy Level
Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts.	Remember
Discuss problems in the areas of business calculus, simple and compound interest Account	Understand
Apply the knowledge of mathematics in solving business problems.	Apply
Analyse and demonstrate mathematical skills required in mathematically intensive areas in Economics and business.	Apply

Detailed Syllabus

Module	Topics	No. of Lectures
1	Uni-variate Analysis	10
	Measures of Central Tendency including arithmetic mean, geometric mean, and harmonic mean: properties and applications; mode and median. Partition values - quartiles, deciles, and percentiles. Measures of Variation: absolute and relative. Range, quartile deviation and mean deviation; Variance and Standard deviation: calculation and properties	
2	Bi-variate Analysis	10
	Simple Linear Correlation Analysis: Meaning, and measurement. Karl Pearson's co-efficient and Spearman's rank correlation Simple Linear Regression Analysis: Regression equations and estimation. Relationship between correlation and regression coefficients	
3	Time-based Data: Index Numbers and Time-Series Analysis	10
	Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Construction of consumer price indices. Components of time series; additive and multiplicative models; Trend analysis: Finding trend by moving average method and Fitting of linear trend line using principle of least squares.	

Reference Books:

1. Mizrahi and John Sullivan. Mathematics for Business and Social Sciences. Wiley and Sons.
2. Budnick, P. Applied Mathematics. McGraw Hill Publishing Co.
3. N. D. Vohra, Business Mathematics and Statistics, McGraw Hill Education (India) Pvt Ltd
4. J.K. Thukral, Mathematics for Business Studies, Mayur Publications
5. J. K. Singh, Business Mathematics, Himalaya Publishing House

Professional Learning Experience in Event Management-II

Course Objectives

- To learn Research, Conceptualization & Ideation
 - To learn Brainstorming, Data Collection, Analysis, Planning, Blueprint, Team
 - To learn Planning, Organization Structure, Time Management, Resource Management, Production & Operations, Logistics, Technical Requirement, Advertising & Marketing, Finance Management
- Students will be exposed to the practical ground requirements of Sports Management. Theoretical concepts shall be made more stronger by their involvement in the making of Live Sports Events in Industry. Students needs to document their key learning. and shall submit the same in the form of a report for all the opportunities that they have taken up.

Course Outcome

After successful completion of the course the learner will be able to:

1. Demonstrate the application of knowledge and skill sets acquired from the course and workplace in the assigned job function.
2. Demonstrate appreciation and respect for diverse groups of professionals by engaging harmoniously with different company stakeholders.

Goals:

To enable students to make a carefully guided transition into the world of work. To create an interface between learning and practice.

To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.

To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth

To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.

To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals

Selling and Negotiation Skills

Module at a Glance

Sr. No.	Modules	No. of Lectures
Module 1	Sales Environment	7
Module 2	Sales Techniques & Process	8
Module 3	Sales Targets	7
Module 4	Sales Presentations, Demonstrations and Customer Service	8
	Total	30

Course Objective

To teach customer interaction skills that enable students to lead mutually beneficial sales conversations with customers—even those who are indifferent or express concerns.

Course Outcome

After the successful completion of course, the learners will be able to:

Learning Outcomes	Bloom's Taxonomy Level
Explain the products and services in a way that is meaningful and compelling to customers.	Remember
Discuss the sales calls in a positive and customer-focused manner.	Understand
Explain the sales process.	Understand

Detailed Syllabus

Modules	Topics	No. of Lectures
Module 1	The Sales Environment	7
	Understand the sales market – Characteristics, Features & Benefits, Unique selling propositions, Organisations market position, Competitors Different types of business focus in sales and marketing - Product focus, Production focus, Sales focus, Customer focus, Barriers to customer focus Manage time in the sales environment - Importance of effective time management, Business objectives, Urgent tasks, Routine tasks, Time management tools and techniques Use of IT in sales IT systems, Sales-related data and information, Information searches, Data audits, Implication of inaccurate sales data, Sales-related data issues and trends, Confidentiality, and security requirements: Communicate information in a sales environment - Sales environment, Characteristics of communication, Importance and uses of non-verbal communication, Importance of checking understanding, Customer needs, Colleague needs, Different media used to communicate, Advantages, Disadvantages	
Module 2	Sales Techniques & Process	8
	The sales cycle - Characteristics of the sales cycle, Affecting the approach to the sale, Sales contacts The buyer-decision making process - Dealing with buyers, Achievement of targets, Consumer buyer decision making, Business-to-business decision making, Pressures on customers Generate and quality sales leads - Customer segmentation, target the market, source and gather market information, Qualifying the sales contact, Accurate record keeping: Sell by inbound telephone call - Characteristics, Advantages, Disadvantages, Characteristics of reactive selling, Manage customer behaviour Sell by outbound telephone call – Preparations, Characteristics, Advantages, Disadvantages Selling face-to-face - Characteristics, Advantages, Disadvantages, Importance of preparing for the contact, Overcome barriers to closing the sale, Identify further potential add-on, up-selling or cross-selling opportunities, USP, Different methods of closing sales: Process sales orders - Ordering products and/or services, Payment methods Despatch function, Order completion service standards, Discounts and special offers, Importance of keeping the customer informed of developments relating to their order	
Module 3	Sales Targets	7

