



DR. BHIMRAO AMBEDKAR UNIVERSITY, AGRA

Course Structure
(Based on NEP- 2020)
Session (2026-2027)

BBA in Event Management

(A Three-Year Degree Apprenticeship Program)

Bachelor of Business Administration (Event Management)

Applicable from Academic Session 2026--27

First Semester

Course Code	Paper Name	Type	Credit
BBAEM101	Management Process	C	04
BBAEM102	Financial Accounting	C	04
BBAEM103	Business Environment and Sustainable Development	C	04
BBAEM104	Organizational Behaviour	Minor	03
BBAEM105	Information Technology	SEC	03
BBAEM106	First Aid & Basic Health	AEC	03
		Total	21

Second Semester

Course Code	Paper Name	Type	Credit
BBAEM201	Introduction to Event Management & PR	C	04
BBAEM202	Economies for Executives	C	04
BBAEM203	Advertising Management for Services	C	04
BBAEM204	Value Education - Human Rights	Minor	03
BBAEM205	Introduction to Financial Literacy	SEC	03
BBAEM206	Business Communication	AEC	03
BBAEM207	Viva Voce	Project-I	04
		Total	25

Note:

1 Total Credits of Ist & IInd Semester = 21 + 25 = 46

2.Student is entitled for certificate in Faculty after successful completion of first two semester

Third Semester

Course Code	Paper Name	Type	Credit
BBAEM301	Principles of Event Management	C	04
BBAEM302	Event Management Planning	C	04
BBAEM303	Event Cost Accounting and Finance Management	C	04
BBAEM304	Event Production Process	Minor	03
BBAEM305	Public Relations	SEC	03
BBAEM306	Human Values & Environmental Studies	AEC	03
BBAEM307	Viva Voce Based on Event Design & Digital Communication	Project-II	04
		Total	25

Fourth Semester

Course Code	Paper Name	Type	Credit
BBAEM401	Event Hospitality, Law & Permissions	C	04
BBAEM402	Brand Management	C	04
BBAEM403	Event Marketing & Sponsorship	C	04
BBAEM404	Event Team & Crew Management	Minor Course	03
BBAEM405	Community Connect	SEC	03
BBAEM406	AI in Business	AEC	03
BBAEM 407	Viva Based on Event Planning & Execution	Project-III	04
		Total	25

Note:

1 Total Credits of IIIrd & IVth Semester = 25+ 25= 50

2.Student is entitled for diploma in Faculty after successful completion of first four semesters

Fifth Semester

Course Code	Paper Name	Type	Credit
BBAEM501	Sales & Promotion	C	04
BBAEM502	Budgeting and Costing of Events	C	04
BBAEM503	Event Production & Logistics	C	04
BBAEM504	Special Events (Wedding Planning & Live Events)	SPL	06
BBAEM505	Live Project on Social Media Marketing & Digital Campaign	Project IV	06
	Total	Total	24

Sixth Semester

Course Code	Paper Name	Type	Credit
BBAEM601	Apprenticeship with Industry	DSE	26
		Total	26

Note:

1 Total Credits of Vth & VIth Semester = 24+ 26= 50

2.Student is entitled for certificate in Faculty after successful completion of six semesters.

BBAEM101 Management Process

Course Objective:

To develop an understanding of management concepts, principles, and processes with their application in event management To equip them with skills in planning, organizing, decision-making, leadership, and resource management for successful event execution.

Course Content:

Course Credit-4

Unit I Introduction

Fundamentals of the Management Process: Definition, Nature, Scope of Management, Functions of Management: Planning, Organizing, Leading, Controlling, Levels of Management & Managerial Roles, Skills of a Manager in Event Management, Introduction to Event as a Managed Process

Unit II Planning and Organizing Events

Planning and Organizing in Event Management, Steps in Event Planning Process, Goal Setting and SMART Objectives in Events, Developing Organizational Structure for Events, Delegation of Authority and Team Formation, Coordination and Scheduling Tools (Gantt Charts, Checklists)

Unit III Decision-making and Problem-solving

Decision-making and Problem-solving in Event Management Types of Decisions in Event Management, Decision-Making Models and Techniques, Problem Identification and Root Cause Analysis, Creative Thinking and Contingency Planning, Risk Assessment and Crisis Management in Events.

Unit IV Application of Management Processes

Application of Management Processes in Event Execution Case Studies of Event Execution Using Management Principles, Time, Quality, and Resource Management in Live Events, Control Systems and Feedback Mechanisms, Role of Technology in Modern Event Management Processes.

Suggested Readings

Principles and Practice of Management
Essentials of Management
Management
Principles of Management
Management: Text and Cases

L.M.Prasad
Harold Koontz & Heinz Weihrich
Stephen P. Robbins & Mary Coulter
Dinkar Pagare
V.S.P. Rao & Satya Narayan

Learning Outcomes: Upon successful completion of this course, students will be able to:

- Analyse various management theories and contributions of key thinkers.
- Apply planning and decision-making techniques in business situations.
- Understand organizational structures and staffing processes.
- Evaluate control systems and coordination mechanisms in organizations.

BBAEM102 Financial Accounting

Course Objective :

To develop an understanding of fundamental accounting principles, concepts, and financial reporting practices. To equip students with skills in budgeting, financial analysis, and decision-making for effective event management.

Course Content:

Course Credit-4

Unit I Introduction

Meaning and Definition, Objectives of Accounting Functions of Accounting, Users of Accounting Information, Limitations of Accounting, Accounting Cycle, Accounting Principles, Accounting Concepts and Accounting Conventions. Accounting Standards-objectives-significance of accounting standards. List of Indian Accounting Standards.

Unit II Interpretation of Financial Statements

Double entry system, Kinds of Accounts, Rules-Transaction Analysis, Journal, Ledger, Subsidiary Books, Balancing of Accounts Trial Balance, Preparation of Statement of Trading, Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like Depreciation, Outstanding and Prepaid Expenses, Outstanding and Received In Advance of Incomes, Provision for Doubtful Debts, Drawings and Interest On Capital.

Unit III Budgeting and Financial Planning in Events

Importance of Budgeting in Event Planning ,Types of Budgets: Master Budget, Functional Budget, Flexible Budget, Preparing Event Budgets - Estimating Costs and Revenues, Budget Monitoring, Best Practices in Events.

Unit IV Role of Financial Accounting in Event Decision

Making Accounting as a Tool for Strategic Event Decisions, Case Studies on Budgeting and Profitability in Events, Legal and Regulatory Aspects in Event Financial Management, Financial Risk Management in Events, Role of Technology in Event Accounting (ERP, Tally, etc).

Suggested Readings

Advanced Accounting

B.O. Agarwal

Financial Accounting

S,N. Maheswari

Financial Accounting

S P Jain &K. L. Narang

Learning Outcomes:

- Understanding of the basic concepts and principles
- Learning to prepare the accounting records
- Develop event budgets by applying financial planning concepts
- Evaluate the importance of financial accounting in event management decision-making by analyzing profitability, financial risks, legal requirements, and the role of digital accounting tools such as ERP and accounting software.

BBAEM103 Business Environment and Sustainable Development

Course Objective :

To develop an understanding of the business environment, sustainability concepts, and their relevance in event management. To equip students with skills to plan and manage environmentally responsible, socially inclusive, and sustainable events.

Course Content

Course Credit- 4

Unit I Overview of Event Management in Business Environment

Nature, scope, End types of events (corporate, cultural, social, sports, etc.) ,Event management as a part of the business environment ,Key stakeholders in the event industry, External factors affecting event businesses: political, economic, socio-cultural, technological, legal, and environmental (PESTLE Analysis) ,Impact of globalization and digitalization on event planning.

Unit II Principles and Practices of Sustainable Development

Definition and scope of sustainable development (SD), The 3 Pillars: Environmental, Social, and Economic sustainability ,UN Sustainable Development Goals (SDGs) relevant to events, Green event guidelines: Sustainable Event Management System, Corporate Social Responsibility (CSR) and its role in events

Unit III Integrated Sustainable Practices in Event Planning

Sustainable venue selection and transportation Waste management and resource efficiency, Green procurement and eco-friendly decor, Carbon footprint calculation and reduction, Inclusivity, accessibility, and local community engagement.

Unit IV Business Strategies for Environmentally and Socially Responsible Use

Sustainable marketing and branding for events ,Risk assessment and sustainable crisis management, Budgeting with sustainability indicators, Partnerships, sponsorships, and compliance with environmental regulations, Tools and metrics for sustainability measurement in events.

