

EVENT MANAGEMENT



CHANAKYA
INSTITUTE OF BUSINESS
MANAGEMENT
PURE ASTRA SASTRA MANAGEMENT VERSITY

SEMESTER I

MANAGEMENT PRINCIPLES AND PRACTICE
ORGANIZATIONAL BEHAVIOR
CORPORATE COMMUNICATION
INTRODUCTION TO EVENT MANAGEMENT & PR
EVENT MANAGEMENT PLANNING
EVENT PRODUCTION PROCESS
COMPUTER APPLICATIONS IN MANAGEMENT USING SAP*

SEMESTER II

ADVERTISING AND SALES PROMOTION
MARKETING MANAGEMENT
HUMAN RESOURCE MANAGEMENT
SPECIAL EVENTS WEDDING PLANNING & LIVE EVENTS
EVENT TEAM & CREW MANAGEMENT
EVENT RESOURCE MANAGEMENT
COMPUTER APPLICATIONS IN MANAGEMENT USING SAP* PRACTICAL

SEMESTER III

BRAND MANAGEMENT
MANAGEMENT INFORMATION SYSTEM
EVENT MARKETING & SPONSORSHIP
EVENT COST ACCOUNTING & FINANCE MANAGEMENT
EVENT HOSPITALITY, LAW & PERMISSIONS
EVENT RISK MANAGEMENT

SEMESTER IV

MEDIA MANAGEMENT
SPECIAL EVENTS & CORPORATE EVENTS
ADVANCE ASPECTS OF EVENT MANAGEMENT
PUBLIC RELATIONS
TOURISM MARKETING
PROJECT & TRAINING REPORT VIVA & VOCA