

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/2024-25/442

Date : 24th March, 2025.

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

Sub : BMS (Event Management & Public Relations)
(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. **9.3 (C)18 (N)** and subsequently approved by the **Management Council** at its meeting held on **14th August, 2024 vide** Item No. **6** 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 **BMS (Event Management & Public Relations) (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 Event Management & Public Relations)	O.GUA – 549 A	O.GUA – 550 A	One year
B	U.G. Diploma in Event Management & Public Relations)	O.GUA – 549 B	O.GUA – 550 B	Two year
C	BMS (Event Management & Public Relations)	O.GUA – 549 C	O.GUA – 550 C	Three year
D	B.M.S.(Hons) (Event Management & Public Relations)	O.GUA – 549 D	O.GUA – 550 D	Four year

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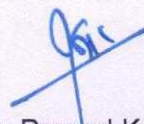
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Date: 24th March, 2025

: 2 :

Regulation No	
Duration	R.GUA – 621
Intake Capacity	R.GUA – 622
Scheme of examination	R.GUA – 623
Standard of Passing	R.GUA – 624
Credit Structure	R.GUA – 625 A
	R.GUA – 625 B
	R.GUA – 625 C
	R.GUA – 625 D
	R.GUA – 625 E
	R.GUA – 625 F
	R.GUA – 625 G
	R.GUA – 625 H


(Dr. Prasad Karande)
REGISTRAR

A.C/9.3(C)18(N)/01/11/2023
M.C/6/14/8/2024

Copy forwarded with Compliments for information to:-

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

	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@dsd.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 Event Management & Public Relations
- B- U.G. Diploma in Event Management & Public Relations
- C- BMS (Event Management & Public Relations)
- D- BMS (Hons.) (Event Management & Public Relations)

(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-549A</u>	A	U.G. Certificate in Event Management & Public Relations
	O: <u>GUA-549B</u>	B	U.G. Diploma in Event Management & Public Relations
	O: <u>GUA-549C</u>	C	BMS (Event Management & Public Relations)
	O: <u>GUA-549D</u>	D	BMS(Hons.) (Event Management & Public Relations)
2	Eligibility O: <u>GUA-550A</u>	A	<p>1. The student must have passed a two-year Pre-University examination/ Grade 12th/HSC/A level/O level/IBDP/IBCP or equivalent qualification from any Board.</p> <p>OR</p> <p>Passed Equivalent Academic Level 4.0</p> <p>2. Admissions on the basis of Written Test & Interview.</p>
	O: <u>GUA-550B</u>	B	<p>1. The candidate who has successfully completed U.G. Certificate in Event Management & Public Relations, and under graduate Diploma in Advance Aspects of Media, Marketing & Events or related Programs from any Board. OR Passed Equivalent Academic Level 4.5</p> <p>2. The candidate who's Under Graduate Certificate credits are 60% equivalent to U.G. Diploma in Event Management & Public Relations & he/she earns minimum 8 Credits from U.G. Certificate in Event Management & Public Relations.</p> <p>3. As per NEP criteria on the basis of RPL-Recognition of Prior Learning, Candidate to be admitted to 2nd Year subject to He/she securing minimum 50% in the 1st Year assessment of U.G. Certificate in Event Management & Public Relations.</p>

	O: <u>GUA-550C</u>	C	<p>1. The candidate who has successfully completed U.G. Diploma in Event Management & Public Relations. OR Passed Equivalent Academic Level 5.0</p> <p>2. The candidate who's Under Graduate Diploma credits are 60% equivalent to BMS (Event Management & Public Relations) & he/she earns minimum 8 Credits from U.G. Diploma in Event Management & Public Relations.</p> <p>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 Event Management & Public Relations.</p>
	O: <u>GUA-550D</u>	D	The candidate who has successfully completed BMS (Event Management & Public Relations) with minimum CGPA of 7.5 OR Passed Equivalent Academic Level 5.5.
3	Duration of Program R: <u>GUA-621</u>	A	1 Year
		B	2 Years
		C	3 Years
		D	4 Years
4	R: <u>GUA-622</u> Intake Capacity	300	
5	R: <u>GUA-623</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-624</u>	50% in each component	
7	Credit Structure R: <u>GUA-625A</u> R: <u>GUA-625B</u> R: <u>GUA-625C</u> R: <u>GUA-625D</u> R: <u>GUA-625E</u> R: <u>GUA-625F</u> R: <u>GUA-625G</u> R: <u>GUA-625H</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	

Km Nayak

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

K. Laghate

Prof.(Dr.) Kavita Laghate
Dean,
Faculty of Commerce & Management

Preamble

1. Introduction

This Program is designed to equip students with the knowledge, skills, and practical experience needed to thrive in the dynamic and exciting field of event planning and management. This program will provide students 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.

2. Aims and Objectives

- i. To equip students with the necessary skills and knowledge to plan, organize, and manage successful events.
- ii. To imbibe knowledge on analyzing, marketing, planning and strategies in business administration to its students.
- iii. To foster creativity and innovation among students that involves encouraging students to think outside the box, come up with unique event concepts and designs, and explore innovative strategies for event planning and execution.
- iv. To develop professionals who can communicate effectively with clients, vendors, team members.
- v. To adhere to ethical standards, maintain high levels of professionalism, and act with integrity and accountability in all aspects of event planning and management.
- vi. To develop students' business acumen and entrepreneurial skills. This includes teaching them about financial management, marketing strategies, contract negotiation, and other business aspects relevant to the event industry.

3. Learning Outcomes:

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

- i. PO1: Demonstrate the ability to get an understanding of the principles, concepts, and best practices of event management.

- ii. PO2: Identify the ability to handle key aspects such as venue selection, event design, coordination with vendors, managing event logistics, and ensuring a seamless event experience for attendees.
- iii. PO3: Develop strong communication and interpersonal skills, enabling them to effectively interact with clients, vendors, team members, and event attendees.
- iv. PO4: Identify potential risks and develop strategies for problem-solving and decision-making in varied situations.
- v. PO5: Explain foundational and practical knowledge to incorporate ethical, legal, and professional behaviours for audience engagement, and generating interest in events.
- vi. PO6: Perceive the importance of social, environmental, human rights, ethics and other critical issues faced by humanity at the local, national and international level.
- vii. PO7: Acquire job-oriented skills and entrepreneurial skills through a steady progression of internships and industry engagements.