	How sales targets are calculated - Forecasting sales processes, Factors that affect the setting of sales targets, Volume and value of the sales, Products and/or services pricing structure, Formula for calculating sales values over a period of time Use of sales targets - Importance of sales targets for performance purposes, Past sales targets and future targets How to collect sales-related data - Potential sources of sales-related data, Collection methods for obtaining quantitative and qualitative information, How data can be used to support sales activities How to evaluate sales performance - Monitor sales performance against targets, evaluate performance against targets, Factors that can cause variances of performance from target, Actions to be taken if sales targets are not met	
Module 4	Sales Presentations, Demonstrations and Customer Service	8
	How to prepare for a sales presentation or demonstration - Organisational sales strategies, plans and activities, Meeting related to sales targets, Features and benefits of the products and/or services to be promoted, Setting up the venue and equipment, How to deliver a sales presentation or demonstration - Provide audience with opportunities to raise questions, How to gain sales commitment: Role of evaluating sales presentations/demonstrations: Evaluating effectiveness of presentation or demonstration, Using evaluative information to enhanced sales performance: Customer Service in Sales - build long term relationships with customers, approaches to managing customer accounts, importance of customer loyalty, importance of the brand and organisational reputation, how to meet the customers' after sales service needs.	

Reference Books:

1. Denny R — Selling to Win (Kogan Page, 2006) ISBN 8780749444341
2. Schiffman S — The 25 Sales Habits of Highly Successful Salespeople (Adams Media Corporation; 3rd Revised edition, 2008) ISBN 1598697579
3. Fleming P – Retail Selling, 2nd Edition (Mercury Business Books, 2007) ISBN 1852525541
4. Roberts L – Structured Selling: Sales Strategy and Tactics with a Target Marketing Purpose (Rogers Publishing and Consulting, 2009) ISBN 981744230
5. Miller S – How to Get the Most Out of Trade Shows (McGraw-Hill, September 2000) ISBN 065800939
6. Siskind B – Powerful Exhibit Marketing: The Complete Guide to Trade Shows, Exhibitions and Conferences (John Wiley & Sons, April 2005) ISBN 0470834692
7. Abrams R and Bozdech B – Trade Show in a Day: Get It Done Right, Get It Done Fast! (Planning Shop, November 2006) ISBN 0974080179

French - II

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Intermediate Grammar	6
Module 2	Basic greetings and expressions	6
Module 3	Present tense of regular verbs	6
Module 4	Introducing oneself and others	6
Module 5	Short texts and dialogues for comprehension practice	6
	Total	30

Course Objective

1. To enable the students to acquire French language skills.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Bloom's Taxonomy Level
Identify alphabets, numbers and rules of French language	Remember
Demonstrate an understanding of basic vocabularies and grammar of French language	Understand
Articulate French words and sentences	Apply

Detailed Syllabus

Module	Topics	No. of Lectures
1	Intermediate Grammar	6
	Past tense (e.g., passé composé) of regular and common irregular verbs Future tense and expressing intentions Comparative and superlative forms of adjectives Introduction to pronouns (subject, object, possessive)	
2	Basic greetings and expressions	6
	Essential nouns, verbs, and adjectives Common everyday objects and activities Basic food and drinks vocabulary	
3	Present tense of regular verbs	6
	Basic sentence structure and word order Articles (definite, indefinite) Introduction to adjectives and their agreement	
4	Introducing oneself and others	6
	Asking and answering simple questions Ordering food and drinks in a restaurant or café	
5	Short texts and dialogues for comprehension practice	6
	Writing simple sentences and short paragraphs Basic vocabulary and grammar exercises	

