<u>SEMESTER – V</u>

Iname of the Faculty: Mass Communication 2. Course Name FUNDAMENTALS OF RESEARCH METHODOLOGY L T IF 3. Course Code JM301 3 1 OC 4. Type of Course (use tick mark) Core () DE () FCI 5. Pre-requisite (frany) 10+2 in any discipline 6. Frequency (use tickmarks) Even () Odd (v) Either Sem () Every 7. Total Number of Lectures, Tutorials, Practicals Tutorials = 10 Practical = Nil Every COURSE OBJECTIVES: The main objective of this course is to introduce principle sand types of research methodology to students and get them acquainted importance of ethical research practices, tools of research, Research Design, Qualitative and Quantitative research and basic data analysis tools 9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes: COURSE OUTCOME (CO) ATTRIBUTES COI Student should understand the need and practice of research design and research tools Cool Students will be able to outline the requirements of Qualitative Research CO3 Students will be able to outline the requirements of Qualitative Research Students will be able to userious research referencing styles and be able to apply their knowledge and write and submit a bas research papers 10. Unit wise detailed co
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Introduction to Research Design, Writing Literature reviews, Format of a basic Research paper, Research Methodology
Unit-3 Number of lectures =08 Title of the unit: Qualitative Research Design Mapped CO: 3
Importance of Qualitative Research Design, Designing a Questionnaire/ Structured interview design, Types of Methods—Interview/ Focused Group Discussion
Unit-4 Number of lectures = 08 Title of the unit: Quatitative Research Design Mapped CO: 4
Importance of Quantitative Research Design, Statistical tools for Quantitative Research Design, Methods of data analysis, Using software for data analysis
Unit-5 Number of lectures = 08 Title of the unit: Governments curbs and regulation Mapped CO: 5
on the Media, TRP game and newspaper rankings
Introduction to referencing styles and research resources, Structuring a research paper, writing a research paper with correct referencing
11. CO-PO mapping
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 PS03
CO1 2 2 1 2 1 2 1 3 3
CO2 2 3 1 1 2 1 2 1 3 2
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Total Number of Lectures, Tutorials, Practicals Tutorials = 10 Practical = Nil URSE OBJECTIVES: Event management is one of the best communication tools used by companies to reach millions of people, their target audience, for retering, advertising and promotional activities. It is, therefore, very important to understand the role and purpose(s) of special events in an organization thiques and strategies required to plan successful events and also to promote, conduct and implement special events for the targeted markets. COURSE OUTCOMES (CO): ATTRIBUTES COURSE OUTCOMES (CO) ATTRIBUTES COURSE OUTCOME (CO) Student should learn about the importance and role of event management CO2 Student should be able to inculcate the skills suited for managing events CO4 Students should be able to analyze event impact and develop basic reports pre and post event 0. Unit wise detailed content Mapped CO:1 Init-1 Number of lectures = 08 Title of the unit: Introduction to Event Management, Corporate needs for event Imaagement. roduction to Event Management, Various types of Events and their categories and needs, Role& Scope of Event Management, Corporate needs for event Imaagement. roduction to Event Management, Various types of Events and their categories and needs, Role& Scope of Event Management, Corporate needs for event Imaagement Event Planning and resources Mapped CO:1,2 neeptualization, Event Planning & Proposal, Organizational Culture, Target audience for events, E		1 DE () ither Sem () Ev ractical = Nil target audience, for a ts in an organization,	1 DE () Either S Practica ple, their target ecial events in a	3 Core ()					AGEMENT		3 10 0	/ COURCO Na
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CO5 2 1 1 2 1 1 2 3 3 trong contribution, 2 Average contribution, 1 Low contribution 2. Brief description of self-learning / E-learning component 1. https://www.youtube.com/watch?v=LgMbITJUdM0 .	3	3	3	dio=1&rv=IMLS	2 Sug&start_rad cDonnell ; House P Ltd	1 uafgaB0IVtFAqS d Henry arris and Ian Me /ikas Publishing d Bryn Parry s Robbin Phillip. ecial Events by J	1 CMUCN83rA0u Notice By Toda 'Toole, Rob Ha y V Saggere, V ersity Press ton Shone and th Movements of Success Spe	2 ntribution ponent UdMO et2nl&list=RD Npdo Ondiuk t a Moment's s Ilen, William C gh Gaur, Sanja n , ICFAI Unive ndbook by An Word of Mou cenes Secrets	1 tion, 1 Low co learning comp tch?v=LgMbITJ tch?v=IML9R2(v=WxHWjmwl ch?v=oKvmMD ch?v=oKvmAD ch?v=oKv	1 Frage contribu If-learning / E- itube.com/wat e.com/watch? cube.cube.cube.cube.cube.cube.cube.cube.	2 ribution, 2 Ave scription of sel tps://www.you tps://www.youtb bos://www.youtb commended: e Accidental Cr e Wiley Series ent Manageme cent Manageme ccessful Event ains on Fire: Igr e Business of E	CO4 CO5 Trong contr 2. Brief des 1. htt 2. htt 3. https:/ 4. http 1. The 3. Eve 4. Eve 5. Eve 6. Suc 7. Bra 8. The