Suggested Readings

Sustainable Event Management: A Practical Guide

Meegan Jones

Event Management: For Tourism, Cultural, Business and Sporting Events Lynn Van Der Wagen

Business Environment

Francis Cherunilam

Harvard Business Review Articles on CSR and Sustainability

Learning Outcomes:

- Explain the concepts, scope, and significance of business environment in event management and analyze the impact.
- Describe the principles of sustainable development and evaluate the importance of sustainable event management systems in the event industry.
- Design sustainable event plans by incorporating eco-friendly practices

BBAEM104 Organizational Behaviour

Course Objective :

To develop an understanding of organizational behaviour concepts, theories, and their application in managing individuals and teams. To enhance leadership, communication, motivation, and interpersonal skills for effective organizational performance.

Course Content

Course Credit- 3

Unit I Introduction to Organizational Behavior

Concepts and Theories: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB. Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory Theory X and Y, Motivation-Hygiene theory Vroom's expectancy theory.

Unit II Individual & Group Dynamics

Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organizations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.

Unit III Leadership and Motivation in the Digital Media Industry

Evolution of leadership in the media industry, Leadership theories: Trait, Behavioural, Contingency, Transformational, Servant, Influential leaders in digital media (e.g. Reed Hastings, Susan Wojcicki) Authentic leadership, ethical dilemmas, and influencer responsibility.

Unit IV Communication Strategies

Types of organizational communication: Formal, informal, vertical, horizontal Barriers to effective communication, Digital communication tools and strategies Organizational culture and its impact on OB, Managing diversity and inclusion at the workplace

Suggested Readings

Organizational Behaviour
Organizational Behaviour
Organizational Behaviour

Stephen P, Robbins & Timothy A. Judge .
Fred Luthans
K. Aswathappa

Learning Outcomes:

- Understand the basic principles & analyze the impact of personality, perception, motivation, and learning on individual performance.
- Demonstrate understanding of group behaviour, interpersonal relationships, leadership theories, communication processes, teamwork, conflict management, and organizational decision-making.
- Evaluate different leadership approaches and motivation theories in the context of digital media organisations. Develop effective organizational communication strategies

BBAEM105 Information Technology

Course Objective :

To develop basic knowledge of computer systems, software applications, and information technology tools used in business operations. To equip students with practical skills in digital documentation, data management, presentations, and networking applications.

Course Content

Course Credit- 3

Unit I Introduction to computers and their applications in business

Components of a computer system: Input, Output, Memory, CPU, Storage, Generations and types of computers, Operating systems: Concepts of Disk OS, Windows, GUI, Basic file handling, system software, and utilities

Unit II Word Processing Tools

Creating, saving, and formatting documents, Paragraph settings, headers, footers, tables, and images, Templates for business letters, memos, and reports, Mail Merge: Concept and practical use with Excel and 4 Proofing tools: Spell check, grammar, track changes.

Unit III Excel Basics:

Creating spreadsheets, formatting cells, Formulas and basic functions: SUM, AVERAGE, IF, etc. Charts, sorting, filtering, and printing. PowerPoint Basics: Creating slides, using themes, Inserting media animations, and slideshow settings.

Unit IV Introduction to DBMS

Concepts and importance, Data hierarchy: field, record, file, database. File types: Master and transaction files. Database structure basics. Fundamentals of computer networks: LAN, WAN. Online vs. offline data processing and real-time sharing.

Suggested Readings

Computer Fundamentals

P. K Sinha & M.P. Sinha

Computer Fundamentals

V. Rajaraman

Computer Applications and Networks

Tannenbaum,

Learning Outcomes:

- Explain the fundamentals of computers, hardware, software, operating systems, and IT applications in business.
- Create and manage professional documents using word processing tools and document management features.
- Develop spreadsheets and presentations using Excel formulas, functions, charts, and PowerPoint tools.
- Explain database concepts, file systems, and computer networking fundamentals for business data management.

BBAEM106 First Aid & Basic Health

Course Objective: The course develops skills to assess and respond to medical emergencies, including CPR for all age groups and emergency childbirth.

Course Content:

Course Credit-3

Unit I: Basic First Aid and Emergency Techniques

A. Basic First Aid

- Aims of first aid & legal aspects
- Emergency response and basic CPR
- Recovery position and assessment
- Hygiene and hand washing
- First aid kit: types and contents

B. First Aid Techniques

- Dressings and bandages
- Evacuation techniques (single rescuer)
- Transportation techniques

C. Respiratory Emergencies

- Basics of respiration
- Breathing difficulties, choking, drowning
- Suffocation, asthma

D. Heart & Circulation

- Basics of heart and blood circulation
- Chest pain, bleeding

E. Wounds & Injuries

- Types of wounds
- Head, chest, abdominal injuries

F. Bones, Joints & Muscles

- Fractures, amputation, crush injuries
- Shock management

Unit II: Advanced First Aid and Disaster Management

A. Nervous System & Unconsciousness

- Basics of nervous system
- Stroke, epilepsy, seizures

B. Gastrointestinal Issues

- Food poisoning, diarrhea

C. Skin & Burns

- Types of burns (thermal, chemical, electrical)
- Heatstroke, hypothermia

D. Poisoning, Bites & Stings

- Poisoning types and treatment
- Snake bites, insect stings

E. Sense Organs

- Foreign objects in eyes, nose, skin

F. Emergency & Disaster Situations

- Road accidents, institutional emergencies
- Rural emergencies, triage

G. Emergency Childbirth

Unit III: Basic Sex Education and Reproductive Health

- Basics of urinary and reproductive system
- Male and female puberty (physical & emotional changes)
- Gender similarities and differences
- Sexual intercourse, pregnancy, childbirth
- Birth control and abortion
- Awareness of LGBTQ+ issues
- Sexual harassment, abuse, and prevention
- Prevention of sexually transmitted diseases (STDs)

Unit IV: Mental Health and Psychological First Aid

- Concept of mental health and its importance
- Mental health issues in India
- Mental Health First Aid Action Plan
- Depression, anxiety disorders
- Crisis intervention (suicide, panic attacks, trauma)
- Psychosis and substance abuse disorders
- First aid for overdose and withdrawal
- Practical application of mental health first aid

SUGGESTED READINGS

First Aid Manual	Indian Red Cross Society
First Aid Guide	St. John Ambulance
Mental Health First Aid Guidelines	WHO
Health and Physical Education	NCERT

Course Outcomes: After completing the course, students will be able to:

- Understand and apply basic first aid techniques in emergencies.
- Demonstrate skills in handling injuries, wounds, and medical conditions.
- Respond effectively to disasters and emergency situations.
- Develop awareness of reproductive health and sex education.
- Apply principles of mental health and psychological first aid.

SECOND SEMESTER

BBAEM 201 Introduction to Event Management & PR

Course Objective :

To develop knowledge and practical skills in event management, event planning, organizational processes, and public relations for successful event execution and reputation management.

Course Content

Course Credit- 4

Unit I Introduction to Event Management

Concepts and Significance Defining & Understanding the Events, Need & Framework of Events, Typology of Events, Historical Contexts and Precedents, Special Characteristics of Events, Code of Ethics, Size & Scope of Events Market, Determinants & Motivations, Requirement of Event Manager, Importance of events in business and community development.

Unit II Planning and Organization of Events

Planning and Organization of Events: Logistics, Budgeting, and Timelines: Event Objective, Structure of Demand for Events, Fragmentary Nature of Event Business, Various Service Providers / Organizations / Stakeholders, social, economic, political and developmental implications of running events.

Unit III Analysis of Successful Events: Best Practices and Lessons Learned

Case Studies in Successful Event Management: Analysis of national and international events, Key success factors and best practices, Lessons learned from failures and challenges, Application of theoretical concepts to real-world scenarios.

Unit IV Public Relations

The Role of Public Relations (PR) in Event Success, Introduction to PR in the context of events PR Relations - Overview, Strategy & Planning, Techniques, Journalism, Blogs, Employee communications, Lobbying, Community Relations,, Five Step Writing Formula.