Reference Books

1. Gupta, Malini; Gupta, Vasanthi & Usha Ramachandran. Bon Voyage: 1 Méthode de français l'hôtelier et du tourisme pour les débutants, New Delhi: W. R. Goyal Publication House.
2. Giradet, Jacky Cridlig, Jean Marie. Méthodes de français ; Le Nouveau Sans Frontières. Vol:1.
3. Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations) Bhattacharya, S. & Bhalerao, Uma Shashi. French for Hotel Management & Tourism Industry. Frank Bro & CO

**Personal Effectiveness at
Workplace****Modules at a Glance**

Sr. No.	Modules	No. of Lectures
Module 1	Business Etiquette	7
Module 2	Meetings	8
Module 3	Communication	7
Module 4	Public Speaking and Speech Composition	8
	Total	30

Course Objectives

1. To acquaint the students with basic etiquettes at Workplace.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Bloom's Taxonomy Level
Learn principles of Effective speech & presentations.	Remember

Detailed Syllabus

Module	Topics	No. of Lectures
1	Meetings	7
	Importance, Meetings opening and closing Meetings Participating and Conducting Group discussions. Brainstorming, E- Meetings, Memos, minutes, Circulars & notices.	
2	Communication	8
	Email- meaning, importance, objectives. Messages- meaning, importance, objectives, Video conferencing- importance, advantages and disadvantages. Virtual communication- meaning, advantages, importance & using different online applications for corporate communication. Teleconference	
3	Public Speaking and Speech Composition	7
	Principles of Effective Speech & Presentations. Technical speeches & Nontechnical presentations. Speech of introduction of a speaker - speech of vote of thanks - occasional speech - theme speech. Moderating programs Use of Technology	
4	Business Etiquette	8
	Introduction to business etiquette - The ABCs of etiquette Meeting and greeting scenarios, Enduring Words, Making introductions and greeting people, Greeting Components, The protocol of shaking hands, Introductions, Introductory scenarios, Addressing individuals, Networking for business, Business card protocol, Managing your business voice, Speaking Diplomatically, Managing Question and Answer Sessions Effectively - Anticipatory Q & A, Dealing with hostile questions, Reframing principles, Case Studies and Practice, Cell phone Etiquette, Voice Mail Etiquette, Internet & email etiquette, Internet usage in the workplace, Email, Netiquette, Online chat, Online chat etiquette, Online chat etiquette guidelines. Planning a meal, issuing invitations, How to proceed through a receiving line, seating guidelines, navigating a place setting, appropriate table manners. Dressing sense, selecting the right clothing for a business wardrobe, Business style and professional image, Dress code, Guidelines for appropriate business attire, Grooming for success, Guidelines for appropriate business attire, Multicultural dressing, Making-up basics.	

Reference Books:

1. Business Etiquette Made Easy: The Essential Guide to Professional Success
2. The essential guide to business etiquette by Lillian Chane

Basics of Yoga/ NSS/ NCC/ Sports/ Culture- II

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Breathing Exercising	7
Module 2	Yoga and Meditation	8
Module 3	Yoga for Stress Management and Relaxation	7
Module 4	Yoga Philosophy and Lifestyle	8
	Total	30

Course Objectives

To understand the fundamentals of Yoga.

Course Outcome

After successful completion of the course the learner will be able to:

Learning Outcomes	Bloom's Taxonomy Level
Summarise the General Guidelines for Yoga practice.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Breathing Exercises	7
	- Kapalabhati - Pranayama—Anuloma-Viloma, Shitali, Bhramari	
2	Yoga and Meditation	8
	- Prayer - Dhyana - Yoga Geet	
3	Yoga for Stress Management and Relaxation	7
	- Techniques for stress reduction through yoga - Restorative yoga and relaxation practices - Developing self-care routines	
4	Yoga Philosophy and Lifestyle	8
	- Ethics and principles of yogic living - Integrating yoga into daily life	

Reference Books:

1. Yoga Sutra with Bhashya (Marathi) – Shri Rele, Prasad Prakashan, Pune
2. Yoga Sutra with Bhasya (Hindi) – Darshan Mahavidyalaya, Parsodi, Gujarat
3. Yogasutra (Marathi) – Shri Kolhatkar, Prasad Prakashan, Pune

PASSING PERFORMANCE GRADING :

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

Letter Grades and Grade Point

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha-Sign/Letter Grade Result	Grading Point
9.00 – 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 < 60.0	B (Average)	6
5.00 - < 5.50	50.0 < 55.0	C (Pass)	5
Below 5.00	Below 50	F (Fail)	0
AB (Absent)		Absent	

NOTE : VC : Vocational Courses, SEC.: Skill Enhancement Courses, AEC : Ability Enhancement Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System, OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner:

SGPA – $\sum CG / \sum C$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner: $CGPA = \sum CG / \sum C$ for all semesters taken together.