1 Name of t	he faculty: Ma	ass Communic	ation									
2. Course Na	ame	ADVERTISI	IG DESIGN					L	Т		Р	
3. Course Co	de	JM303						3	1		0	
4. Type of C	ourse (use tick	(mark)						Core ()	DE	()	FC (√)	
5. Pre-requ			any discipline	6. Fre	quency (use tick	marks)	Even ()	Odd (√)	Either	Sem ()	Every Sem ()	
7. Total Nur		es, Tutorials, F	Practicals									
		ures = 30	acia conconta	of advartising	Tutorial		ar advartising	and better unde	Practica		docian	
		0		or advertising,	, market strateg	ies, writing i	or advertising	and better unde	erstanding the	e auvertising	design	
	UTCOMES (CO)): completion, le	arners will dev	elon followin	a attributes:							
•	JTCOME (CO)				guttinbutesi	ATTR	IBUTES					
C	01	Student will l	earn about ba	sic concepts of	fadvertising							
	02		ill learn about different kinds of advertising, creative writing for advertising									
	02											
C	03	Students will	learn about ac	lvertising desig	gn							
C	04	Students will	learn about m	odern commu	nication theorie	S						
C	05	Students will	learn about re	gulation in adv	vertising and ma	arketing strat	tegies					
10. Unit wis	e detailed con	tent										
Unit-1		Number of	lectures = 08	Title of t	he unit: Introdu	ction to adv	ertising	Mapped CO	D: 1			
oncept, mea	ning and defin	itions										
Unit-2			lectures =08	Title of th	Title of the unit: Scope and impact of advertising				Mapped CO:2, 3			
	nomic benefit	s of advertisin	5	Title of th	Title of the unit: Types of advertising Mapped CO:3							
Unit-3 types of adv	ertising	Number of	lectures = 08	Title of tr	Title of the unit: Types of advertising Mapped CO:3							
Unit-4		Number of	lectures = 08	Title of th	ne unit: Market	and advertig	ing strategie	Mapped CO	.5			
	nents of marke				Title of the unit: Market and advertising strategies Mapped CO:5 of advertising							
Unit-5		Number of lectures = 08 Title of the unit: Web advertising					Mapped CO):5				
earch engine	optimization	(SEO), Pay-per	-click (PPC) adv	vertising, Socia	al media market	ing						
1. CO-PO ma	pping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	2	1	2	1	1	2	1	2	3	2	
CO2	2	2	2	3	1	1	2	2	1	2	1	
CO3	2	1	1	2	1	3	2	1	2	1	2	
CO4	3	2	1	2	1	2	2	1	2	3	1	
CO5	2	1	2	2	2	1	2	2	1	2	3	
Strong cont	ribution 2 Au	erage contribu	tion 1 low co	ntribution								
		If-learning / E-	· ·									
1. ht	tps://www.	youtube.co youtube.co	m/watch?v	=2fPdYh-KK	<u>(10</u> YE							
3. Books reg	commended:											
		agement by jai	shreejethani									
	vertising by Ru											
3. Ad	vertising and I	MC: principles	and practice.									