5) Credit Structure of the program – (Parishisth-2)

B.M.S. (Event Management and Public Relations)

R_____A											
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 4.5	1	Introduction to Event Management (T) (2 Credits) Event Planning and Venue Management (T) (4 Credits)	_____	_____	World Cultures - I OR International Sports Management - I (T) (2 Credits) ----- - Indian Economy (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: Functional English - I (T) (2 Credits) VEC: Environmental Studies (T) (2 Credits) IKS: Constitution of India and Human Rights (T) (2 Credits)	CC: Basics of Yoga - I / NSS / NCC/ Sports/ Cultural (P) (2 Credits)	22	44	UG Certificate 40-44
	Credits	6	0	0	4	4	6	2			
	2	Event Production Process (T) (4 Credits) Event Hospitality and Catering - I (T) (2 Credits)	_____	Introduction to Tourism (T) (2 Credits)	World Cultures - II (T) OR International Sports Management - II (T) (2 Credits) ----- - Global Distribution System (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: Functional English - 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		
	Credits	6	0	2	4	4	4	2			
	Cum. Cr.	12	0	2	8	8	10	4			44
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_____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 Resource Management (T) (4 Credits) Special Events - Wedding Planning and Live Events - I and II (T) (4 Credits)	_____	Introduction to Accounts and Finance (T) (4 credits)	Artificial Intelligence - I (T+P) (2 Credits) OR Corporate Communication - I (T+P) (2 Credits)	VC: Introduction to Analysis of Spreadsheets (T) (2 Credits)	AEC: Hindi - I (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	Public Relations (T) (4 Credits) Special Events - M.I.C.E. and Corporate Events (T) (4 Credits)	_____	Principles of Management - I and II (T) (4 Credits)	Artificial Intelligence - II (T+P) (2 Credits) OR Organisational Behaviour - I (T+P) (2 Credits)	SEC: Digital Marketing (T) (2 Credits)	AEC: Hindi - II (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			44
	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_____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	Legal Aspects of Event Management and Public Relations (T) (4 Credits) Event Safety and Risk Management (T) (4 Credits)	Marketing Management (T) (4 Credits) OR Sales and Promotion (T) (4 Credits)	Human Resource Management - I and II (T) (4 Credits)	_____	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	Media Management in Event and Public Relations (T) (4 Credits) Special Events - Sports and Recreation Services (T) (4 Credits) Advertising (T) (2 Credits)	Event Cost Accounting and Finance Management (T) (4 Credits) OR Strategic Management (T) (4 Credits)	Consumer Behaviour (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			44
	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_____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	Ethics and Corporate Social Responsibility (T) (4 Credits) Capstone Project (P) (4 Credits) Experiential Marketing and Technology (T) (4 Credits) Sustainable Event Management (T) (2 Credits)	Client Servicing in the Event and Public Relations (T) (4 Credits) OR Psychology of Human Behaviour at Work (T) (4 Credits)	Research Methodolgy (T) (4 Credits)	_____	_____	_____	_____	22	176	4 Year Bachelor (Honors) degree in Main faculty
	Credits	14	4	4	0	0	0	0			
	8	Entrepreneurship Management (T) (4 Credits) Brand Management - Research and Development (T) (4 Credits) Event Marketing and Sponsorship (T) (4 Credits) Campus to Corporate (T) (2 Credits)	Business Environment (T) (4 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
	Cum. Credit	74	16	22	12	16	14	22			176

Keyurkumar M. Nayak

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

Kavita Laghate

Prof.(Dr.) Kavita Laghate
Dean,
Faculty of Commerce & Management

SYLLABUS DETAILS

B.M.S./B.M.S. (Hons.) (Event Management & Public Relation) (Full Time)

	Subject Code	Core Subject	Course Type	Assessment Pattern			Teaching Hours			
		Topics		Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	Total Credits
S E M E S T E R I	BMS(EM&PR) S1MJP1	Introduction to Event Management	Major	25	25	50	30	-	30	2
	BMS(EM&PR) S1MJP2	Event Planning & Venue Management	Major	50	50	100	60	-	60	4
	BMS(EM&PR) S1P3A	World Cultures – I	OE	25	25	50	30	-	30	2
	BMS(EM&PR) S1P3B	International Sports Management - I	OE	25	25	50	30	-	30	2
	BMS(EM&PR) S1P4A	Indian Economy	OE	25	25	50	30	-	30	2
	BMS(EM&PR) S1P4B	Business Mathematics & Statistics - I	OE	25	25	50	30	-	30	2
	BMS(EM&PR) S1P5	Professional Learning Experience in Event Management – I	VSC	50	-	50	-	60	60	2
	BMS(EM&PR) S1P6	Effective Presentation Skills	SEC	50	-	50	30	-	30	2
	BMS(EM&PR) S1P7	Functional English – I	AEC	50	-	50	30		30	2
	BMS(EM&PR) S1P8	Environmental Studies	VEC	50	-	50	30		30	2
	BMS(EM&PR) S1P9	Constitution of India & Human Rights	IKS	50	-	50	30		30	2
S E M E S T E R I S E M E S T E R I I	BMS(EM&PR) S1P10	Basics of Yoga - I / NSS / NCC/ Sports/ Cultural	CC	50	-	50		60	60	2
	Total			425	125	550	270	120	390	22
	Subject Code	Core Subject	Course Type	Assessment Pattern			Teaching Hours			
		Topics		Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	Total Credits
	BMS(EM&PR) S2MJP11	Event Production Process	Major	50	50	100	60		60	4
	BMS(EM&PR) S2MJP12	Event Hospitality & Catering	Major	25	25	50	30		30	2
	BMS(EM&PR) S2MRP13	Introduction to Tourism	Minor	25	25	50	30		30	2
	BMS(EM&PR) S2P14A	World Cultures – II	OE	25	25	50	30		30	2
	BMS(EM&PR) S2P14B	International Sports Management - II	OE	25	25	50	30		30	2

	BMS(EM&PR) S2P15A	Global Distribution System	OE	25	25	50	30		30	2
	BMS(EM&PR) S2P15B	Business Mathematics and Statistics - II	OE	25	25	50	30		30	2
	BMS(EM&PR) S2P16	Professional Learning Experience in Event Management - II	VC	50	-	50		60	60	2
	BMS(EM&PR) S2P17	Selling and Negotiation Skills	SEC	50	-	50	30		30	2
	BMS(EM&PR) S2P18	Functional English II	AEC	50	-	50	30		30	2
	BMS(EM&PR) S2P19	Personal Effectiveness at Workplace	VEC	50	-	50	30		30	2
	BMS(EM&PR) S2P20	Basics of Yoga - II / NSS / NCC/ Sports/ Cultural	CC	50	-	50		60	60	2
		Total		400	150	550	270	120	390	22
S E M E S T E R I I I	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
		Topics	Course Type	Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	Total Credits
				50	50					
	BMS(EM&PR) S3MJP21	Event Resource Management	Major	50	50	100	60		60	4
	BMS(EM&PR) S3MJP22	Special Events - Wedding Planning and LIVE Events – I & II	Major	50	50	100	60		60	4
	BMS(EM&PR) S3MRP23	Introduction to Accounts and Finance	Minor	50	50	100	60		60	4
	BMS(EM&PR) S3P24A	Artificial Intelligence - I	OE	25	25	50	15	30	45	2
	BMS(EM&PR) S3P24B	Corporate Communication – I	OE	25	25	50	15	30	45	2
	BMS(EM&PR) S3P25	Introduction to Analysis of Spreadsheets	VC	50	-	50	30		30	2
	BMS(EM&PR) S3P26	Hindi - I	AEC	50	-	50	30		30	2
	BMS(EM&PR) S3P27	Field Project -I	FP	50	-	50		60	60	2
	BMS(EM&PR) S3P28	Self-Development Activity- I	CC	50	-	50		60	60	2
		Total		375	175	550	255	150	405	22
S E M E S T E R I V	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
		Topics	Course Type	Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	Total Credits
				50	50					
	BMS(EM&PR) S4MJP29	Public Relations	Major	50	50	100	60		60	4
	BMS(EM&PR) S4MJP30	Special Events - MICE & Corporate Events	Major	50	50	100	60		60	4
	BMS(EM&PR) S4MRP31	Principles of Management – I & II	Minor	50	50	100	60		60	4
	BMS(EM&PR) S4P32A	Artificial Intelligence - II OR	OE	25	25	50	15	30	45	2