Suggested Readings

Event Management: A Blooming Industry and an Eventful Career	Devesh Kishore
Event Management	Swarup K. Goyal
Event Management & Public Relations	SavitaMohan
Successful Event Management A Practical Handbook	Anton Shone, Bryn Parry
Public Relations	S.J. Sebellin Ross

Learning Outcomes:

- Identify the role, responsibilities, and ethical requirements of professional event managers.
- Apply event planning principles by developing event objectives, and analyzing logistics, budgeting, and timeline requirements.
- Evaluate successful and unsuccessful event .
- Demonstrate understanding of public relations practices in event management

BBAEM 202 Economies for Executives

Course Objective: The course focuses on applying economic principles such as demand and supply, production, cost analysis, and market structures to business decisions. It also introduces key macroeconomic concepts essential for understanding the economy and its impact on business performance.

Course Content

Course Credit- 4

Unit I Introduction to Economic Principles for Event Management

Introduction to Micro economics, Consumer and produce/s Equilibrium, Demand and supply Analysis. Cost and Revenue concepts.

Unit II Financial Analysis and Decision Making in Event Planning

Introduction to financial planning for events, Budget preparation and cost estimation Sources of finance for events (sponsorships, ticketing, partnerships), Break-even analysis and profitability assessment, Cash flow management and financial control, ROI (Return on Investment) calculation for events, Decision making under financial constraints.

Unit III Economic Factors impacting the Event industry

Economic growth and Stability, consumer Spending and disposable income, Market conditions and availability of Resources, Business Cycles and event demand.

Unit IV Economic implications

Economic implications of strategies in Event Management - Positive and Negative Impact of strategies in Event Management.

Suggested Readings

Managerial Economics
Economics for Managers
Managerial Economics

D.N. Dwivedi
Paul G. Farnham
H.L. Ahuja

Learning Outcomes: After completing the course, students will be able to:

- Explain the basic concepts and scope of economics.
- Analyse demand and supply conditions and elasticity.
- Apply production and cost theories in business decisions.
- Understand consumer behaviour and equilibrium analysis.
- Evaluate different market structures and pricing decisions.
- Interpret national income concepts and economic challenges in India.

BBAEM203 Advertising Management for Services

Course Objective :

To develop knowledge and practical skills in advertising planning, media selection, and the use of traditional and digital promotional tools for effective event marketing.

Course Content

Course Credit- 4

Unit I Introduction

Introduction to Advertising Management in Event Services: Meaning, nature, and scope of advertising in event management, Role and importance of advertising in event promotion, Differences between traditional product advertising and event advertising, Stakeholders in event advertising: Clients, Agencies, Media

Unit II Strategies for Promoting and Marketing

Strategies for Promoting and Marketing Event Services: Integrated Marketing Communication (IMC) in events, Media planning and selection for events (Print, Digital, Outdoor, Radio), Budgeting and scheduling promotions, Use of social media, influencers, and PR in event advertising

Unit III Branding

Building Brand identity for Event Management Services: Concept of brand and branding in events, Elements of event brand identity Logo, tagline, theme, Positioning and differentiation strategies, Case studies on successful event brands (e.g., Sunburn, Comic Con, Jaipur Literature Festival)

Unit IV Advertising Campaigns

Designing Effective Advertising Campaigns for Event Services: Steps in designing advertising campaigns, Creative strategy: Message, copywriting, visuals, Execution: Media mix, timing, targeting, Evaluation of advertising effectiveness: Pre and post event feedback.

Suggested Readings

Advertising Management	Rajeev Batra, John G. Myers & David A. Aaker
Advertising and Promotion: An IMC Perspective	George Belch & Michael Belch
Advertising Management	Jaishri Jethwaney & Shruti Jain
Event Marketing and Management	Sanjay Singh Gaur & Sanjay V. Saggere

Learning Outcomes:

- Explain the fundamentals of advertising management in event services
- Prepare promotional strategies for events
- Develop event brand identities by applying advertising concepts
- Design and evaluate advertising campaigns for event services

BBAEM204 Value Education - Human Rights

Course Objectives :

To develop an understanding of human rights and value education for promoting ethical, inclusive, and socially responsible practices in event management and professional environments.

Course Content

Course Credit- 3

Unit I Fundamental Principles of Human Rights

Concept and definition of Human Rights, Historical development and international frameworks (UDHR, UN Conventions), Constitutional provisions related to Human Rights in India, Relevance of Human Rights in service industries, including event management.

Unit II Ethical Considerations and Responsibilities

Code of ethics for event professionals, Ethical dilemmas in planning and organizing events, Issues of labor rights, fair wages, and safety for event staff, Respecting local cultures, traditions, and community norms during events.

Unit III The Role of Value Education

The Role of Value Education in Promoting Inclusivity

Importance of value education in professional life, Core values: Respect, empathy, equality, non-discrimination, Promoting inclusivity for marginalized groups (differentlyabled, minorities), Case studies of inclusive event practices.

Unit IV Application of Human Rights Principles

Application of Human Rights Principles in Event Decision-Making Human rights-based approach to event planning, Venue selection, accessibility, content sensitivity, Ensuring freedom of expression and safety of participants, Gender-sensitive and environment-friendly event policies.

Suggested Readings

Human Rights
Value Education and Human Rights
Human Rights in the 21st Century
Event Management

S.K. Kapoor
V.R. Krishna Iyer
M.P. Singh
Sita Ram Singh

Learning Outcomes:

- Analyze ethical issues in event management by applying professional ethics, ensuring labor rights, fair wages, workplace safety, cultural sensitivity, and social responsibility.
- Apply values of respect, empathy, equality, and inclusion when planning and managing events for diverse communities.
- Develop inclusive event policies using a human rights-based approach, focusing on accessibility, participant safety, freedom of expression, gender sensitivity, and environmental sustainability.

BBAEM 205 Introduction to Financial Literacy

Course Objective:

To equip students with essential knowledge and practical skills in personal financial management, budgeting, saving, investing, and responsible credit use for informed financial decision-making and long-term financial well-being.

Course Content:

Course Credit-3

Unit I Foundations of Financial Literacy and Financial Planning

Understanding the Need for Financial Literacy ;Financial Education, Financial Planning and Financial Well-being; Concept of Financial Planning; Core Concepts in Personal Finance; The Power of Compounding; Developing Financial Goals and principles of Investment; Concept of Risk and Return

Unit II Navigating Banking and Digital Finance

Different Types of Bank Accounts; Opening a Bank Account and KYC Requirements in opening a bank account ;Modern Day Banking and Payment Banks; Fund Transfer Mechanism in Banking; Safe Use of Digital Payments: Do's and Don'ts ; Fintech, UPI and Understanding Credit and Debit Cards; Reserve Bank of India (RBI) and its functions

Unit III Investment in various Financial Products

Investment avenues offered by Securities Markets; Types of Financial Markets; Operational aspects of securities markets ;Various risks involved in investing in securities markets ;Investment in Bonds, Sovereign Gold Bonds and Gold ;Mutual Funds, Types of Mutual funds, Systematic Investment Plan (SIP)

Unit IV Insurance, Retirement, and Estate Planning

Role of Insurance and types of Insurance products and their key features; Importance of Pension and its role in providing financial security in old age, NPS; Key features of retirement planning. Estate Planning and importance of nomination, will and POA

Suggested Readings

Financial Planning	Indian Institute of Banking & Finance (IIBF)
Personal Finance	S. K. Bagchi
Financial Markets, Institutions and Financial Services	Vasant Desai
Security Analysis and Portfolio Management	Punithavathy Pandian
Investment Management	Preeti Singh
Insurance Principles and Practice	M. N. Mishra & S. B. Mishra

Learning Outcomes :

- Describe the fundamental concepts of financial literacy, financial planning, and personal finance in daily life.
- Demonstrate awareness of banking systems, digital payment mechanisms, and the role of financial institutions.
- Evaluate various investment avenues and financial products for informed decision making

BBAEM 206 Business Communication

Course Objectives:

To provide students with a strong foundation in the principles, processes, and significance of To enhance students' business writing abilities & equip them with practical skills Course Content.

Course Content

Course Credit- 3

Unit I Introduction

Meaning and objective of Business communication, Verbal and Nonverbal Communication, Role of Body Language, Gestures and Posture, Communication process, Various barriers of Communication, Concept of proximity in communication. Time, color, pauses as language, Public address system

Unit II Verbal & Non-verbal communication

Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, Body Language, Para language, Role of Listening and its importance, Modern forms of communication, international communication Cultural sensitiveness and cultural context, Writing and presenting in international situations

Unit III Corporate Communication

Formal and Informal Communication, Communication dynamics and network, Grapevine, Barriers in Communication, Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies. Writing Resume, Writing Memo, Circular, Notice and Application; Conveying Bad news through letter

Unit IV Corporate Meetings

Corporate Meetings, Delphi, Brainstorming and nominal group technique of group decision making, Group Discussion, framing of surveys, Writing Cover letter, Types of Interviews, Psychometric test in Employee selection. Cases and Presentations.