1. Name of the Faculty: MASS COMMUNICATIN 2. Course Name FILM & VIDEO PRODUCTION 3. Course Code JM304 4. Type of Course (use tick mark) Core () 5. Programming (use tick mark) Odd (a)		
4. Type of Course (use tick mark) Core () DE	r	Р
	L	2
	()	FC (√)
5. Pre-requisite (ifany) 10+2 in any discipline 6. Frequency (use tickmarks) Even () Odd (\vee) Either	Sem ()	Every Sem ()
7. Total Number of Lectures, Tutorials, Practicals	•	
Lectures = 10 Tutorials = 10 Practic	al = 20	
8. COURSE OBJECTIVES: Help students understand and appreciate the craft of Film making, and develop the aesthetic and creative set	nse required f	or the creating
quality films.		
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:		
COURSE OUTCOME (CO) ATTRIBUTES		
CO1 Understand the craft of Film Making.		
CO2 Learn about the different stages of Production.		
CO3 Engage in the synopsis writing process.		
CO4 Appreciate Good content and embrace the best practices.		
CO5 Acquire skills of Documentary and Fiction storytelling.		
10. Unit wise detailed content		
Unit-1 Number of lectures = 08 Title of the unit: What is a Film Mapped CO: 1, 5		
What is a Film, Script and Structure, Style and Narrative Strategies, Story telling and Visual imagination.		
Unit-2 Number of lectures =08 Title of the unit: Idea to Story Mapped CO: 1, 2, 3		
From an idea to a story, Screenplay, Shot Division, Visual Treatment.		
Unit-3 Number of lectures = 08 Title of the unit: Cinematography Mapped CO: 2, 4		
Different Cameras and Formats, Camera Movement, Camera Angles, Framing and looking space, Headroom, 180 degree rule, Rule of Thirds,	Types of Shots	
	<i></i>	
Unit-4 Number of lectures = 08 Title of the unit: Proposal and Pitching Mapped CO: 3, 4		
Writing a synopsis, Budgeting, Pitching, Fundraising, Film Festivals.		
Unit-5 Number of lectures = 08 Title of the unit: Editing and Sound Design Mapped CO:2, 5		
Working with Timeline, Editing on Premiere Pro, Adding sound effects and music, creating a montage.		
11. CO-PO mapping		
CO-PO mapping COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02	PSO3	PSO4
	PSO3 2	PSO4 1
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1	2	1
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02		
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1	2	1
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 2 3 2 CO3 2 1 1 2 1 2 3 2	2	1 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 2 3 2	2	1 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 2 3 2 CO3 2 1 1 2 1 2 3 2 CO3 2 1 1 2 1 2 3 2 CO4 2 3 1 1 2 3 2 3	2 2 2 3	1 2 3 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 2 3 2 CO3 2 1 1 2 1 3 2 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO4 2 3 1 1 1 2 3 2 CO5 3 1 1 1 1 2 3 3	2 2 2 2	1 2 3
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 2 3 1 CO2 2 2 1 3 2 2 3 2 CO3 2 1 1 2 1 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO3 2 1 1 2 3 2 3 2 3 2 3 2 3 2 3 2 3 2 3 2 3 2 3 2 3 2 3 2 3 2 3 3 3 3 3 3 3 3 3 3	2 2 2 3	1 2 3 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 2 3 1 CO2 2 2 1 3 2 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO3 2 1 1 2 1 1 2 3 2 3 CO4 2 3 1 1 1 2 3 2 3 2 CO5 3 1 1 1 1 2 3 3 3 3 Strong contribution, 2 Average contribution, 1 Low contribution 1 1 2 3 3 12. Brief description of self-learning / E-learning component 1 1	2 2 2 3	1 2 3 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 2 3 1 CO3 2 1 1 2 1 3 2 2 3 2 CO3 2 1 1 2 1 2 3 2 CO4 2 3 1 1 1 2 3 2 CO5 3 1 1 1 1 2 3 3 3 Strong contribution, 2 Average contribution, 1 Low contribution 1 1 1 2 3 3 12. Brief description of self-learning / E-learning component 1 1 1 2 3 3	2 2 2 3	1 2 3 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO4 2 3 1 1 1 2 3 2 CO5 3 1 1 1 1 2 3 3 3 Strong contribution, 2 Average contribution, 1 Low contribution 1 1 2 3 3 1. https://www.youtube.com/user/RIFilmSchool/videos 2 2 2 3 3 3. https://www.youtube.com/c/EheindtheCurtain/videos 3 1 1 1 1 2 3	2 2 2 3	1 2 3 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 3 2 CO3 2 1 1 2 1 3 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO3 2 1 1 2 1 1 2 3 2 3 CO4 2 3 1 1 1 2 3 2 3 2 CO5 3 1 1 1 1 2 3 3 3 Strong contribution, 2 Average contribution, 1 Low contribution 1 1 2 3 3 1. https://www.youtube.com/csering / E-learning component 1 1	2 2 2 3	1 2 3 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO4 2 3 1 1 1 2 3 2 CO5 3 1 1 1 1 2 3 3 3 Strong contribution, 2 Average contribution, 1 Low contribution 1 1 1 2 3 3 1. https://www.youtube.com/c/TylerMowery/videos 3 1 1 1 1 2 3 3 2. https://www.youtube.com/c/TylerMowery/videos 3 3 3	2 2 2 3	1 2 3 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO4 2 3 1 1 1 2 3 2 CO5 3 1 1 1 1 2 3 3 3 Strong contribution, 2 Average contribution, 1 Low contribution 1 1 1 2 3 3 2. https://www.youtube.com/c/TylerMowery/videos 2 3 3 3 3 3. https://www.youtube.com/c/BehindtheCurtain/videos 3 3 3 3 3 <t< td=""><td>2 2 2 3</td><td>1 2 3 2</td></t<>	2 2 2 3	1 2 3 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO4 2 3 1 1 1 2 3 2 CO5 3 1 1 1 1 2 3 3 3 Strong contribution, 2 Average contribution, 1 Low contribution 1 1 1 2 3 3 1. https://www.youtube.com/c/TylerMowery/videos 2. https://www.youtube.com/c/Behindthec/Urtain/videos </td <td>2 2 2 3</td> <td>1 2 3 2</td>	2 2 2 3	1 2 3 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 2 3 1 CO2 2 2 1 3 2 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO4 2 3 1 1 1 2 3 2 CO5 3 1 1 1 1 2 3 3 3 Strong contribution, 2 Average contribution, 1 Low contribution 1 1 1 2 3 3 2. https://www.youtube.com/c/TylerMowery/videos 3 3 3 3 3 3. https://www.youtube.com/c/BehindtheCurtain/videos 3 3 3 3 3 3 <t< td=""><td>2 2 2 3</td><td>1 2 3 2</td></t<>	2 2 2 3	1 2 3 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 C01 2 2 1 2 1 1 2 3 1 C02 2 2 1 3 2 2 3 2 C03 2 1 1 2 1 1 2 3 2 C03 2 1 1 2 1 1 2 3 2 C04 2 3 1 1 1 2 3 2 C05 3 1 1 1 1 2 3 3 Strong contribution, 2 Average contribution, 1 Low contribution 1 1 2 3 3 12. Brief description of self-learning / E-learning component 1 1 1 2 3 3 2. https://www.youtube.com/c/TylerMowery/videos 3 1 1 1 1 2 <	2 2 2 3	1 2 3 2
COsPO1PO2PO3PO4PO5PO6PO7PS01PS02CO1221211231CO2221322232CO3211211232CO423111232CO531111233Storg contribution, 2 Average contribution, 1 Low contribution12. Brief description of self-learning / E-learning component1. https://www.youtube.com/c/TylerMowery/videos3. https://www.youtube.com/c/TylerMowery/videos4. https://www.youtube.com/c/StudioBinder7. https://www.youtube.com/c/StudioBinder7. https://www.youtube.com/c/StudioBinder7. https://www.youtube.com/c/Tinderoses1. https://www.youtube.com/c/Tinderoses1. https://www.youtube.com/c/Tinderoses1. https://www.youtube.com/c/StudioBinder7. https://www.youtube.com/c/Tinderoses1. https://www.youtube.com/c/Tinderoses </td <td>2 2 2 3</td> <td>1 2 3 2</td>	2 2 2 3	1 2 3 2
COs PO1 PO2 PO3 PO4 PO5 PO6 PO7 PS01 PS02 CO1 2 2 1 2 1 1 2 3 1 CO2 2 2 1 3 2 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO3 2 1 1 2 1 1 2 3 2 CO4 2 3 1 1 1 2 3 2 CO5 3 1 1 1 1 2 3 3 3 Strong contribution, 2 Average contribution, 1 Low contribution 1 1 1 2 3 3 1. https://www.youtube.com/c/TylerMoweryVideos 2. https://www.youtube.com/c/LeFNSa3CAP_GJxmFpdjG9Jw 3. ht	2 2 2 3	1 2 3 2

