

|  |     |   |     |                             |     |          |          |                |        |                |        |               |  |
|--|-----|---|-----|-----------------------------|-----|----------|----------|----------------|--------|----------------|--------|---------------|--|
| 1. Name of the Faculty: Mass Communication   |     |   |     |                             |     |          |          |                |        |                |        |               |  |
| 2. Course Name   |     | Event Management Project  |     |                             |     |          |          | L              |        | T              |        | P             |  |
| 3. Course Code   |     | JM306   |     |                             |     |          |          | 0              |        | 0              |        | 8             |  |
| 4. Type of Course (use tick mark)  |     |   |     |                             |     |          | Core (√) |                | DE ( ) |                | FC ( ) |               |  |
| 5. Pre-requisite (If any)  |     | 10+2 in any discipline  |     | 6. Frequency (usetickmarks) |     | Even ( ) |          | Odd (√)        |        | Either Sem ( ) |        | Every Sem ( ) |  |
| 7. Total Number of Lectures, Tutorials, Practicals   |     |   |     |                             |     |          |          |                |        |                |        |               |  |
| Lectures = 0   |     |   |     | Tutorials = 0               |     |          |          | Practical = 80 |        |                |        |               |  |
| 8. COURSE OBJECTIVES: After studying this course students be able to design events, event flow charts and make event budget and maintain accounts for the same   |     |   |     |                             |     |          |          |                |        |                |        |               |  |
| 9. COURSE OUTCOMES (CO):<br>After the successful course completion, learners will develop following attributes:  |     |   |     |                             |     |          |          |                |        |                |        |               |  |
| COURSE OUTCOME (CO)  |     | ATTRIBUTES  |     |                             |     |          |          |                |        |                |        |               |  |
| CO1  |     | Student be learn to apply his learning of event management to the project           |     |                             |     |          |          |                |        |                |        |               |  |
| CO2  |     | Students will be involved with event marketing and planning teams in the University |     |                             |     |          |          |                |        |                |        |               |  |
| CO3  |     | Students shall actively Participate in Events and their mapping                     |     |                             |     |          |          |                |        |                |        |               |  |
| CO4  |     | Students will creating templates for smooth run of events                           |     |                             |     |          |          |                |        |                |        |               |  |
| CO5  |     | Students will do event budgeting and design alternative creatives                   |     |                             |     |          |          |                |        |                |        |               |  |
| 10. Unit wise detailed content   |     |   |     |                             |     |          |          |                |        |                |        |               |  |
| <ol style="list-style-type: none"> <li>1. Conceptualization, Event Planning Pitch &amp; Proposal</li> <li>2. Team work exercises</li> <li>3. Event flow design</li> <li>4. Meetings, Seminars &amp; Conferences</li> <li>5. Preparing Event Budget &amp; maintaining Accounts</li> <li>6. Special Event Design: Presentations / Parties &amp; Weddings: Planning &amp; Logistics</li> <li>7. Entertainment – (Cultural Events)</li> </ol>  |     |   |     |                             |     |          |          |                |        |                |        |               |  |
| 11. CO-PO mapping  |     |   |     |                             |     |          |          |                |        |                |        |               |  |
| COs  | PO1 | PO2   | PO3 | PO4                         | PO5 | PO6      | PO7      | PSO1           | PSO2   | PSO3           | PSO4   |               |  |
| CO1  | 2   | 3   | 1   | 2                           | 1   | 2        | 1        | 3              | 3      | 3              | 2      |               |  |
| CO2  | 3   | 3   | 1   | 2                           | 1   | 2        | 2        | 3              | 3      | 3              | 2      |               |  |
| CO3  | 2   | 2   | 2   | 1                           | 2   | 1        | 2        | 3              | 3      | 3              | 2      |               |  |
| CO4  | 2   | 3   | 1   | 2                           | 1   | 2        | 2        | 3              | 3      | 3              | 2      |               |  |
| CO5  | 3   | 1   | 1   | 2                           | 1   | 1        | 2        | 3              | 3      | 3              | 2      |               |  |
| 3 Strong contribution, 2 Average contribution, 1 Low contribution  |     |   |     |                             |     |          |          |                |        |                |        |               |  |
| 12. Brief description of self-learning / E-learning component  |     |   |     |                             |     |          |          |                |        |                |        |               |  |
| <ol style="list-style-type: none"> <li>1. <a href="https://www.youtube.com/watch?v=LgMbITJUdM0">https://www.youtube.com/watch?v=LgMbITJUdM0</a></li> <li>2. <a href="https://www.youtube.com/watch?v=IML9R2et2nI&amp;list=RDCMUcN83rA0uafgaB0IVtFaqSug&amp;start_radio=1&amp;rv=IML9R2et2nI&amp;t=30ch?v=NrYFGu12bCg">https://www.youtube.com/watch?v=IML9R2et2nI&amp;list=RDCMUcN83rA0uafgaB0IVtFaqSug&amp;start_radio=1&amp;rv=IML9R2et2nI&amp;t=30ch?v=NrYFGu12bCg</a></li> <li>3. <a href="https://www.youtube.com/watch?v=WxHWjmwNpdo">https://www.youtube.com/watch?v=WxHWjmwNpdo</a></li> <li>4. <a href="https://www.youtube.com/watch?v=oKvmMDndiuk">https://www.youtube.com/watch?v=oKvmMDndiuk</a></li> </ol> |     |   |     |                             |     |          |          |                |        |                |        |               |  |