

MBA

EVENT MANAGEMENT



**GEMS B SCHOOL**
 THE CAREER CATALYSTS 
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION



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• Bangalore • Mysore • Pondicherry • Tirupati •

About GEMS B SCHOOL

Conceived by experienced academicians
and inspired by accomplished professionals.

Vision

Creating leaders and not just managers.

Mission

Igniting Excellence in young minds.

Values

Effective, Ethical, Enterprising, Transparent,
Student friendly and Market centric.

- Awarded 'Management College of the Year - 2015' by Higher Education Review
- Ranked by Silicon India - 2016 in the 18th Position Nationally and 7th position in South India
- Ranked by Higher Education Review - 2016 in the 25th position Nationally
- Ranked in the 21st position by India Business Journal in its 2015 B School Ranking Survey.
- Awarded as the "Fastest growing B-School in India" by Business & Economy.
- SAP – Official Education Partner
- Offers programs in synergy with the industry with over 400 companies across industries.
- Offers industry Specific Certification programs in areas of Information Security, Business Analytics, SAP B1, Digital Marketing, Financial Analytics, Human Resources Management, Airport Operations, Logistics & Supply Chain etc.
- Offers Indian and International Degrees in affiliation with
 - ◆ Bharathiar University, Tamil Nadu
 - ◆ American Heritage University of Southern California
 - ◆ University of Mysore, Mysore.





- Established in the Year 1982
- Situated in Coimbatore, Tamil Nadu.
- Recognised by UGC / AICTE/Govt. India / Ministry of HRD
- Offers courses in Management, Medical sciences, Law, Nursing, Engineering etc.



MBA in Event Management

What is Event Management?

Event Management is the application of Project Management skills to the creation and development of events like Conferences, Symposiums, Seminars, Fairs, Exhibitions, Concerts, Festivals, and Functions.

Event Management involves identifying and understanding the target audience, developing the event theme, branding the event, communicating the concept, promoting the concept, projecting the expenses, coordinating the technical aspects, anticipating problems and preempting them, taking preventive actions, successfully conducting the event etc. Post event analysis like analyzing the success or failure of the event, analyzing the income and expenditure, analyzing customer satisfaction, analyzing the positive and negative aspects of the event etc., are all an integral part of the event.

Scope of Event Management

The recent spurt in the number of events being conducted has made Event Management a hot industry. Specially mega events like IPL, Asian Games, Common Wealth Games, Olympics etc, depend solely on Event Management companies. Efficient event Managers are in great demand all over the world.

Event Management Companies service a variety of areas including corporate events like Product Launches, Press Conferences, Corporate Meetings, Sales Conferences, and Special Corporate Hospitality events like Concerts, Award Ceremonies, Film Premiers, Launch/Release functions, Fashion Shows, Symposiums, Commercial Events, and Private Events such as Weddings, concerts and rock shows etc.

Event Management Industry now includes events of all sizes from Olympics down to a Breakfast Meeting among Ten business people. Many business organizations hold events to launch a new product, announce a new policy, raise money for a purpose or simply celebrate some achievement.

Career Opportunities

There is always a huge need for professionals in the Event Management industry because Man Power is the most important and most scarce resource in this industry. MBA's with specialization in Event Management with hands-on experience in Event Management are the most sought-after in this Industry and are well paid. An MBA in Event Management with a few years work experience in Event Management can also start his/her own Event Management Company and prosper as there is a surging demand for good Event Managers all over the country. Event Management is an exciting career option because of the challenges it poses and satisfaction it provides. Event Management is also a financially rewarding business.

FOR WHOM?

Event management is an excellent career option for youngsters who love action, variety, challenge and Freedom. Specially for those youngsters who want to be Independent, love outdoor work and loath indoor office of work.

Event Management is a good option for youngsters who want to be self-employed. With an MBA in event management, with two years work experience and some good personal contacts it is easy to set up an event management business because an event management business doesn't require a huge capital, a big office or showroom in an up market area or too many licenses to obtain from several Government departments or too many taxes and levies to bother about like in other businesses. This is one business which can be started small and grown big.

Industry Synergised MBA in Event Management?

Event Management is an art as well as a Science. Several Universities in the US and Europe offer courses exclusively in Event Management leading to Post Graduate Degrees and Diplomas. These courses cover subjects like: Inter Personal skills, Team building and Leadership skills, Technology, Public Relations, Marketing, Advertising, Customer Service, Catering, Logistics, Décor, Glamour Identity, Study of Law and Licenses, Budgeting, Risk Management, Media Management, Celebrity Management, Crowd Management, Security and Safety Management, Insurance and Risk Management etc.