Suggested Readings

A Text book of Business Correspondence

Business Communication

The Process of Communication

Business Communication: Concepts, Cases & Applications

Business Communication

Bapat & Davar

D.S. Bhende

David Berio

P.D. Chaturvedi &

Mukesh Chaturvedi

Meenakshi Rarnan & Prakash Singh

Learning Outcomes:

- Understanding of the concepts, objectives, role of verbal and non-verbal communication, body language, gestures and communication etiquette.
- Learn to prepare professional business documents following corporate communication standards.
- Apply communication skills in organizational settings through effective participation in meetings, group discussions, brainstorming sessions, interviews, surveys, and decision-making activities.

BBAEM 207 Viva Voce

Course Objective:

To develop students' practical competence in event planning, organization, communication, budgeting, and professional event management through the application of theoretical knowledge in real-life event situations.

Course Content

Course Credit- 4

Unit I Event Planning and Management

Students shall demonstrate the ability to Prepare an event concept note, Define event objectives, Develop an event planning checklist, Prepare event timelines using Gantt Chart, Design organizational structure for an event, Prepare an event workflow.

Practical Tasks

Birthday Event Planning; College Fest Planning; Seminar Planning; Wedding Planning; Product Launch Planning

Unit II Budgeting and Financial Planning

Students should prepare Event budget, Income and expenditure statement, Sponsorship proposal, Break-even analysis, Cost estimation sheet using MS Excel

Unit III Digital Documentation

Students should prepare Event proposal using MS Word, Event budget using Excel, Event presentation using PowerPoint, Mail Merge invitation letters, Attendance sheet, Feedback forms

Unit IV Sustainable Event Planning

Students shall prepare Green event plan, Waste management plan, Risk assessment sheet, Accessibility checklist, CSR activity plan, Sustainable venue evaluation

Practical Record :Each student should maintain a practical record containing:

1. Event Proposal
2. Event Budget
3. Gantt Chart
4. Event Checklist
5. Sponsorship Letter
6. Invitation Card
7. Press Release
8. Event Poster
9. Risk Management Plan
10. Sustainability Plan
11. Feedback Form
12. Final Event Report

Learning Outcomes:

- Apply management principles to plan, organize, and manage events by preparing budgets, schedules, proposals, and operational documents using digital tools.
- Demonstrate communication, leadership, teamwork, public relations, and sustainable event planning skills while confidently presenting practical decisions during the viva examination.

Third Semester

BBAEM 301 Principles of Event Management

Course Objective:

To introduce students to the fundamentals of event planning while fostering creativity and innovation in event design through brainstorming, technology, thematic concepts, and experiential strategies.

Course Content

Course Credit- 4

Unit I Introduction

Introduction to Event Management Principles: Meaning, scope, and significance of event management, Need for Event Management- Analysis of Event, Classification and types of events , Decision Makers-Event Manager, Technical Staff- Establishing of Policies and Procedure, Basic elements of successful events, Event life cycle: Pre-event, on-site, and post-event stages

Unit II Event Planning

Theoretical Concepts and Frameworks process and models, Event feasibility analysis. Strategic planning for events, management) in Event Planning: Event planning studies, Stakeholder mapping and Event marketing mix (7Ps in event management)

Unit III Legal and ethical Considerations

Ethical Considerations in Event Management: Code of ethics in the event industry, Corporate Social Responsibility (CSR) in events, Legal and ethical challenges in event execution, Sustainability and green events, Inclusivity and diversity in event planning.

Unit IV Creativity & Technology

Creativity and Innovation in Event Design: Concept and importance of creativity in events, Tools for brainstorming and idea generation, The role of technology in innovative event design, Thematic concepts and experiential elements, Case studies of creative and award-winning events.

Suggested Readings

Event Management: Principles and Practice
The Art of Event Planning
Events Management

Tony Rogers
Gianna Gaudini
Glenn Bowdin, Johnny Allen

Learning Outcomes :

- Explain the fundamentals of event management, stakeholder roles, and apply event management principles while addressing ethical, legal, social, and environmental issues.
- Develop innovative, sustainable, and inclusive event concepts by integrating CSR, technology, creativity, and best practices.

BBAEM 302 Event Management Planning

Course Objective :

To equip students with the knowledge and practical skills required for effective event planning, resource management, stakeholder coordination, and successful execution of professional events.

Course Content

Course Credit- 4

Unit I Fundamentals of Event Management Planning

Fundamentals of Event Management Planning: Definition and importance of planning in event management, Types of events and planning requirements, Event lifecycle and phases of planning, Role and responsibilities of an event planner, Trends and innovations in event planning

Unit II Event Planning Tools and Techniques

Event Planning Tools and Techniques : Event Planning Tools and Techniques, Planning checklists and timelines, Gantt charts and project scheduling tools, SWOT analysis and feasibility study, Budget preparation templates, Risk assessment and contingency planning

Unit III Developing Event Plans

Developing Comprehensive Event Plans: Integrating logistics, budgeting, and resource management, Vendor and venue coordination, Legal permissions and compliance factors, Risk identification and mitigation strategies, Sustainability and eco-friendly planning approaches.

Unit IV Coordination in Event Planning

Communication and Coordination in Event Planning: Internal and external communication strategies, Coordination among stakeholders: clients, vendors, sponsors, team members, Use of digital tools and software (emails, CRMs, planning apps), Time management and delegation of responsibilities, Crisis communication and real-time coordination during events

Suggested Reading

Management and Marketing: Theory, Practical Approaches and Planning Anukrati Sharma & Shruti Arora

Event Marketing and Management Sanjaya S. Gaur & Sanjay V.

Event management, an integrated & practical approach Razaq Raj, Paul Walters & Tahir Rashid

Event management- a professional approach Ashutosh Chaturvedi

Learning Outcomes:

- Explain the fundamentals, scope, lifecycle, and roles in event management planning.
- Prepare event plans using appropriate planning tools, budgeting, scheduling, and risk assessment techniques.
- Design integrated event plans by managing logistics, resources, compliance, and sustainability.
- Demonstrate effective communication, stakeholder coordination, digital planning, and crisis management skills.

BBAEM303 Event Cost Accounting and Finance Management

Course Objective :

To equip students with knowledge of cost accounting, budgeting, financial planning, and cost control while developing financial analysis and decision-making skills for sustainable event management.

Course Content

Course Credit- 4

Unit I Cost Accounting Principles

Cost Accounting Principles for Event Management: Introduction to Event Cost Accounting, Cost Accounting Terms, Objects, Event Costs Classifications Fixed Cost, Variable Cost, Opportunity Cost, Direct Cost, Indirect Cost, Period Cost, Relevant Cost, Sunk Cost, Marginal Cost, etc., Cost Ascertainment Material Cost Employee Cost, Direct Expenses, Overheads

Unit II Financial Management in Event Planning

Making of a Cost Statement and Profit Calculations, Understanding Contribution, Calculating Break Even Points and Target Income, Cost-Volume-Profit Analysis, Sensitivity Analysis, B.E.P. Analysis as Applied to Event Management And Tactical Decisions, Allocating Costs to an Event, Basis of Allocation, Allocating cost of Support Departments, Cost Control, Direct & Indirect Variances, Event Based Costing, Preparing the Budget

Unit III Budgeting Techniques for Events

Importance of budgeting in event planning Types of event budgets: master budget, departmental budgets, Techniques Zero-based budgeting & activity-based budgeting, Budget variance analysis and corrective actions, Cost estimation methods and real-time budget tracking tools

Unit IV Financial Forecasting & Resource Allocation

Financial Forecasting in Event Scenarios: Need for forecasting in event management, Revenue forecasting: ticket sales, sponsorships, merchandise, Expense forecasting: vendor payments, transport, setup, etc. Tools and techniques for financial forecasting, Scenario-based analysis (best-case, worst-case, realistic projections). Resource Allocation Strategies in Event Projects: Principles of optimal resource allocation, Human, financial, and material resource planning, cost-benefit analysis and ROI assessment in events, Outsourcing vs in-house cost considerations, Real-life examples of efficient and poor resource allocation in events

Suggested Readings

Financial Management	I. M. Pandey
Management Accounting and Financial Control	S. N. Maheshwari
Cost Accounting	P. C. Tulsian & V. Pandey
Management Accounting: Principles and Practice	R. K. Sharma & S. K. Gupta

Learning Outcomes:

- Prepare cost statements and perform profit and break-even analysis.
- Develop event budgets and analyze budget variances.
- Apply financial forecasting for event planning and evaluate resource allocation, ROI, cost-benefit, and outsourcing decisions.

