

Master of Business Administration (MBA) – Event Management

Duration: 2 Years (4 Semesters)

Program Type: Postgraduate Degree

Total Credits: 100

Marks Distribution (Theory Subjects): Internal Assessment – 30 Marks, End Semester Examination – 70 Marks, Total – 100 Marks

Semester I

EM101 – Principles of Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM102 – Managerial Economics | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM103 – Financial Accounting | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM104 – Organizational Behaviour | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM105 – Business Communication | Credits: 3 | Internal: 30 | External: 70 | Total: 100

EM106 – Marketing Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM107 – Introduction to Event Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM108 – Business Statistics | Credits: 3 | Internal: 30 | External: 70 | Total: 100

Semester II

EM201 – Human Resource Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM202 – Financial Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM203 – Event Planning & Production | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM204 – Event Marketing & Sponsorship | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM205 – Public Relations & Media Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM206 – Event Operations Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM207 – Research Methodology | Credits: 3 | Internal: 30 | External: 70 | Total: 100

EM208 – Legal Aspects of Events | Credits: 3 | Internal: 30 | External: 70 | Total: 100

Semester III

EM301 – Strategic Event Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM302 – Corporate Event Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM303 – Wedding & Social Event Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM304 – Sports & Entertainment Event Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM305 – Digital Event Technologies | Credits: 3 | Internal: 30 | External: 70 | Total: 100

EM306 – Risk & Crisis Management | Credits: 3 | Internal: 30 | External: 70 | Total: 100

EM307 – Event Budgeting & Cost Control | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM308 – Summer Internship Report | Credits: 4 | Internal: 30 | External: 70 | Total: 100

Semester IV

EM401 – International Event Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM402 – Exhibition & Trade Fair Management | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM403 – Hospitality & Tourism Events | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM404 – Event Analytics & Evaluation | Credits: 4 | Internal: 30 | External: 70 | Total: 100

EM405 – Entrepreneurship in Event Industry | Credits: 3 | Internal: 30 | External: 70 | Total: 100

EM406 – Project Management | Credits: 3 | Internal: 30 | External: 70 | Total: 100

EM407 – Major Research Project | Credits: 6 | Internal: 30 | External: 70 | Total: 100

EM408 – Viva Voce | Credits: 2 | Internal: 30 | External: 70 | Total: 100

Practical Components

- Live Event Participation
- Industry Internship
- Corporate Event Exposure
- Event Planning Projects
- Sponsorship Proposal Development
- Major Research Project
- Viva Voce Examination