The Industry Synergised MBA in Event management is a two year Earn - Learn - Earn, Work - Study - Work Program. This is a program where, when a fresh graduate joins our MBA program, the placement process will start immediately and the student is placed in an Event Management company. 5 days in a week he/she works with that Event Management Company in a full time job earning a full time salary. 2 days a week he/she attends classes in the college. At the end of 2 years the students on the one hand has an International MBA in Event Management and on the other hand has 2 full years of relevant work experience in Event Management. The course has been designed such that the student gets practical exposure to Event management for 5 days in a week and classroom exposure for 2 days. This practical exposure which the student acquires for 5 days in a week is a part of the University's program curriculum and is mandatory.

Fee Structure

Rs. 3,90,000/- for the whole course payable in 8 installments.

1st Installment: Rs. 75,000/-

2nd Installment: Rs. 75,000/-

3rd Installment: Rs. 40,000/-

4th Installment: Rs. 40,000/-

5th Installment: Rs. 40,000/-

6th Installment: Rs. 40,000/-

7th Installment: Rs. 40,000/-

8th Installment: Rs. 40,000/-

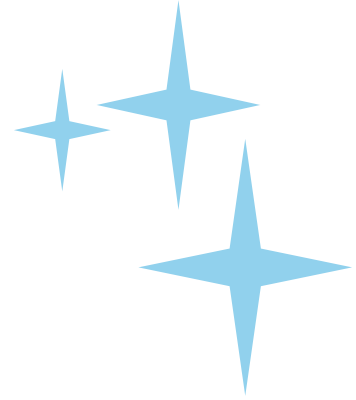
Note: Installments payable once every 3 months



Salient benefits

- Wi-Fi Campus
- Faculty from industry
- Digital Library with Unlimited Access
- Team Building
- Free laptops
- Most economical
- Outbound Workshops
- Creativity
- Industrial visits
- Highly flexible
- Seminars
- Entrepreneurship
- Classes during Weekends
- Student friendly experimental learning
- Personality enrichment
- Aptitude test skills
- Industry Relevant Curriculum
- Excellent Environment





Value Addition

- 2 day compulsory Outbound Workshop
- Regular discussion forums with senior executives from the Industry to enhance better corporate adaptability.
- People skills like Communication, Leadership, Relationship management, team building, Entrepreneurship, working in virtual teams, etc.
- Industry skills like Spoken English, Personality Enrichment, Aptitude test skills, Interview skills, GD skills, Tele / Video conference skills, etc.
- One optional foreign language.



Admission Procedure

Students can apply for this course by taking the Gems Admission Test (GAT) on www.gemsadmissiontest.com

Eligibility

Any Graduation

Duration

2 Years

Classes

Weekends





Curriculum

MBA in Event Management

SEMESTER –I

1. Management Principles And Practice
2. Organizational Behaviors
3. Corporate Communication
4. Introduction To Event Management & PR
5. Event Management Planning
6. Event Production Process
7. Computer Applications In Management Using SAP*

SEMESTER –II

1. Advertising And Sales Promotion
2. Marketing Management
3. Human Resource Management
4. Speial Events – Wedding Planning & Live Events
5. Event Team & Crew Management
6. Event Resource Management
7. Computer Applications In Mangement Using SAP* - Practical

SEMESTER –III

1. Brand Management
2. Management Information System
3. Event Marketing Information System
4. Event Marketing & Sponsorship
5. Event Cost Accounting & Finance Management
6. Event Hospitality, Law & Permissions
7. Event Risk Management

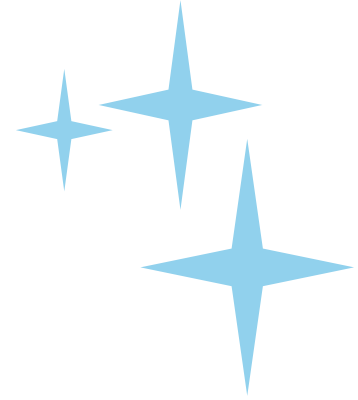
SEMESTER –IV

1. Media Management
2. Special Events – Mice And Corporate Events
3. Advance Aspects Of Event Management
4. Public Relations
5. Tourism Marketing
6. Project & Training Report Viva & Voca

A FEW COMPANIES OUR STUDENTS WORK WITH







Dear friend,

Igniting Excellence

Welcome to GEMS, the B-School with a difference. We are sure you want to know what the difference is? Right from the ambience, curriculum, methodology, faculty and the conditioning, everything is going to be unconventional and different, all with a specific purpose.

GEMS is a voyage. Our goal is to build you like a ship, majestically and meticulously, to enable you to sail steadily on the choppy seas of business. Whether you are going to choose the passage of corporate executive, business professional or entrepreneur, our aim is to reinforce you in such a way, you are able to cruise with equanimity without ever compromising on business ethics. Every minute you spend here is going to equip and enlighten you, empower and energise you so that you can weather any storm.

Set sail, we have many nautical miles to conquer and coasts to anchor.

Dr. M.I.M.Nehruji MSc, MBA, PhD.

Dean

GEMS B SCHOOL

◆ Contact us ◆



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