BBAEM 304 Event Production Process

Course Objectives: To provide students with a comprehensive understanding of event production processes, technical planning, budgeting, and creative production techniques for successful event execution. To develop the skills required to manage event operations

Course Content

Course Credit- 3

Unit I Overview of Event Production Processes

Introduction to event production and its importance, The Phases of Event Organization - The Concept and Proposal Phase, The Marketing and Sales Phase, The Coordination Phase, The Execution Phase, The Follow-up Phase , The Players - Event Manager, Event Planner, Event Coordinator, Event Producer, Roles and responsibilities of the production team, Budgeting and resource allocation for production.

Unit II Technical Aspects of Event Production

Process phases, Characteristics of a Creative person, External Environment, Creative Techniques & Methods, Drafting a Production ,Budget - Expense Spreadsheets, Expense Heads, Actual Expenses, Expense, Audit, Managing unplanned expense, Cash Flow management, Ways to Earn Profits, Budget Layouts, Other considerations

Unit III Creative Elements in Event Production

Creative Elements in Event Production: Theme development and creative direction, set design, d6cor, and props, Packaging, Technology, Delivery, Business Ethics, Importance of a Team, Organizing Production Team, working in a Team, Resolving Conflicts, Understanding Contracts, Resolving Disputes

Unit IV Coordinating, Managing& Team Work

Coordinating and Managing Event Production: Production timelines and scheduling, Vendor and contactor management, Risk management in production, On-site production control and troubleshooting Management, during the Event Coordination Phase, Site Inspection and Venue Liaison, Site/Venue Layout, Running the Event, Sample Event Requirements Form for Venue/Site, Importance of Teamwork in Event Production: Collaboration between creative, technical, and management teams, Leadership in production environments, Communication strategies for large teams, Case studies on teamwork in successful events

Suggested Readings

Event Management: Principles and Practices

S. K. Bhatia

Management: Principles and Practice

Razaq Raj, Paul Walters & Tahir Rashid

Event Management

Sanjay Singh Gaur & Sanjaya Singh

Event Management

S. C. Shukla

Learning Outcomes :

- Prepare event production plans using budgeting, resource allocation, and cost-control techniques.
- Design creative event production elements while applying ethical and professional practices.
- Manage event production through planning, coordination, risk management, and on-site execution.
- Demonstrate effective teamwork, leadership, communication, and collaboration in event production.

BBAEM 305 Public Relations

Course Objectives: To provide students with a comprehensive understanding of public relations principles, media communication, stakeholder engagement, and publicity strategies in event management & To develop the skills required to build event reputation and handle crisis .

Course Content

Course Credit- 3

Unit I Fundamentals of Public Relations

Fundamentals of Public Relations in Event Management: Definition and scope of public relations, importance of PR in event success, Evolution of PR in the event industry, Difference between marketing, advertising, and PR, Roles and responsibilities of a PR professional in event

Unit II Image building and reputation management

Image building and reputation management for events: crafting the event narrative and brand voice, Media relations: Press releases, press kits, media invitations, Publicity generation and influencer involvement, community relations and social responsibility during events.

Unit III Stakeholder Communication and Engagement

Identifying Internal and external stakeholders communication plans for sponsors, media, partners, guests, and team; tools for stakeholder engagement: Newsletters, social media, emails, Audience mapping and tailored messaging, Feedback systems and communication audits

Unit IV Crisis Communication

Crisis Communication in Events: Understanding crisis and its impact on event reputation, crisis management frameworks and protocols, developing a crisis communication plan, Real-time Communication strategies (social media, press briefings), Managing rumors, backlash, and public complaints

Suggested Readings

Excellence in Public Relations and Communication Management - James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates.

Crisis Communications: A Casebook Approach - Kathleen Fearn-Banks; Lawrence Erlbaum Associates.

Learning Outcomes:

- Develop PR strategies and prepare effective event publicity and media communication materials.
- Design stakeholder communication plans using appropriate digital and traditional communication tools.
- Analyze event crises and apply effective crisis communication and reputation management strategies.

BBAEM 306 Human Values and Environmental Studies

Course Objective:

To develop ethical, socially responsible, and value-driven individuals committed to addressing societal and environmental challenges with human values.

Course Content:

Course Credit-3

Unit-I Human Values in Management

Human values: introduction, meaning, characteristics and types; developing value systems in Indian organizations, trans-cultural human values in management, Swami Vivekananda's philosophy of character building, Gandhi's concept of Seven Sins, A.P.J. Abdul Kalam's views on the role of parents and teachers.

Unit II Secular and Spiritual Values in Management

Secular and spiritual values: introduction, features and levels of values, implementation features of spiritual values, Corporate Social Responsibility (CSR): nature, levels, phases and models, corporate governance, CSR and modern business tycoons – Ratan Tata, Azim Premji and Bill Gates.

Unit III Holistic Management

Holistic approach to management through decision-making, the decision-making process, management principles from the Bhagavad Gita and Dharma, ethical and managerial dilemmas in business with case studies covering marketing, pharmaceutical organizations, privatization, liberalization, social media and cyber security, organic food, standardization and quality standards.

Unit IV Ecosystem and Environmental Laws

Ecosystem: concept, structure and functions, biodiversity conservation, pollution control, sustainable development, Sustainable Development Goals (SDGs), circular economy and entrepreneurship; environmental laws covering international environmental conservation, National Green Tribunal, Air Quality Index (AQI), Indian traditional environmental knowledge, environmental management, Environmental Impact Assessment (EIA) and environmental audit.

SUGGESTED READINGS

A foundation course in Human Values and Professional Ethics
JUSTICE: What's the Right Thing to Do?
Human Values
Environmental Manager

RR. Gaur, R. Sangal et al
Michael J. Sandel
A. Tripathi
NK. Uberos

- Understand and apply values and ethical principles in personal and professional life.
- Analyse ethical dilemmas and make value-based decisions.
- Demonstrate awareness of CSR and corporate governance practices.
- Human Values in Management

BBAEM 307 Viva Voce Based on Event Design and Digital Communication

Course Objective:

Develop professional event branding, digital promotional materials, social media content, event documents, presentations, and portfolios using Canva with effective visual communication principles.

Course Content

Course Credit- 4

Unit I Introduction to Canva and Graphic Design Fundamentals

Introduction to Canva Interface, Canva Free Vs Pro Features ,Creating Canva Account, Using Templates, Working with Text, Shapes and Icons, Images and Graphics, Brand Colors, Fonts and Typography, Background Design, Alignment and Layout, Uploading Images and Logos

Practical Exercises: - Design a personal profile card, Create a college ID card, Design a business card, Create a simple event logo, Design a name badge

Unit II Event Branding and Promotional Design

Event Branding, Color Psychology, Event Theme Design, Poster Design, Flyer Design, Brochure Design, Banner Design, Standee Design, Invitation Card Design, Ticket Design, Event Pass Design, Wristband Design

Practical Exercises: - Design promotional materials for: Wedding Event, College Fest, Music Concert, Corporate Seminar, Sports Event, Food Festival

Unit III Social Media Marketing Designs

Create Instagram Posts& Instagram Stories, Facebook Banner, LinkedIn Banner, WhatsApp Poster, YouTube Thumbnail, Digital Advertisement, Carousel Posts, Event Countdown Posts, Social Media Campaign

Practical Exercises

Create:10 Instagram promotional posts, 5 Story Templates, Facebook Cover, LinkedIn Event Banner, Event Countdown Series, Sponsor Appreciation Post, Thank You Post

Unit IV Event Documentation and Presentations (18 Hours)

Presentation Design, Event Proposal Template, Budget Presentation, Timeline Design, Gantt Chart, Infographics, Certificates, Appreciation Letters, Event Report Cover, Menu Card, Seating Plan, Stage Layout, Event Schedule, Photo Album, Short Promotional Video, QR Code Integration

Practical Exercises

Design:- Event Proposal, Event Presentation, Participation Certificate, Volunteer Certificate, Sponsorship Proposal Cover, Event Schedule, Program Brochure, Event Report, Promotional Video (30–60 sec)

Mini Project

Students will individually or in groups design a **complete branding package** for one event (e.g., College Fest, Wedding, Corporate Conference, Cultural Festival, Fashion Show, Sports Meet, Food Festival, or Music Concert), including:

• Event logo and brand identity • Invitation card • Posters and flyers • Social media campaign (minimum 10 posts) • Event banner and standee	• Event schedule and brochure • Participation certificate • Sponsorship presentation • 30–60 second promotional video • Final digital portfolio • Tickets and ID cards
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Learning Outcomes :

- Design professional event branding materials using Canva templates and design tools.
- Create digital marketing content including posters, invitations, brochures, banners, and social media campaigns for different types of events.
- Develop professional presentations, event proposals, certificates, schedules, and promotional videos using Canva.

Fourth Semester

BBAEM401 Event Hospitality, Law & Permissions

Course Objectives : To equip students with an understanding of the legal, regulatory, compliance, contract, permission, and risk management requirements essential for planning and managing events safely and effectively.

Course Content

Course Credit- 4

Unit I Overview of Event Hospitality

Legal Considerations : Introduction to Legal Dimensions of Event Management, importance of law and compliance in event and hospitality sectors, Overview of legal structure in India related to events, Key legal concepts: Liability, negligence, indemnity force majeure, Stakeholders, and their legal responsibilities (organizers vendors, sponsors)

Unit II Legal Obligations

Legal Obligations in Event Management Contract law: Basics and relevance to events, Vendor and supplier agreements, Insurance requirements for events, Liability waivers and indemnity clauses

Unit III Permissions and Licenses

Permissions and Licenses for Events: Types of permissions: Governmental, Municipal, Police, Fire Department, etc Public gathering licenses and noise pollution regulations FSSAI regulations for catering and food stalls, Alcohol licensing and service regulations, Labor laws for event staff and hospitality vendors, Hotel laws: Contractual agreements, service obligations, and liability issue, Guest safety, accessibility, and grievance redressal mechanisms

Unit IV Compliance and Regulatory Framework

Labor laws and employment regulations in events, Safety standards, fire safety codes, and crowd control norms, COVID/health protocols and emergency preparedness, Environmental law considerations in event planning, Fire safety non-compliance issues, Hospitality mishandling in high-profile events, Legal audits and documentation for successful event closure

Suggested Readings

Law for Event Management	Amit Aggarwal
Legal Aspects of Hospitality Management	Bhushan Chavan
Event Management and Legal Risk	Julia Rutherford Silvers
Event Law: Risk Management, Contracts and Ethics	Shannon McCool

Learning Outcomes:

- Explain legal concepts, liabilities, and responsibilities in event management and hospitality.
- Apply contract law principles, agreements, insurance, and risk management practices in events.
- Manage event permissions, licenses, approvals, and regulatory compliance requirements.
- Implement safety, legal, ethical, and regulatory practices for effective event operations.

BBAEM 402 Brand Management

Course Objectives: To develop students' understanding and application of brand management strategies in event management, including brand identity, communication, experiential marketing, reputation management, and crisis handling.

Course Content

Course Credit- 4

Unit I Introduction

Introduction to Brand Management in Event Context: Definition and scope of brand and branding, importance of branding in event management, Differences between product branding and event branding, Role of brand equity, brand positioning, and brand experience, Event as brand: Components and Perception

Unit II Creating Strong Brand Image

Creating and Maintaining a Strong Brand Image for Events: Elements of event brand identity: Name, logo, colors, typography, slogan, theme, Steps in developing a unique and memorable event brand, Brand personality and emotional branding in events, Maintaining brand consistency across platforms and editions, Brand alliances and co-branding in events

Unit III Strategies for Effective Brand Communication and Engagement

Integrated brand communication strategy for events, Storytelling, theme development, and emotional connect, Traditional and digital channels for brand messaging, influencer marketing, sponsorship branding, and partnerships, Engaging audiences through immersive and experiential branding

Unit IV Analysis and Management of Brand Reputation

Analysis and Management of Brand Reputation during Events: Importance of reputation in live/public events, Monitoring brand sentiment before, during, and after the event, Crisis communication and reputation recovery strategies, Public relations (PR), media handling, and social listening, Case studies on brand success and failures in events

Suggested Readings

Strategic Brand Management

Brand Management: Principles and Practices

Experiential Marketing

Event Marketing

Branding for Events

Kevin Lane Keller

Sangeeta Trott & K.V. Sridhar

Kerry Srnith & Dan Hanover

Leonard H. Hoyle

Paul Temporal

Learning Outcomes :

- Explain branding concepts, brand equity, positioning, and event branding principles.
- Design effective event brand identities and maintain brand consistency.
- Develop integrated brand communication strategies using digital, media, and experiential approaches.
- Evaluate and manage event brand reputation through monitoring and crisis communication.

BBAEM 403 Event Marketing & Sponsorship

Course Objectives: To develop students' understanding and application of event marketing and sponsorship strategies, including branding, promotion, sponsor management, digital tools, performance evaluation, and ROI assessment for successful events.

Course Content

Course Credit- 4

Unit I Principles of Event Marketing

Introduction to event marketing, Importance of marketing in event success, 7Ps of marketing applied to events (Product, Price, Place, Promotion, People, Process, Physical Evidence), Understanding the event customer journey, Branding basics in event marketing

Unit II Developing Event Marketing Strategies

Identifying target audience and market segmentation, Marketing objectives for different event types, Digital marketing for events: Social media, email campaigns, websites, Traditional media: Print, radio, outdoor promotions, Integrated marketing communication for events

Unit III Event Sponsorship Fundamentals

Definition and importance of sponsorship in event success, Types of event sponsorships (Title, Co-sponsor, In-kind Media partner, etc.), Proposal writing and pitch strategies to attract sponsors Building long-term sponsor relationships, Legal and ethical considerations in sponsorships

Unit IV Evaluation and Measurement

KPIs for marketing and sponsorship success, Post-event evaluation: ROI, media coverage, audience feedback, Tools for tracking marketing outcomes (Google Analytics, surveys, sponsor reports), Case studies: Successful and failed marketing campaigns, Project: Design a marketing & sponsorship plan for a mock event

Suggested Readings

Events Marketing
Event Sponsorship
Marketing Management

Lynn Van der Wagen & Brenda R. Carlos
Nigel Jackson
Philip Kotler

Learning Outcomes:

- Explain event marketing concepts, 7Ps, customer journey, and branding principles.
- Develop event marketing plans using target audience analysis and promotional strategies.
- Prepare sponsorship proposals and manage sponsor relationships effectively.
- Evaluate event marketing and sponsorship performance using KPIs, ROI, and analytics.

BBAEM 404 Event Team & Crew Management

Course Objectives: To develop students' ability to organize, manage, and lead event teams through effective planning, communication, coordination, problem-solving, and performance management skills.

Course Content

Course Credit- 3

Unit I Roles and Responsibilities in Event Management Teams

Introduction to Event Teams and crew Roles, Importance of team structure in event success, Key roles in event management: Event manager, production head, logistics coordinator, hospitality in-charge, security, volunteers, etc. understanding functional and cross-functional teams, crew roles for different event types (concerts, exhibitions, weddings, corporate events) Freelancer vs in-house teams.

Unit II Assembling and Managing an Efficient Event Team

Planning manpower requirements based on event type and scale, Recruitment: Sources, selection criteria, and onboarding, crew scheduling, task allocation, and roster planning, Team hierarchy and reporting structures, outsourcing and vendor coordination

Unit III Effective communication and coordination Techniques

internal communication tools and protocols (briefings, updates, checklists), Use of technology in team communication (event apps, radios, real-time dashboards), Inter-departmental coordination and crew briefings, Ensuring team alignment with event goals and timelines, conflict avoidance and management techniques

Unit IV Leadership and Problem-Solving in Team and Crew Management

Leadership styles in event scenarios (situational, transformational, participative), Motivating volunteers and short-term staff, Building team morale and ownership, delegation and decision-making under pressure, Leading through crisis: calmness, clarity, Problem-Solving and Performance Evaluation, identifying and resolving on-ground challenges, Quick response systems during event emergencies, Performance monitoring of crew and post-event feedback Documentation of team success and challenges for future planning, Case studies on team failures and turnaround stories in events

Suggested Readings

Event Management and Leadership
Successful Event Management
The Event Manager/s Bible
People Management in Events

Anton Shone & Bryn Parry
Connie Riley
D.G. Conway
Nigel Jackson

Learning Outcomes :

- Explain event team structures, roles, and responsibilities in various event operations.
- Plan and manage event manpower, scheduling, task allocation, and coordination.
- Demonstrate effective communication, teamwork, and coordination using appropriate tools and practices.
- Apply leadership, problem-solving, and decision-making skills for effective event team management.

BBAEM 405 Community Connect

Course Objectives: To equip students with the knowledge and practical skills to design, implement, and evaluate ethical, inclusive, and community-centered media initiatives for sustainable social development.

Course Content

Course Credit- 3

Unit I Introduction to Community Connect and Its Media Relevance

Concept, need, and significance of community connect in media, Role of media in community empowerment and development, Community media vs mainstream media, Overview of media-led community outreach initiatives, Stakeholders in community media: citizens, NGOs, institutions, Community media vs. mass media, Role of communicators in empowering local voices,

Unit II Strategies for Fostering Community Connections

Models of engagement: Participatory, collaborative, consultative, Identifying and understanding community needs, Trust-building and communication planning, Engaging underrepresented and vulnerable populations, Media tools: Community radio, newsletters, WhatsApp groups, local influencers

Unit III Communication methods & Relationship Building with Diverse Communities

Cross-cultural and multilingual communication, Inclusivity in messaging: Gender, age, ability, ethnicity, Feedback mechanisms and two-way communication, interactive and offline outreach tools: Street plays, exhibitions, forums, Real-life examples of inclusive outreach

Unit IV Media's Role, Ethical Practices & Reputation Management

Media's role in sustaining community partnerships, Ethical considerations: Representation, privacy, consent, Challenges in community storytelling and coverage, Legal guidelines: Press council norms, digital ethics, Crisis communication and reputation safeguarding during outreach Case studies: Khabar Lahariya (India) ,CGNet Swara (tribal communities) ,UNICEF's Meena Radio ,Designing and implementing community - based media campaign, project planning: objectives, budgeting, communication tools, Monitoring, documentation, and impact assessment, Student-led community media projects (proposal to report)

Suggested Readings

Media and Community

Development Communication and Community Media

Participatory Communication for Social Change

Media Ethics and Laws

Kevin Howley

Bella Mody

Jan Servaes

Jan R. Hakemulder

Learning Outcomes

- Explain community media concepts, applications, and its role in social development.
- Apply community engagement models, communication tools, and outreach strategies.
- Demonstrate inclusive, ethical, and responsible communication practices.
- Design and implement community media projects with impact assessment.

BBAEM 406 AI in Business

Course Objectives: The course develops an understanding of artificial intelligence concepts and their relevance to business. It enables students to analyze AI-driven decision-making and its organizational impact while addressing risks, biases, and ethical concerns.

Course Content:

Course Credit-3

Unit I Introduction

Foundations: The artificial neuron, neural networks, training, gradient descent to deep nets, language and vision models, narrow, and general intelligence, generative AI.

Unit II AI, strategy and business models

AI, strategy and business models: Digital business strategy, enterprise to eco systems, digital platforms, competition and smart connected products, business models in AI, Business value of AI: AI-business value mechanism, value creation, AI for business functions-Marketing, Operations, and HR; and business domains- Manufacturing, and Healthcare

Unit III Algorithmic decision making

Algorithmic decision making: Machines for decisions, learning algorithms-decision support to decision-making, conversational agents and anthropomorphism, social structure, demographic disparity and prejudice, the spectrum of cognitive biases, social media and the echo chamber effects, the changing role of general managers; interpretability, explain ability and decision stakes, accuracy vs interpretability, solutions and limitations

Unit IV AI Risks & Regulation

AI Risks: AI risk and sources, AI bias, types of bias, hallucination and jail breaking, business-AI alignment; risk management-technological solutions: unlearning and forgetting, robustness checks, debiasing, data sharing and differential privacy.

Responsible AI and regulation: Fairness and its categories, fair equality of opportunities, philosophy of policy, fairness and policy, model selection for fairness, Governance, and regulation, human values Vs market-oriented regulation, AI innovation-regulation trade off, emerging regulations and compliance in select geographies

SUGGESTED READINGS

Prediction Machines: The Simple Economics of Artificial Intelligence	Ajay Agrawal, Joshua Gans & Avi Goldfarb
Artificial Intelligence Basics: A Non-Technical Introduction	Tom Taulli
Artificial Intelligence for Business	Doug Rose

Learning Outcomes:

- Explain the fundamental concepts of AI, machine learning, and neural networks.
- Analyse the impact of AI on business models and value creation.
- Evaluate AI-based decision-making systems and their limitations.
- Identify risks, biases, and ethical issues in AI applications.

BBAEM 406 Viva-Voce Based on Event Planning and Execution

Course Objective:

To develop practical competencies in planning, organizing, executing, promoting, and evaluating professional events while strengthening leadership, teamwork, communication, and problem-solving skills.

Course Content

Course Credit- 4

Unit I: Concept Development and Event Planning

Practical Activities - Identify different types of events. Select an event theme and concept, Define event objectives and target audience, Prepare an event concept note, Conduct feasibility analysis, Develop a project timeline.

Unit II: Event Design and Resource Planning

Practical Activities -Prepare an event budget, Venue selection and venue layout planning, Vendor identification and quotation comparison, Resource planning (manpower, equipment, materials), Prepare sponsorship proposal, Design invitations, posters, and branding materials using Canva.

Unit III: Event Execution and Coordination

Practical Activities -Develop event workflow, Assign committee roles and responsibilities, Prepare stage and program schedule, Registration desk management, Guest and VIP management, Logistics coordination, Emergency and contingency planning, Conduct a mock/live event.

Unit IV: Event Evaluation and Presentation

Practical Record

Students shall maintain a practical file containing: • Event proposal • Budget sheet • Venue layout • Vendor list • Sponsorship letter • Event timeline • Publicity materials • Checklists • Risk management plan • Event photographs • Post-event report • Reflection report	Practical Activities • Collect participant feedback. • Prepare event documentation. • Analyze event success using KPIs. • Prepare post-event report. • Present project before the evaluation committee.
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Mini Project Each student or group shall organize one event such as: • College Orientation Programme • Cultural Festival • Food Festival • Fashion Show • Sports Event • Corporate Seminar • Product Launch • Wedding Theme Event • CSR/Social Awareness Campaign • Alumni Meet	The project should include: • Event concept • Planning documents • Budget • Marketing plan • Execution report • Evaluation report
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Recommended Software and Tools

- Canva (event branding and promotional materials)
- Microsoft Excel (budgeting and resource planning)
- Microsoft PowerPoint (project presentation)
- Google Forms (registration and feedback)
- Trello or Asana (task management)
- CapCut or Adobe Express (event promotional videos)
- Meta Business Suite (social media promotion)

Fifth Semester

BBAEM 501 Sales & Promotion

Course Objectives: To develop students' understanding and application of sales, promotion, branding, client management, and strategic marketing practices for enhancing event visibility and business performance

Course Content

Course Credit- 4

Unit I Principles and Strategies of Sales and Promotion in Event Management

Introduction to sales and promotion, definition and scope and objectives, client Management and negotiation skills, Market segmentation and audience profiling, Sales Principles and Techniques-B2B and B2c sales approaches, Relationship building and client retention.

Unit II Planning and Execution of sales and promotional campaigns for Events

Introduction to campaign Planning, purpose and scope of sales and promotional campaigns, setting campaign objective, Defining goals, target audience, and key messages, Budgeting and Resource Allocation, cost planning and optimizing promotional spending, creative strategy Development, Designing campaign themes, slogans, and content, Media and channel selection, campaign Execution

Unit III Role of Branding in Event sales

Definition, purpose, and importance of branding Brand Identity and Positioning, Elements of a strong brand (logo, color, tone values), Differentiation and competitive advantage, Branding Strategies for Events Creating a cohesive event brand, Impact of Branding on Sales, Brand Communication and Promotions Case Studies and Practical Applications, Successful branded event examples and analysis

Unit IV Role of Branding in Event sales

Definition, purpose, and importance of branding, Brand Identity and Positioning, Elements of a strong brand (logo, color, tone, values), Differentiation and competitive advantage, Branding Strategies for Events, creating a cohesive event brand, Impact of Branding on sales, Brand communication and Promotions case studies and practical Applications, Successful branded event examples and analysis

Suggested Readings

Sales and Promotion Management	S.H.H. Kazmi & Satish Batra
Advertising and Promotion: An IMC Perspective	George E. Belch & Michael A. Belch
Marketing for Hospitality and Tourism	Philip Kotler, Bowen, Makens
Event Marketing: How to successfully promote Events	Leonard H. Hoyle
Strategic Event Planning	Judy Allen

Learning Outcomes

- Explain sales and promotion concepts with client management and negotiation skills.
- Develop and implement effective event sales and promotional campaigns.
- Apply branding strategies for creating a strong event identity and image.
- Evaluate sales and branding strategies through analysis and practical applications.

BBAEM 502 Budgeting and Costing of Events

Course Objectives: To develop students' understanding and application of budgeting, costing, financial planning, cost control, and ROI-based decision-making for effective and sustainable event management.

Course Content

Course Credit- 4

Unit I Essentials of Event Production and Logistics

Definition and scope of event production and logistics, Key components: Setup, staging AV, decor, catering, transportation, security, Role of production manager and logistics' coordinator, Differences between pre-production, production, and post-production, Overview of logistical challenges in various event formats (indoor/outdoor/live/virtual)

Unit II Planning and Executing Seamless Event Logistics

Venue selection and layout planning, vendor sourcing and logistics contacts, roadin/load-out schedules and timelines, Inventory management and material handling, Transport coordination and backstage logistics

Unit III Coordinating Event Production Elements

Integration of technical production: sound lighting, stage, screens, Coordination with creative, technical, and operations team, production run sheets, cue sheets, and rehearsals crowd control, guest movement, and flow logistics, Health, safety, and compliance considerations

Unit IV Troubleshooting and Problem-solving in event

Common production on-ground challenges and how to anticipate them, contingency planning and backup systems, dealing with vendor delays, technical glitches, and weather disruptions, Crisis management and real-time decision-making, Post-event logistics: dismantling, return of goods, loss/damage reporting

Case-studies of large-scale event productions (e.g., IPL, trade expos, live concerts), breakdown of production timelines and logistic maps, Mini projects: Students create a logistics plan for a hypothetical event, Evaluation and improvement of production performance, Lessons learned from real-life production failures and successes

Suggested Readings

Production Management for Events
The Event Manager's Bible
Event Planning and Management

T. Allen & IC Wall
D.G. Conway
Ruth Dowson & David Bassett

Learning Outcomes

- Explain budgeting, costing, and financial management concepts in event planning.
- Prepare and manage event budgets using cost estimation, monitoring, and analysis tools.
- Apply costing techniques for effective financial planning and decision-making.
- Evaluate event financial performance through ROI analysis and cost-control strategies.

BBAEM 503 Event Production & Logistics

Course Objectives: To develop students' understanding of event production and logistics, enabling them to plan, coordinate, and execute seamless event operations effectively.

Course Content

Course Credit 4

Unit I Essentials of Event Production and Logistics

Definition and scope of event production and logistics, Key components, Setup, staging AV, decor, catering, transportation, security, Role of production manager and logistics coordinator, Differences between pre-production, production, and post-production, Overview of logistical challenges in various event formats (indoor/outdoor/live/viral)

Unit II: Planning and Executing Seamless Event Logistics

Venue selection and layout planning, vendor sourcing and logistics contacts, load in/load-out schedules and timelines, Inventory management and material handling, Transport coordination and backstage logistics

Unit- III Coordinating Event Production Elements

Integration of technical production: sound lighting, stage, screens; coordination with creative, technical, and operations team; production run sheets, cue sheets, and rehearsals; crowd control, guest movement, and flow logistics; health, safety, and compliance considerations

Unit IV Troubleshooting and Problem-solving

Common on-ground challenges and how to anticipate them, Contingency, planning and backup systems, dealing with vendor delays, technical glitches, weather disruptions, Crisis management and real-time decision-making, Post-event logistics: dismantling, return of goods, loss/damage reporting Case Studies and Project-Based Learning: case-studies of large-scale event productions (e.g., IPL, trade expos, live concerts), break down of production timelines and logistic mapping.

Mini projects: Students create a logistics plan for a hypothetical event, Evaluation and improvement of production performance, lessons learned from real-life production failures and successes

Suggested Readings

The Complete Guide to Successful Event Planning
Production Management for Events
The Event Manager's Bible
Event Planning and Management

Shannon Kilkenny
T. Allen & IC Wsll
D.G. Conway
Ruth Dowson & David Bassett

Learning Outcomes :

- Plan event logistics and operational workflows.
- Coordinate production teams and technical resources.
- Manage event challenges using contingency planning.
- Evaluate event performance and recommend improvements.

BBAEM504 –SPECIAL EVENTS(Wedding Planning & Live Events)

Course Objectives: To develop students' understanding and application of special event and live event planning, coordination, budgeting, creativity, technology, risk management, and evaluation strategies for successful event execution.

Course Content

Course Credit- 6

Unit I Introduction to Special Events

Wedding Planning and Live Events: Meaning and Types of special events, Roles and responsibilities of an event manager Event Planning Process, Concept development and goal setting, Budgeting and resource allocation.

Unit II Planning and Execution of Weddings

Wedding Industry, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Understanding Wedding Flow, Creating BluePrint, Designing Wedding Plan, Understanding logistics and entertainment requirements in wedding, Venue selection and layout planning Vendor coordination and contracts Wedding work flow and its execution, final inspection of according to process.

Unit III Planning and Execution of Live Events

live Events, Live entertainment show Industry Understanding the requirement of live shows , planning Live Show, Job Responsibilities of Live show Planner. Live show arrangements, budgeting, live show Flow, creating Blue-Print, Designing Live show plan, understanding technical requirements, Logistics and operations, celebrity management in Live Show.

Unit IV Special Event

Creativity and Innovation in Special Event Design: Introduction to Special Event Design, Principles of Creative Thinking, Technology and Innovation in Events, Personalization and Customization.

Coordination and Management of Special Events: Team Management, Roles, scheduling, and volunteer coordination, Risk Management and Safety, Permits, insurance, and emergency planning, Marketing and Promotions, Branding, media outreach, and ticketing, Execution and On-Site Management, Timelines, checklists, and troubleshooting, Post-Event Evaluation.

Suggested Readings

Special Events: A New Generation and a New Frontier	Joe Goldblatt
The Wedding Planner's Guide to Creating Unforgettable Events	Karen Lyons
Wedding Planning For Dummies, Second Edition	Marcy Blum

Learning Outcomes:

- Explain special event management concepts, processes, and roles in wedding and live events.
- Prepare and execute wedding plans through venue selection, vendor coordination, and logistics management.
- Design and manage live events with budgeting, technical planning, and artist coordination.
- Apply creativity, risk management, marketing, teamwork, and evaluation strategies for successful events.

BBAEM505- Live Project on Social Media Marketing & Digital Campaign

Course Objectives

Apply social media marketing principles to create business accounts, develop digital campaigns, analyze performance, and produce engaging online content effectively.

Course Content

Course Credit- 6

Unit I Social Media Platforms and Business Profile Setup

Creating professional accounts on Facebook, Instagram, LinkedIn, X (Twitter), and YouTube; Designing business profiles with logo, cover image, and business information

Unit II: Content Planning and Content Creation

Preparing a monthly content calendar; Designing promotional posts using Canva; Writing captions with hashtags and CTAs; Creating image posts, carousels, and short videos (Reels/Shorts).

Unit III: Social Media Management and Digital Marketing Campaigns

Scheduling posts using Meta Business Suite or similar tools; Conducting keyword and hashtag research; Developing digital marketing campaigns; Preparing campaign budgets and identifying target audiences; Demonstrating Facebook/Instagram Ads Manager (simulation/demo).

Unit IV: Analytics, Strategy, and Campaign Presentation

Monitoring campaign performance using analytics; Preparing analytics reports with engagement metrics; Comparing organic and paid marketing strategies; Developing influencer marketing strategies; Presenting a complete digital marketing campaign project.

Practical Record

Students should maintain a practical file containing: • Screenshots of social media profiles • Content calendar • Designed posts • Campaign plan • Analytics report • Final campaign presentation	Mini Project Each student will create a digital marketing campaign for: • A local business • A startup • An educational institute • A social awareness campaign • A personal brand The project should include: • Campaign objective • Target audience • Platform selection • Content strategy • Budget estimation • Expected KPIs (Reach, Engagement, CTR, Conversions) • Final report and presentation
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Sixth Semester

BBAEM 601 Apprenticeship with Industry

Course Credit : 26

The student will have to go for Internship in any of the assigned Company to have a practical knowledge of the theory learnt during the course