1. Name of t	he Faculty: M	ass Communie	cation								
2. Course Na	ime	FILM & VID	EO PRODUCT	ION PROJECT				L	Т		Р
3. Course Co	de	JM05						0	0		8
4. Type of Co	ourse (use tick	mark)						Core ()	DE	()	FC (√)
5. Pre-requi	isite (ifany)	10+2 in	any discipline	6. Fre	quency (use ti	ckmarks)	Even (V)	Odd ()	Either	Sem ()	Every Sem ()
7. Total Num	nber of Lectur	es, Tutorials, I	Practicals	1					I	.,	
	Lect	ures = Nil			Tutoria	als = Nil			Practica	l = 80	
8. COURSE OF	BJECTIVES: To	learn and prac	ctice the craft	of making Film	ns, and produc	e a short film.	I				
	UTCOMES (CO	1).									
	•	•	arners will de	velop followin	a attributes:						
-	JTCOME (CO)				<u> </u>	ATTR	IBUTES				
co	01	Equip the stu	dents with the	e tools require	d in making filı	ms.					
co	02	Provide an In	nmersive expe	rience of the f	ilm making pro	ocess.					
co	D3	Familarise the	e students wit	h the equipme	ent and softwa	re used in film	making.				
CO4		Guide students in conceiving ideas and write screenplays.									
СС	CO5		Help students create a short film.								
10. Unit wise	e detailed con	tent									
. Planning, W . Planning, W . Planning, W	riting, Shootir riting, Shootir riting, Shootir	ng and Editing ng and Editing ng and Editing ng and Editing	a short docum a short sketch								
1. CO-PO ma		1		1	1		1				
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	3	1	2	2	2	2	2	2	2	2
CO2	2	2	1	2	1	1	2	3	3	2	2
СОЗ	2	3	1	2	2	2	2	3	2	2	3
CO4	3	3	3	1	3	1	3	2	3	3	3
CO5	3	3	3	1	3	2	2	2	3	1	3
Strong contr	ibution. 2 Ave	erage contribu	ition. 1 Low co	ontribution							
	•	If-learning / E-	-								
		com/user/RJF									
		com/c/TylerM									
		com/c/Behind									
https://w	<u>vww.youtube.</u>	<u>com/channel/</u> com/c/JustWr	UCErSSa3CaP	GJxmFpdjG9J	w						
		com/c/Studiol									
		com/user/Ner									
		com/c/Tomor		ers/videos							
		com/c/TheClo									
13. Books rec	ommended:										
		Production, Le	onard C. Shyle	es, 2007 Sage I	Publications, Ir	nc., USA.					
<u>1.</u>	e Art of Video			-		nc., USA. Routledge, 20	06.				
<u>1.</u> The <u>2.</u> Filn <u>3.</u> Cin	e Art of Video n Directing Sh ema studies :	ot By Shot: Vis the key conce	ualizing From pts , Susan Ha	Concept To Sc	reen, London: z, S. D. 3rd Edit	Routledge, 20	06.				