R. PASSING STANDARD FOR ALL COURSES:

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

R. _____

- Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However, his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

R ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

OR

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III
- F. A learner shall be allowed to keep term for Semester V wherever applicable if he/she passes each of Semester I, Semester II, Semester III and Semester IV.

OR

- G. A learner shall be allowed to keep term for Semester V wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, and Semester IV.
- H. The result of Semester VI wherever applicable OR final semester shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV, Semester V wherever applicable.

OR

- I. A learner shall be allowed to keep term for Semester VI wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, Semester IV and Semester V.

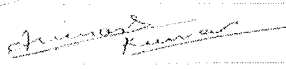
UNIVERSITY OF MUMBAI'S
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
COURSE COMMITTEE MEETING

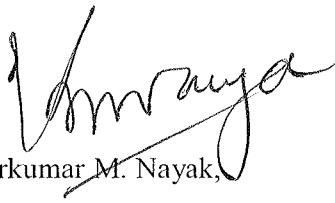
Masters, Bachelors, PG & UG Diploma Programmes – Event Management & PR

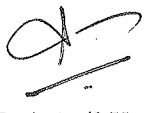
Date: 8th June 2023
Time: 12:00 noon

Attendance Sheet

Sr. No.	Name of the Member	Signature
1	Dr. Ravankumar M. Bhagat, Director, U.M. GICED	<i>Vm Bhagat</i>
2	Mr Vipul Solanki Course Coordinator, Masters, Bachelors, PG & UG Diploma Programmes – Event Management & PR	<i>Solanki</i>
3	Mr Vipul Khante Senior Talent Manager, VK Artist management	<i>Khante</i>
4	Ms Riddhi Sonni Co Founder, Golden Chariot Events	<i>Riddhi S Sonni</i>
5	Mr Aditya Lohani Director, Higher Education, Future Varsity Education Group	<i>Aditya Lohani</i>
6	Ms Gwen Athaide Executive Coach	<i>Gwen Athaide</i>
7	Dr. Krishna Kant Sahu Director- Open & Distance Learning, Lakshmi Narayan National Institute of Physical Education (Gwalior)	AB

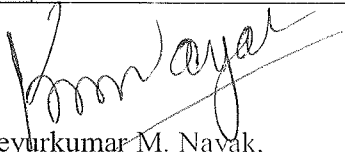
8	Dr. Ashish Phullkar Associate Professor Department of Sports Management & Coaching PC Placement Cell, IC Adventure sports, USIP, Cavalier (MLP) Accredited by NAAC A++	AB
9	Mr. Shikam Mishra Event Manager, Skill Events	
10	Mr. Avinash Kumar Event Executive, Jio World Centre	
11	Smt. Shilpa Borkar, Placement Officer, UM-GICED	SB 


Dr. Keyurkumar M. Nayak,
Director,
UM-GICED


Prof. (Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Justification for B.B.A. (Honours)
(Global Event Management, Marketing & Communications)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce four years Full time B.B.A. (Honours) (Global Event Management, Marketing & Communications). The B.B.A. (Honours) (Global Event Management, Marketing & Communications) will help students to develop the skills to design, plan, create, implement, manage, and market events. Students will examine the scope of the events industry, learn how to manage events in a sustainable manner, and evaluate event outcomes. B.B.A. (Honours) (Global Event Management, Marketing & Communications) would empower one with sharp vision, effective business acumen and an unparalleled Event management skill set leading to a cherishing career.
2.	Whether the UGC has recommended the course:	Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.
3.	Whether all the courses have commenced from the academic year 2023-2024	Yes, it would be commencing from the Academic year 2023-24 as per NEP 2020.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
5.	To give details regarding the duration of the Course and is it possible to compress the course?	The duration of the course is Four years (Eight Semester). It cannot be further compressed.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	The intake capacity of this course is 60 students. The admission procedure is still ongoing.
7.	Opportunities of Employability/ Employment available after undertaking these courses:	The students pursuing their careers in Event Management and Public relations are offered high employment opportunities as Event Manager, Production Head, Wedding Planner, Conference Manager, Event Digital Analyst, Event Reporter, Sponsorship Manager, Event Tech Experts, Customer Experience Manager, Event Security & Safety Manager, Creative Event Director, Event Diversity Coordinator, Public relations officer. It is also possible to become an entrepreneur.


Dr. Keyurkumar M. Nayak,
Director,
UM-GICED


Prof. (Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies