

LJ INSTITUTE OF EVENT MANAGEMENT

BBA(EVENT MANAGEMENT)SYLLABUS - 2 CORE SUBJECTS, 2 EVENT SPECIFIC SUBJECTS, WORKSHOPS & 1 PRACTICAL ASPECTS OF EVENT MANAGEMENT

SEMESTER 1**Core I :** PRINCIPLES OF MANAGEMENT**Core II:** BUSINESS COMMUNICATION**Core III:** BUSINESS ECONOMICS**Event I:** FUNDAMENTALS OF EVENT MANAGEMENT & PLANNING**Workshops:** 1. MS OFFICE 2. EVENT SOUND-LIGHTING & CONSOLE MANAGEMENT 3. PERSONALITY DEVELOPMENT & GROOMING**PRACTICAL ASPECTS OF EVENT MANAGEMENT - I****SEMESTER 3****Core I :** MARKETING MANAGEMENT**Core II:** PR, SPONSORSHIP & ADVERTISING**Event I:** EXPERIENTIAL MARKETING & TECHNOLOGY**Event II:** SPECIAL ASPECTS OF EVENT MANAGEMENT - MICE & CORPORATE**Workshops:** 1. AR & VR
2. BASIC GOOGLE APPS TRAINING**PROFESSIONAL INDUSTRY ENGAGEMENT (PRACTICAL TRAINING)****SEMESTER 5****Core I :** ENTREPRENEURSHIP & PROJECT MANAGEMENT**Core II:** SERVICE MARKETING & CUSTOMER RELATIONSHIP MANAGEMENT**Event I:** EVENT MEDIA MANAGEMENT**Event II:** SPECIAL ASPECTS OF EVENT MANAGEMENT - SPORTS EVENT**Workshops:** 1. EVENT PITCHING
2. IDEA GENERATION**WORK BASED LEARNING ROUTE- II (INTERNSHIP)****SEMESTER 2****Core I :** HUMAN RESOURCE MANAGEMENT**Core II:** COMMERCIAL COMMUNICATION**Event I:** EVENT PRODUCTION & LOGISTICS MANAGEMENT**Event II:** EVENT HOSPITALITY**Workshops:** 1. SOCIAL MEDIA MARKETING 2. GRAPHIC DESIGNING & ANIMATION 3. PHOTOGRAPHY & PRODUCT PORTFOLIO, SHORT FILM & DOCUMENTARY**PRACTICAL ASPECTS OF EVENT MANAGEMENT - II****SEMESTER 4****Core I :** FINANCE & ACCOUNTING MANAGEMENT**Core II:** DIGITAL MEDIA MARKETING**Event I:** EVENT COMPLIANCES**Event II:** SPECIAL ASPECTS OF EVENT MANAGEMENT - WEDDING & LIVE EVENTS**Workshops:** 1. STRESS MANAGEMENT & TEAM BUILDING
2. EVENT SOFTWARE**WORK BASED LEARNING ROUTE- I (INTERNSHIP)****SEMESTER 6****Core :** FINAL YEAR PROJECT & RESEARCH**Workshops:** 1. MARKET RESEARCH & DESIGN

2. BASICS OF STATISTICS

PRACTICAL ASPECTS OF EVENT MANAGEMENT