BMS(EM&PR) S4P32B	Organisational Behaviour – I	OE	25	25	50	15	30	45	2
BMS(EM&PR) S4P33	Digital Marketing	SEC	50	-	50	30		30	2
BMS(EM&PR) S4P34	Hindi – II	AEC	50	-	50	30		30	2
BMS(EM&PR) S4P35	Community Engagement Services	CEP	50	-	50		60	60	2
BMS(EM&PR) S4P36	Self-Development Activity - II	CC	50	-	50		60	60	2
Total			375	175	550	255	150	405	22

S E M E S T E R V	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
		Topics	Course Type	Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	Total Credits
				50	50					
	BMS(EM&P R)S5MJP37	Legal Aspects of Event Management & Public Relations	Major	50	50	100	60		60	4
	BMS(EM&P R)S5MJP38	Event Safety and Risk Management	Major	50	50	100	60		60	4
	BMS(EM&P R)S5P39A	Marketing Management	Electiv e	50	50	100	60		60	4
	BMS(EM&P R)S5P39B	Sales and Promotion	Electiv e	50	50	100	60		60	4
	BMS(EM&P R)S5MRP40	Human Resource Management - I and II	Minor	50	50	100	60		60	4
	BMS(EM&P R)S5P41	IT in Business - I and II	VC	50	50	100	60		60	4
	BMS(EM&P R)S5P42	Field Project – II	FP/CEP	50	-	50		60	60	2
Total				300	250	550	300	60	360	22

S E M E S T E R V I	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
		Topics	Course Type	Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	Total Credits
				50	50					
	BMS(EM&P R)S6MJP43	Media Management in Events and Public Relations	Major	50	50	100	60		60	4
	BMS(EM&P R)S6MJP44	Special Events - Sports and Recreation Services	Major	50	50	100	60		60	4
	BMS(EM&P R)S6MJP45	Advertising	Major	25	25	50	30		30	2
	BMS(EM&P R)S6P46A	Event Cost Accounting & Finance Management	Electiv e	50	50	100	60		60	4
	BMS(EM&P R)S6P46B	Strategic Management	Electiv e	50	50	100	60		60	4
	BMS(EM&P R)S6MRP47	Consumer Behaviour	Minor	50	50	100	60		60	4
	BMS(EM&P R)S6P48	Internship and Industrial Training - I	OJT	100	-	100		120	120	4
Total				325	225	550	270	120	390	22

	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
		Topics	Course Type	Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	Total Credits
				50	50					
S E M E S T E R V I I	BMS(EM&PR) S7MJP49	Ethics and Corporate Social Responsibility	Major	50	50	100	60		60	4
	BMS(EM&PR) S7MJP50	Capstone Project	Major	100	-	100		120	120	4
	BMS(EM&PR) S7MJP51	Experiential Marketing and Technology	Major	50	50	100	60		60	4
	BMS(EM&PR) S7MJP52	Sustainable Event Management	Major	25	25	100	30		30	2
	BMS(EM&PR) S7P53A	Client Servicing in Event and PR	Elective	50	50	100	60		60	4
	BMS(EM&PR) S7P53B	Psychology of Human Behaviour at Work	Elective	50	50	100	60		60	4
	BMS(EM&PR) S7PMR54	Research Methodology	Minor	50	50	100		120		4
		Total		325	225	600	210	240	330	22
S E M E S T E R V I I	Subject Code	Core Subject		Assessment Pattern			Teaching Hours			
		Topics	Course Type	Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	Total Credits
				50	50					
	BMS(EM&PR) S8MJP55	Entrepreneurship Management	Major	50	50	100	60		60	4
	BMS(EM&PR) S8MJP56	Brand Management - Research and Development	Major	50	50	100	60		60	4
	BMS(EM&PR) S8MJP57	Event Marketing and Sponsorship	Major	50	50	100	60		60	4
	BMS(EM&PR) S8MJP58	Campus to Corporate	Major	25	25	50	30		30	2
	BMS(EM&PR) S8P59A	Business Environment	Elective	50	50	100	60		60	4
	BMS(EM&PR) S8P59B	Business Economics	Elective	50	50	100	60		60	4
	BMS(EM&PR) S8P60	Internship and Industrial Training -II	OJT	100	-	100		120		4
		Total		325	225	550	270	120	270	22

Sem.-I

SUBJECT-WISE SYLLABUS

B.M.S./B.M.S. (Hons.) (Event Management & Public Relations)

Semester I

1.1 Introduction to Event Management

Course Objectives

1. To study the concept & significance of events and event management
2. To understand the various dimensions of events & their impact
3. To identify requirements and select the right tools, people and resources to meet demands.

Course Outcome

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

Learning Outcomes	Blooms Taxonomy Level
Outline the necessary skills and knowledge to become successful event managers.	Remember
Develop a comprehensive understanding of event objectives and the implications of running events on various stakeholders and society.	Understand
List down the skills necessary for efficient and successful event execution through effective planning and coordination.	Remember
List down the detailed requirements used for the successful conduction of events.	Remember

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	6
	<ul style="list-style-type: none">• 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	8
	<ul style="list-style-type: none">• 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	8
	<ul style="list-style-type: none"> • 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	8
	<ul style="list-style-type: none"> • 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 	

Reference Books:

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd. -
 2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
 3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House.
 4. Successful Event Management - A Practical Handbook by Anton Shone, Bryn Parry
- Event Planning - The ultimate guide Public Relations by S.J. Sebellin

Course Objectives

1. To develop a comprehensive understanding of event planning principles
2. To acquire knowledge of venue selection and management
3. To cultivate skills in event design and creativity

Course Outcome

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

Learning Outcomes	Blooms Taxonomy Level
Demonstrate a comprehensive understanding of event planning principles, including event coordination, budgeting, marketing, and logistics	Remember
Apply critical thinking and problem-solving skills to effectively plan and execute successful events, overcoming challenges and making informed decisions.	Understand
Effectively manage event venues, including negotiating contracts, handling technical requirements, and ensuring a seamless experience for event attendees.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Event planning -Introduction	10
	<ul style="list-style-type: none"> • 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	Planning of Event Expenses	15
	<ul style="list-style-type: none"> • Fixed Cost, Variable Cost, Additional Expenses, Indirect Costs, Break Even Points, Accounting Styles, • Great Event Planning, • Corporate Social Responsibility 	
3	Planning components required to execute an Event	15
	<ul style="list-style-type: none"> • 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	Venue Management Introduction	10
	<ul style="list-style-type: none"> • 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 	
5	Venue Requirements	10
	<ul style="list-style-type: none"> • Venue Requirements - Room Requirements - Room Requirements Q&A - Staging, Audio-visual, Lighting - Staging, Audio-visual, Lighting Q&A - Lighting-Specific Q&A - Venue and Event Supplier Checklist: Room, Venue and 	

	Supplier Requirements, and Contract Terms and Conditions <ul style="list-style-type: none"> • Green Venues & Locations - Environmental Checklist for Venues 	
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Reference Books:

1. Start And Run Event planning business by Cindy lemaire Mardi foster-walker - Self-Counsel Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678
2. Start Your Own Event Planning Business: Your Step-by-Step Guide to Success - Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011
3. Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication
4. The Complete Guide to Successful Event Planning by ShennonKilkenny
5. The Complete Idiot's Guide to Meeting and Event Planning, Second Edition
6. An Introduction to Special Events & Special Event Production
7. Event Management - A professional & Developmental Approach - DrAshutoshChaturvediEvent Exposed : Managing & Designing Special Events - Lena Malout
8. The Complete Guide to Succssful Event Planning

1.3. A. World Cultures - I

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
	<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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.

1.3. B. International Sports Management - I

Course Objectives

1. To understand the strategic management process as it relates to global market entry and management.
2. To understand about European Sport Law

Course Outcome

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

Learning Outcomes	Bloom's Taxonomy Level
Identify the basic principles of strategic management	Remember
List down the sports played around Eurasia.	Remember
Identify the structure and governance of sports in Asia and Oceania.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Strategic Management in international sports	10
	<ul style="list-style-type: none"> ▪ Reasons to enter the global marketplace, global expansion and comparative advantage ▪ Strategic management process; global strategies in the Sport Industry; trend analysis in the sport industry ▪ Social responsibility guidelines 	
3	Sport in Europe	10
	<ul style="list-style-type: none"> • Geography and background of Europe; the European Sport model • Economics of sport in Europe; European sport Law • Sport in Eastern Europe • Popular sports in Europe • Sports in Europe - Statistics & Facts 	
4	Sport in Asia and Oceania	10
	<ul style="list-style-type: none"> • Geography and background of South Asia, Southeast Asia, Oceania; Role of sport; sport development and governance in Asia. • Managing sport in Asia and Oceania; Staging Mega Events in Asia and Oceania • Sport in Asia: Globalization, Glocalization, Asianization 	

	<ul style="list-style-type: none"> • Case Study: Report on China Sports Industry, will be a challenging year for Indian sports Channel. 	
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Reference Books:

1. International Sport Management, By Ming Li, Eric MacIntosh, Gonzalo Bravo – Human Kinetics; 1 edition (August 11, 2011)
2. International Cases in the Business of Sport edited by Simon Chadwick, Dave Arthur - Routledge; 1 edition (November 30, 2007)
3. BOCOG,2008aThe Official Website of the Beijing Olympics, “One World One Dream” “Olympic TV audience on rise in China” Games, accessed 22/08/08, available at: <http://en.beijing2008.cn/news/official/noc/oca/n214569915.shtml>.

1.3. A. Indian Economy - I

Course Objectives

1. To enable the student to grasp the major economic problems in India and their solutions.
2. To provide an understanding of modern tools of macro-economic analysis and policy framework

Course Outcome

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

Learning Outcomes	Bloom's Taxonomy Level
Explain agriculture as the foundation of economic growth and development.	Remember
Define the progress and changing nature of the agricultural sector and its contribution to the economy as a whole.	Understand
Develop ideas of basic characteristics of the Indian economy.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Basic Issues and features of Indian Economy	6
	Concept and Measures of Development and Underdevelopment; Human Development; Composition of national income and occupational structure	
2	Policy Regimes	6
	<ul style="list-style-type: none">• The evolution of planning and import substituting industrialization.• Economic Reforms since 1991.• Monetary and Fiscal policies with their implications on economy	
3	Growth, Development and Structural Change	6
	<ul style="list-style-type: none">• The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.• The Institutional Framework: Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power;• Changes in policy perspectives on the role of institutional framework after 1991.• Growth and Distribution; Unemployment and Poverty; Human Development; Environmental concerns.• Demographic Constraints: Interaction between population change and economic development.	
4	Sectoral Trends and Issues	6

	<ul style="list-style-type: none"> ● Agriculture Sector: Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution; Factors influencing productivity and growth; the role of technology and institutions; price policy, the public distribution system and food security. ● Industry and Services Sector: Phases of Industrialisation – the rate and pattern of industrial growth across alternative policy regimes; Public sector ● – its role, performance and reforms; The small scale sector; Role of Foreign capital. ● Financial Sector: Structure, Performance and Reforms. Foreign Trade and balance of Payments: Structural Changes and Performance of India's Foreign Trade and ● Balance of Payments; Trade Policy Debate; Export policies and performance; Macro Economic Stabilization and Structural Adjustment; India and the WTO, Role of FDI, Capital account convertibility, 	
5	Inflation, Unemployment and Labor market	6
	Inflation: Causes of rising and falling inflation, inflation and interest rates, social costs of inflation; Unemployment – natural rate of unemployment, frictional and wait unemployment. Labour market and its interaction with production system; Phillips curve, the trade-off between inflation and unemployment, sacrifice ratio, role of expectations adaptive and rational	

Reference Books:

1. Mishra and Puri, Indian Economy, Himalaya Publishing House
2. IC Dhingra, Indian Economy, Sultan Chand & Sons
3. Gaurav Dutt and KPM Sundarum, Indian Economy, S. Chand & Company.
4. Uma Kapila (ed), "Indian Economy since Independence", Relevant articles.
5. Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP, Ch 2.
6. Patnaik, Prabhat. Some Indian Debates on Planning. T. J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.
7. Ahluwalia, Montek S. State-level Performance under Economic Reforms in India

1.4.B. Business Mathematics and Statistics

- I

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.

1.5. 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.

1.6 Effective Presentation Skills -

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 Taxonomy Level
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
	<ul style="list-style-type: none">• 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
	<ul style="list-style-type: none">• 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
	<p>Reinforce our information using visual impact</p> <ul style="list-style-type: none">• 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,

1.7 Functional English - I

Course Objective:

To get an understanding of word formation.

Course Outcome:

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

Learning Outcomes	Bloom's Taxonomy Level
Explain the language and literature	Remember
Recognize and understand basic grammar rules and sentence structures.	Understand

Detailed Syllabus

Sr. No.	Modules/Units	No. of Lectures
1	Word Class	7
	Articles, Prepositions, Verbs, Adverbs, Conjunctions, Interjections	
2	Tenses, Concord, Voice	8
	Tense and Aspect, Subject and Verb Agreement, Person and Number, Active and Passive Voice	
3	Spelling and Punctuation	7
	Rules of Punctuation, Basic Rules of Spelling	
4	Sentences	8
	Types of Sentences, Conversion of Sentences	

Reference Books:

1. J.Charles Alderson. 2000. Assessing Reading. CUP.
 2. William Grabe.2009. Reading in a second language : moving from Theory and Practice. CUP.
 3. Enid Nolan Woods & David Foll. 1986. Penguin Advanced Reading skills. Penguin.
 4. Donne Byrne.1998. Teaching Writing Skills. Longman Handbook for English Teachers. Longman Publishing House.
 5. Sara Freeman.Written Communication in English. Ron White & Valerie Arndt. 1991.
- Zinkin Taya. 1988. Write Right. A guide to effective communication in English. Prentice Hall of India. New Delhi.

1.8 Environmental Studies

Course Objective

1. To create awareness among the students about the environment with respect to its processes, damages, and effects of human intervention. It also aims at explaining the ways in which the environment can be managed so that it can be saved from the wrath of human beings.

Course Outcome

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

Learning Outcomes	Bloom's Taxonomy Level
Undertaking practical work like making an environmental diary, visits to sanctuaries and tree counting. This will enable the students to learn the environmental conditions in reality and the ways to manage them	Remember
Realize the problems around them and their contribution towards increasing or decreasing them. The subject will therefore make the students environmentally conscious.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Components of Environment	6
	<ul style="list-style-type: none">• Definition, nature, and scope of environmental science• Components of environment: atmosphere, biosphere, lithosphere, hydrosphere• Man-environment relationship and concept of carrying capacity Biogeochemical cycle: carbon, nitrogen, phosphorus, water, energy flow	
2	Energy, Resource Conservation and Pollution	6
	<ul style="list-style-type: none">• Energy: Definition, sources - Renewable and non-renewable, Sun as a source of energy• Energy use patterns and future needs, Energy conservation policies• Resources: Definition and types, conservation of resources with examples Pollution- definition, types, effects and management, plastic pollution	
3	Climate Change and health management	6
	<ul style="list-style-type: none">• Climate Change: Meaning, impacts, examples• Associated health risks and solutions, examples• Climate Change and ecological imbalance, effects Policies related to climate change, health management in India.	

4	Environmental Management	6
	<ul style="list-style-type: none"> • Concept of sustainable development and its application • Meaning and process of Environmental impact assessment • ISO: standards related to environmental management: ISO 14000 and ISO 14001 Waste management- Meaning, problems and case studies of Indian metro cities: Mumbai, Pune, Bangalore, Delhi, Chennai	
5	Practical Exercises	6
	<ul style="list-style-type: none"> • Project work • Environmental Diary: Based on observation Field survey report: Visits to NGOs, Sanctuaries/National Parks, ecotourism	

Reference Books

1. Singh, Y.K. (2006): Environmental Science, New Age International, New Delhi.
 2. Kumar, A. (2008): A Textbook of Environmental Science, APH Publishing Corporation, New Delhi.
 3. Chauhan, B. S. (2008): University Science Press, New Delhi.
 4. Folio, W. (2016): Climate change and health: Improving resilience and reducing risks, Springer, Portugal.
 5. Levy, B. (2015): Climate change and public health, Oxford University Press, London.
- Mareddy, A. (2017): Environmental impact assessment: Theory and practice, BS Publications, United States.

1.9 Constitution of India and Human Rights

Course Objective

1. To understand the fundamental principles and provisions of the Constitution of India
2. To analyze the significance and relevance of human rights
3. To examine the relationship between the Constitution and human rights

Course Outcome

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

Learning Outcomes	Bloom's Taxonomy Level
Demonstrate a comprehensive understanding of the Constitution of India, including its historical background, structure, and key provisions	Remember
Explain the principles of human rights, both at the national and international levels, and their significance in promoting a just and equitable society.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Indian Constitutional Philosophy and Union and State Executive, Legislature and Judiciary	15
	<ul style="list-style-type: none"> • Feature of the Constitution and Preamble • Fundamental Rights and Fundamental Duties 	

	<ul style="list-style-type: none"> ● Directive Principles of State Policy ● Union Parliament and State Legislature: Power and Functions ● President, Prime Minister, and Council of Ministers ● State Governor, Chief Minister and Council of Ministers ● The Supreme Court and High Court: Power and Functions 	
2	Concept and Development of Human Rights and Human Rights in India	15
	<ul style="list-style-type: none"> ● Meaning Scope and Development of Human Rights ● United Nations and Human Rights- UNHCR ● UDHR 1948, ICCPR 1996 and ICESCR 1966 ● Protection of Human Rights Act, 1993 (NHRC and SHRC) ● First, Second and Third Generation of Human Rights ● Judicial Activism and Human Rights 	

Reference Books:

1. Durga Das Basu, Introduction to the Constitution of India, Prentice—Hall of India Pvt. Ltd, New Delhi
 2. Subash Kashyap, Indian Constitution, National Book Trust
 3. J.A. Siwach, Dynamics of Indian Government and Politics
 4. D.C. Gupta, Indian Government and Politics
 5. H.M. Sreevai, Constitutional Law of India, 4th edition and 3 volumes (Universal Law Publication)
 6. V.N. Shukla, Constitution of India (Eastern Books Co)
 7. J.C. Johari, Indian Government and Politics
 8. Hans. J. Raj, Indian Government and Politics
 9. M.V. Pylee, Indian Constitution
- Durga Das Basu, Human Rights in Constitutional Law, Prentice—Hall of India Pvt. Ltd, New Delhi

1.10 Basics of Yoga - I / NSS / NCC

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

Sem.-II

2.11 Event Production Process

Course Objectives

1. To identify key elements, features and programs that are necessary to achieve event objectives.
2. To create complete planning documents to support the execution of event production.
3. To devise an overview of the event to engage the appropriate supplier and vendors to support event goals.

Course Outcome

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

Learning Outcomes	Blooms Taxonomy Level
Label the various phases of event organization i.e. The Concept and Proposal Phase, The Marketing and Sales Phase, The Coordination Phase, The Execution Phase and The Follow-up Phase.	Remember
Outline the creative techniques and methods related to event production.	Understand
Construct and work in a team to resolve the conflicts, dispute and understand the contracts.	Understand
Examine and discover the risks involved in site layout, production schedules, staff coordination, communication equipment and during the event execution.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	12
	<ul style="list-style-type: none"> • Reasons for Events, • Light Setup & Operations • Fundamentals of Sound System • Staging Events • Technical requirements, Venue, Material, Basics of Architectural, Fire, Backstage, Safety. • The Players - Event Manager, Event Planner, Event Coordinator, Event Producer, • The Phases of Event Organization - The Concept and Proposal Phase, The Marketing and Sales Phase, The Coordination Phase, The Execution Phase, The Follow-up Phase 	
2	Production - Creativity & Budgets	12
	<ul style="list-style-type: none"> • Creativity, Creative Techniques & Methods, • Drafting a Production Budget – Expense Spreadsheets, Expense Heads, Actual Expenses, Expense Audit, Managing unplanned expense, Cash Flow management, Ways to Earn Profits, Budget Layouts, Other considerations 	
3	Event Risk Management	12
	<ul style="list-style-type: none"> • Event Risk Management, Compliances, Insurances, Site layout, Venue Management, Capacity & Standard Set ups, Logistical Issues, Production Schedules, Supervising Event Execution, Staff Coordination, Communication equipments, Pre-Show, The Show and Post-Show , Follow up – Team & Clients 	
4	Production Management	12
	<ul style="list-style-type: none"> • Production Management, • During the Event Coordination Phase, Site Inspection and Venue Liaison, Site/Venue Layout, Production Schedules, Running Orders, and Scripts, • During the Event Execution Phase, Supervising Event Setup, Running the Event, Supervising Event Strike, Sample Event Requirements Form for Venue/Site, Practical Examples 	
5	Setup Considerations for Décor	12
	Prior to the Event and At the Event, Staging & Seating needs, Knowing Rigging, Objectives of Event Lighting, Video & Projection, Introduction to Audio, Types of Special Effects - Streamers, Confetti, Fog, Smoke, Lasers, etc., Technological Terms - Audio Visual Services & Equipments Risk and Safety	

Reference Books:

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc
2. Special Event Production - Doug Matthews
3. The Complete Guide to Successful Event Planning - Shannon Kilkenny
4. Event Planning & Management - Diwakar Sharma
5. Freelancers Guide to Corporate Event Design
6. Event Marketing & Management -Sanjaya Singh Gaur
7. Events Design & Experience - Graham Berridge.

2.12. Event Hospitality & Catering - I

Course Objectives

1. To learn about logistical considerations and logistics laws for effective catered events.
2. To learn about the world of hospitality and its evolution in various regions of the world
3. To understand various logistics laws, service styles which can aid the students to receive an in-depth view on the hospitality industry.

Course Outcome

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

Learning Outcomes	Bloom's Taxonomy Level
Recognise the questions that the caterers need to ask the clients for best service delivery.	Remember
Describe the workings of hotel operations and food and beverage sector.	Understand
Identify the importance of entertainment in cruise operations.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Hospitality Industry	7
	<ul style="list-style-type: none"> • The World of Hospitality -The Travel and Tourism Industry in Perspective, • Catering As An Event Management Tool, Location, Equipment, Utilities, Time Constraints, Service Styles, and Event Service Styles & When to Use Them, Logistical Considerations, Logistics laws for Effective Catered Events 	
2	Catering Services	8
	<ul style="list-style-type: none"> • Catering Industry, Catering Segments, Questions Caterers need to ask, Types of Catering, Creativity and the Caterer, • The Seven Functions of Catering - Planning, Execution of Tasks, Organising the Event, Equipments, Implementation, Controlling & Risk Management, Beverage Management 	
3	Operations	7
	<ul style="list-style-type: none"> • Hospitality and Service • Spirit of Service • Lodging Sector • Hotel Operations and Careers • Food and Beverage Sector • Restaurant Operations and Careers 	
4	Travel Hospitality & Entertainment	8
	<ul style="list-style-type: none"> • The Cruise Sector, Cruise Operations • The Entertainment & Gaming Sector • Conventions and Event Planning • The Peaceful Traveller 	

Reference Books:

1. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition By Donald Getz.
2. Event Correlation: What You Need to Know for It Operations Management by Michael Johnson.
3. Hospitality Management: An Introduction 2nd Edition Tim Knowles
4. Professional Catering by Stephen B. Shiring
5. Services Marketing- S.M. Jha – Himalaya Publishing House.
6. Services Marketing – Ravishankar – Excel Books

2.13 Introduction to Tourism

Course Objectives

- 1 To develop an understanding of the tourism industry
- 2 To study the impacts of tourism and events
- 3 To understand tourism planning and development

Course Outcome

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

Learning Outcomes	Bloom's Taxonomy Level
Demonstrate a comprehensive understanding of the tourism industry, including its components, sectors, and global significance	Remember
Recognize and identify the roles and responsibilities of key stakeholders in the tourism industry, including tourists, governments, destination management organizations, etc.	Remember
Summarise the economic, social, and environmental impacts of tourism.	Understand
Summarise the positive and negative impacts of tourism on destinations & communities	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Principles of Tourism	7
	<p>Basic concepts, Definitions-travel, tourism, tourist, excursionist, visitor: 6 A's of travel & Motivators of travel: Evolution of travel- Types of tourism</p> <p>Forms of travel, types & emerging new trends of tourism & travel Significance & impact of tourism, Social-cultural, Economic significance of tourism, environmental impact. Cohen's theory of tourism. Leiper's Tourism system model. Doxey's theory of irritation Development of tourism in India</p> <p>Growth of tourism in India, establishment of MoT with functions, Policies- National Tourism Policy (of the current year of the course). Do-functions. Indian tourism organisations- TAAI, TAFI, IATO Internal organisations wrt tourism- [ATA. UFTAA. ICAO, WTO] Challenges- overtourism, climatic changes, pandemics, crisis. inequalities</p>	
2	Tourism Products and Services	8
	<p>What is a Tourism Product, features & characteristics of Tourism Product, product life cycle Travel Agency -definition, types, departments & functions & hierarchy, scope of activities of travel agency, reports of popular travel agencies Tour Operator- definition, types, departments & functions: DMCs-definition, role, departments & functions, reports of popular travel agencies Tourism product development- fundamentals & principles, elements & features, tourism practices, influences of market forces & trends Destination as a product, stages used in development of a tourist circuit wit consumption State Tourism Organisation with Project</p>	
3	Tour Planning – Domestic & International	7
	<p>Meaning of Package Tours, What is FIT /GIT/Adhoc tours & difference Understanding Needs/ Requirements of clients. types of clients, client segmentation Client profiling- elements, methods, consumer behavior Planning & production of a tour- steps involved, linking profile with tour Itinerary planning- definition, dos & don'ts, golden rules. guidelines for special tour Study on main domestic & international circuits</p>	
4	Tourism Marketing & Selling	8
	<p>Definition, marketing vs selling, features of marketing Market environment, market research, segmentation, marketing mix Tourism promotion techniques- advertising, branding building. imaging, identity, types of tourist literature & its usage, FAM as marketing tool Challenges, direct marketing, online & social marketing, social responsibility Selling- basic of selling, why, how & different channels Strategies & techniques of selling</p>	

Reference Books:

1. Travel & Tourism I by Thakkar & Others, Vipul Prakashan

2.14A. World Cultures – II

Course Objectives

1. To gain a general understanding of the diversity and variety of cultures influencing the world today.
2. To promote an acceptance and respect for others opinions, values, and culture
3. To understand the forces behind Globalization.
4. To allow students to gain a general understanding of global issues.

Course Outcome

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

Learning Outcomes	Bloom's Taxonomy Level
Identify the common terms and concepts associated with the study of world cultures.	Remember
Summarize an informed personal response and critically analyze works in the arts and humanities from various world cultures.	Remember
Describe the awareness of multiple cultural perspectives by comparing and contrasting the cultural expressions of diverse world communities.	Understand
Demonstrate an understanding of geography and the location of different cultural groups in the world.	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	Culture & Humanities	7
	<ul style="list-style-type: none"> • People and their Customs - focusing on ethnicity and identity, as well as ways of communicating and expressing one's culture (including language, music, dress, food, and others) • Definition and scope of Humanities • Key concepts and methods in studying Humanities. 	
2	Culture & Society	8
	<ul style="list-style-type: none"> • Relationship between culture and social structures • Cultural diversity and change • Ethnocentrism and cultural relativism 	
3	Arts relate to culture & Popular culture	7
	How do the arts relate to culture? a. paintings b. music c. drama d. film	
4	Culture and globalization	8
	<ul style="list-style-type: none"> • Impact of globalization on local cultures • Cultural hybridity • Emergence of global culture 	

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

2.14B. International Sports Management - II

Course Objectives

1. To understand the strategic management process as it relates to global market entry and management.
2. To understand the structure and governance of sport in North America.
3. To understand the structure of international sport.
4. To understand the role of governing bodies in the governance of international sports

Course Outcome

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

Learning Outcomes	Bloom's Taxonomy Level
Outline the reasons for Strategic Management to enter the global marketplace.	Understand
Identify the structure and governance of sports in North America.	Remember
Explain the structure, governance, revenue sources of Professional Sports Leagues.	Understand
Demonstrate an understanding of marketing and sponsorship in the global economy.	Apply

Detailed Syllabus

Module	Topics	No. of Lectures
1	Strategic Management in international sports	7
	<ul style="list-style-type: none"> • Reasons to enter the global marketplace; global expansion and comparative advantage; strategic management process; • Global strategies in the Sport Industry; trend analysis in the sport industry • Social responsibility guidelines 	
2	Sport in North America	8
	<ul style="list-style-type: none"> • Economic impact of US Sport • Structure and Governance of sport in United States; • Professional Sport in United States • Amateur sport in United States; Structure of sport in Canada; Professional, Elite, and amateur sport in Canada • Case study: USA and Leisure 	
3	Governance in international sports	7
	<ul style="list-style-type: none"> • Olympic and Paralympics sports- organization structure and governance, historic and commercial development, staging the Olympic Games; fair play on and off the field; International sports federation. • Professional Sports Leagues- Structure, Governance, revenue sources, Competition among Leagues 	
4	International Sport Business Strategy	8
	<ul style="list-style-type: none"> • International Sport Marketing- the international Sport consumer, marketing and sponsorship in a global economy, international Brand management; • New media in International sport- new media technologies, new media and sport content, new media dimensions and challenges 	

Reference Books:

1. International Sport Management, By Ming Li, Eric MacIntosh, Gonzalo Bravo – Human Kinetics; 1 edition (August 11, 2011)
2. International Cases in the Business of Sport edited by Simon Chadwick, Dave Arthur-Routledge; 1 edition (November 30, 2007)

2.15 A. Global Distribution System

Course Objectives

1. To introduce Global Distribution Systems.
2. To understand various types of GDS available in the industry.
3. To understand the functions of GDS.

Course Outcome

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

Learning Outcomes	Bloom's Taxonomy Level
Use Global Distribution Systems platforms	Remember
Interpret the billing and settlement plan	Understand

Detailed Syllabus

Module	Topics	No. of Lectures
1	ICT in Tourism	6
	<ul style="list-style-type: none"> • Impacts of Technology on Tourism, Virtual Tourism, GPS, GIS, Use of ICT in Tourism. • E-marketing and promotion of Tourism, Payment Systems in E-tourism 	
2	Introduction to GDS	6
	<ul style="list-style-type: none"> • Meaning of Global Distribution System. • History of ARS (Airlines Reservation System). • Evolution of GDS, Different GDS of the world, Benefits of GDS, Interlink between IATA and GDS. 	
3	GDS Functions	6
	<ul style="list-style-type: none"> • Basic Functional Part of Sabre, Galileo and Amadeus, Introduction and procedure. • Travel trade abbreviation, Sign in/Out, Encode/Decode, miscellaneous Information, Schedule, availability, PNR – Creation moving, Optional field, PNR modification, PNR, management, PNR Correspondence through Email, Printing, Itinerary receipts selling, Multiple names, Different ways of seat selling, Group booking, Queues, Flight service information, Flight manifest . 	
4	Fare & Pricing	6
	<ul style="list-style-type: none"> • Fare and pricing of Sabre, Galileo and Amadeus. • Introduction of E- ticketing, Fare Display, Fare rules, Itinerary Pricing, Fare Shopping. 	
5	Billing & Settlement	6
	<ul style="list-style-type: none"> • Billing and Settlement plan (BSP), Introduction of BSP, BSP standard Traffic Document, ADM/ACM. 	

Reference Books

1. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
2. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
3. Rayport J.F. & Jaworski B.J. (2002), Introduction To Ecommerce, Mcgrawhill.
4. Malvino A.P (1995), Electronic Principles, Mcgraw-Hill.

2.15 B. Business Mathematics and Statistics-II -

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

2.16 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.

2.17. Selling and Negotiation Skills

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
	<p>Understand the sales market – Characteristics, Features & Benefits, Unique selling propositions, Organisations market position, Competitors</p> <p>Different types of business focus in sales and marketing - Product focus, Production focus, Sales focus, Customer focus, Barriers to customer focus</p> <p>Manage time in the sales environment - Importance of effective time management, Business objectives, Urgent tasks, Routine tasks, Time management tools and techniques</p> <p>Use of IT in sales</p> <p>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:</p> <p>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</p>	
Module 2	Sales Techniques & Process	8
	<p>The sales cycle - Characteristics of the sales cycle, Affecting the approach to the sale, Sales contacts</p> <p>The buyer-decision making process - Dealing with buyers, Achievement of targets, Consumer buyer decision making, Business-to-business decision making, Pressures on customers</p> <p>Generate and quality sales leads - Customer segmentation, target the market, source and gather market information, Qualifying the sales contact, Accurate record keeping:</p> <p>Sell by inbound telephone call - Characteristics, Advantages, Disadvantages, Characteristics of reactive selling, Manage customer behaviour</p> <p>Sell by outbound telephone call – Preparations, Characteristics, Advantages, Disadvantages</p> <p>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:</p> <p>Process sales orders - Ordering products and/or services, Payment methods</p> <p>Despatch function, Order completion service standards, Discounts and special offers, Importance of keeping the customer informed of developments relating to their order</p>	
Module 3	Sales Targets	7

	<p>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</p> <p>Use of sales targets - Importance of sales targets for performance purposes, Past sales targets and future targets</p> <p>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</p> <p>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</p>	
Module 4	Sales Presentations, Demonstrations and Customer Service	8
	<p>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:</p> <p>Role of evaluating sales presentations/demonstrations: Evaluating effectiveness of presentation or demonstration, Using evaluative information to enhanced sales performance:</p> <p>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.</p>	

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

2.18 Functional English - II

Course Objectives

To develop an understanding of language functions in the students.

Course Outcome

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

Learning Outcomes	Bloom's Taxonomy Level
Explore the listening, speaking, reading, and writing skills to the optimum in informal and formal settings	Understand
Demonstrate the power of communication through composition and conversational skills	Apply

Detailed Syllabus

Sr. No.	Modules	No. of Lectures															
1	Conversational Ability	7															
	a) Greetings and Introduction b) Participating in small talks- At the office, At the railway station, At the airport, At the travel agency, At the bank, At the doctor's clinic, At the hospital. c) Talking on the telephone. d) Socializing- Making requests, expressing thanks & responding to thanks; Expressing likes and dislikes, offering Apology & making Requests. Offering help, complimenting and congratulating, refusing.																
2	Listening Comprehension	8															
	Basic skills of listening, Listening Models, Body Language, Avoiding the barriers to listening, Streamlining of soundshapes.																
3	Applied Reading	7															
	<ul style="list-style-type: none"> Applied Reading Strategies: Skimming, scanning, making inferences, recognizing patterns. Identifying the main ideas & supporting Details of a reading passage and paraphrasing/summarizing them. Active Reading Strategies: Using Text Structure □ <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20%;">Sr. No.</th><th style="width: 60%;">Modules</th><th style="width: 20%;"></th></tr> </thead> <tbody> <tr> <td>Module 1</td><td>Introduction to Yoga</td><td></td></tr> <tr> <td>Module 2</td><td>Yama and Niyama</td><td></td></tr> <tr> <td>Module 3</td><td>Asanas</td><td></td></tr> <tr> <td></td><td style="text-align: center;">Total</td><td></td></tr> </tbody> </table> <ul style="list-style-type: none"> Transitions Identifying Relationships Among Ideas Critical Reading Strategies: Evaluating Fact or Opinion, feelings, Author's Point of View and Purpose 	Sr. No.	Modules		Module 1	Introduction to Yoga		Module 2	Yama and Niyama		Module 3	Asanas			Total		
Sr. No.	Modules																
Module 1	Introduction to Yoga																
Module 2	Yama and Niyama																
Module 3	Asanas																
	Total																
4	Developing Writing	8															
	a) Profile writing. b) Writing Formal letters: inviting people, making enquiries, complaining, asking for permission, making requests. c) Writing Job Applications. d) Writing product description. e) Argumentative Essay.																

Reference Books:

- J.Charles Alderson. 2000. Assessing Reading. CUP.
- William Grabe.2009. Reading in a second language : moving from Theory and Practice. CUP.
- Enid Nolan Woods & David Foll. 1986. Penguin Advanced Reading skills. Penguin.
- Donne Byrne.1998. Teaching Writing Skills. Longman Handbook for English Teachers. Longman Publishing House.
- Sara Freeman.Written Communication in English. Ron White & Valerie Arndt. 1991.
- Zinkin Taya. 1988. Write Right. A guide to effective communication in English. Prentice Hall of India. New Delhi.

2.19 Personal Effectiveness at Workplace

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

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

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
	<ul style="list-style-type: none"> Kapalabhati Pranayama—Anuloma-Viloma, Shitali, Bhramari 	
2	Yoga and Meditation	8
	<ul style="list-style-type: none"> Prayer Dhyana Yoga Geet 	
3	Yoga for Stress Management and Relaxation	7
	<ul style="list-style-type: none"> Techniques for stress reduction through yoga Restorative yoga and relaxation practices Developing self-care routines 	
4	Yoga Philosophy and Lifestyle	8
	<ul style="list-style-type: none"> 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 Bhasgya (Hindi) – Darshan Mahavidyalaya, Parsodi, Gujarat
3. Yogasutra (Marathi) – Shri Kolhatkar, Prasad Prakashan, Pune

Team For Creation of Syllabus:

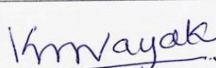
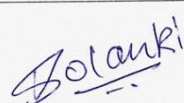




**UNIVERSITY OF MUMBAI'S
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
COURSE COMMITTEE MEETING**

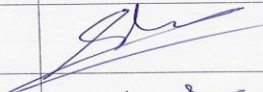
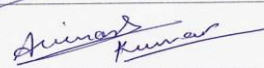
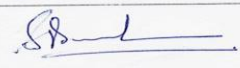
Masters, Bachelors, PG & UG Diploma Programmes – Event Management & PR

Date: 8th June 2023

Time 12:00 noon

Attendance Sheet

Sr. No.	Name of the Member	Signature
1	Dr. Keyurkumar M. Nayak, Director, UM-GICED	
2	Mr Vipul Solanki Course Coordinator, Masters, Bachelors, PG & UG Diploma Programmes – Event Management & PR	
3	Mr Vipul Khunte Senior Talent Manager, VK Artist management	
4	Ms Riddhi Sonni Co Founder, Golden Chariot Events	
5	Mr Aditya Lohana Director, Higher Education, Future Varsity Education Group	
6	Ms Gwen Athaide Executive Coach	
7	Dr. Krishna Kant Sahu Director- Open & Distance Learning, Lakshmibai National Institute of Physical Education (Gwalior)	AB

8	Dr. Ashish Phulkar Associate Professor Department of Sports Management & Coaching I/C Placement Cell, I/C Adventure sports, LNIPE, Gwalior (M.P) Accredited by NAAC A++	AB
9	Mr Shivam Mishra Event Manager, SKIL Events	
10	Mr Avinash Kumar Event Executive, Jio World Centre	
11	Smt. Shilpa Borkar, Placement Officer, UM-GICED	

Kmvayak

Sign of the HOD

Name of the HOD:

Name of the Department: UM-GICED

Sign of the Dean :

Name of the Dean :

Name of the faculty

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: $SGPA = \frac{\sum CG}{\sum C}$ 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: $CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

PASSING STANDARD:

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

A. A 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).

B. 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.

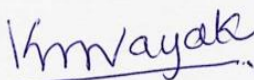





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COURSE COMMITTEE MEETING**

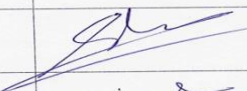

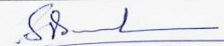
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Keyurkumar

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

Kavita Laghate

Prof.(Dr.) Kavita Laghate
Dean,
Faculty of Commerce & Management

Justification for BMS (Event Management & Public Relations)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce four years Full time BMS Management Event & Public Relations. The BMS Management Event & Public Relations (BMSEMPR) 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. BMSEMPR 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. However, the course has been launched in the year 2017-18.
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 300 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.) Kavita Laghate
Dean,
Faculty of Commerce & Management