	me	Event Man	agement Proj	ject				L	Т		Р
Course Correl	de	JM306						0	0		8
4. Type of Co	ourse (use tick	mark)						Core (√)	DE ()	FC ()
5. Pre-requis	site (Ifany)	10+2 in	any discipline	6. Fre	equency (use ti	ckmarks)	Even ()	Odd (V)	Either S	, em ()	Every Sem (
7. Total Num	ber of Lecture	s, Tutorials, I	Practicals				. ,	. ,			
	Lect	ures = 0			Tutor	ials = 0			Practica	l = 80	
COURSE OB.	JECTIVES: Aft	er studying th	is course stud	lents be able t	to design even	ts, event flow	charts and m	ake event budge	t and mainta	in accounts	for the same
. COURSE OL	JTCOMES (CO):									
	-	ompletion, le	arners will de	velop followin	g attributes:						
COURSE OU	TCOME (CO)					ATTR	BUTES				
cc	01	Student be le	arn to apply h	is learning of	event manager	nent to the pro	oject				
СС	02	Students will	be involved w	vith event mar	keting and plar	nning teams in	the Universit	ty			
СС)3	Students sha	ll actively Part	icipate in Ever	nts and their m	apping					
СС	04	Students will	creating temp	plates for smoo	oth run of ever	its					
СС	05	Students will do event budgeting and design alternative creatives									
0. Unit wise	detailed con	tent									
4. Mee 5. Pre 6. Spe	nt flow design etings, Semina paring Event E cial Event Des ertainment – (ars & Conferer Sudget &main ign: Presentat	itaining Accou tions / Parties		Planning & Log	istics					
. CO-PO ma	pping										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
I	2	3	1	2	1	2	1	3	3	3	
CO1	2	5					1				2
CO1 CO2	3	3	1	2	1	2	2	3	3	3	2
				2	1 2			3 3 3	3	3	
CO2	3	3	1			2	2				2
CO2 CO3	3 2	3	1	1	2	2	2 2	3	3	3	2
CO2 CO3 CO4 CO5	3 2 2	3 2 3 1	1 2 1 1	1 2 2	2	2 1 2	2 2 2	3	3	3	2 2 2 2

1.

https://www.youtube.com/watch?v=LgMbITJUdM0 https://www.youtube.com/watch?v=IML9R2et2nl&list=RDCMUCN83rA0uafgaB0lVtFAqSug&start_radio=1&rv=IML9R2et2nl&t=30ch?v=NrYFGu12bCg 2.

3. https://www.youtube.com/watch?v=WxHWjmwNpdo

4. https://www.youtube.com/watch?v=oKvmMDndiuk