



BBA IN EVENT MANAGEMENT

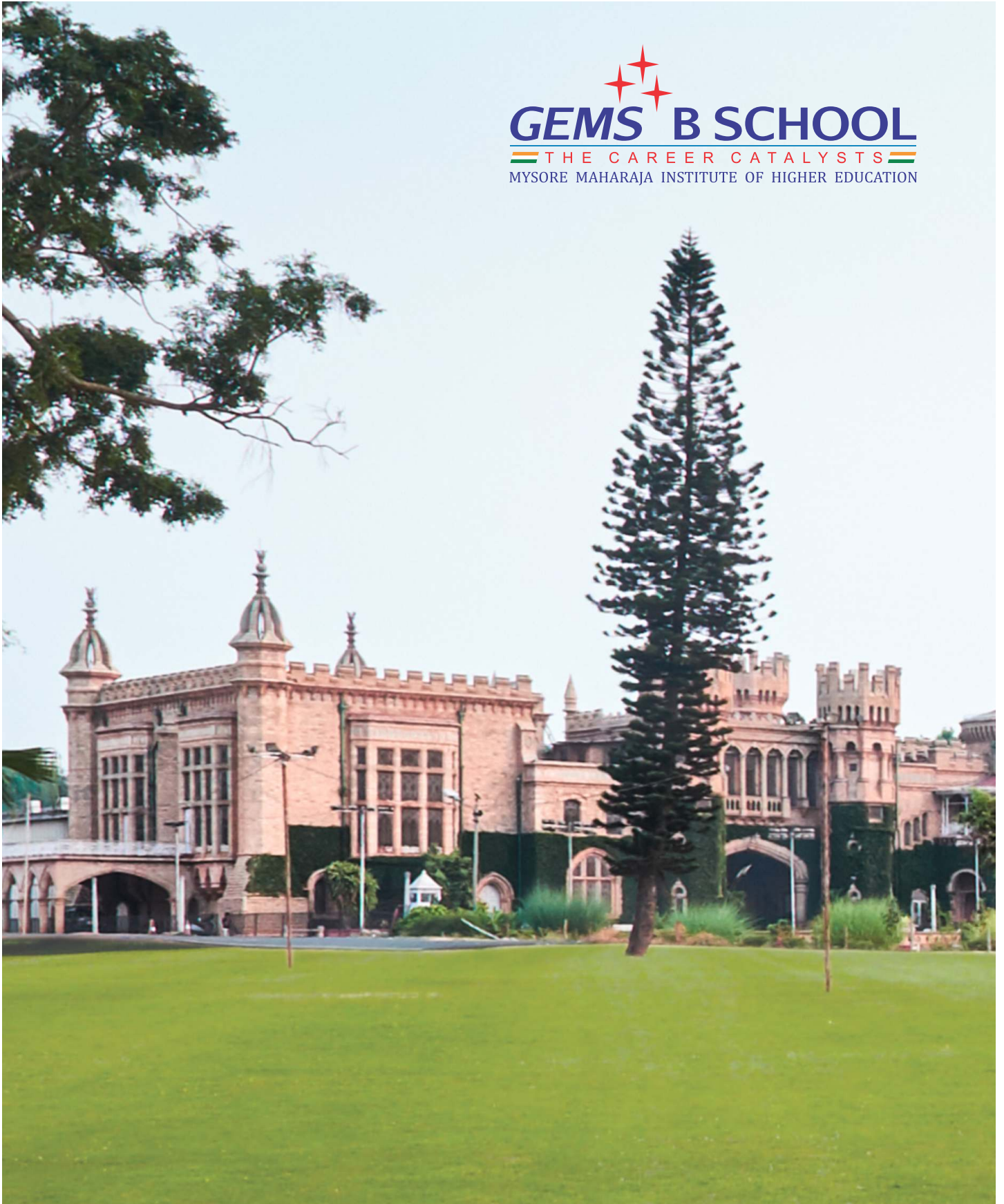
MBA
Management By Application

L **LEARN**
LEARN WHILE YOU EARN


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



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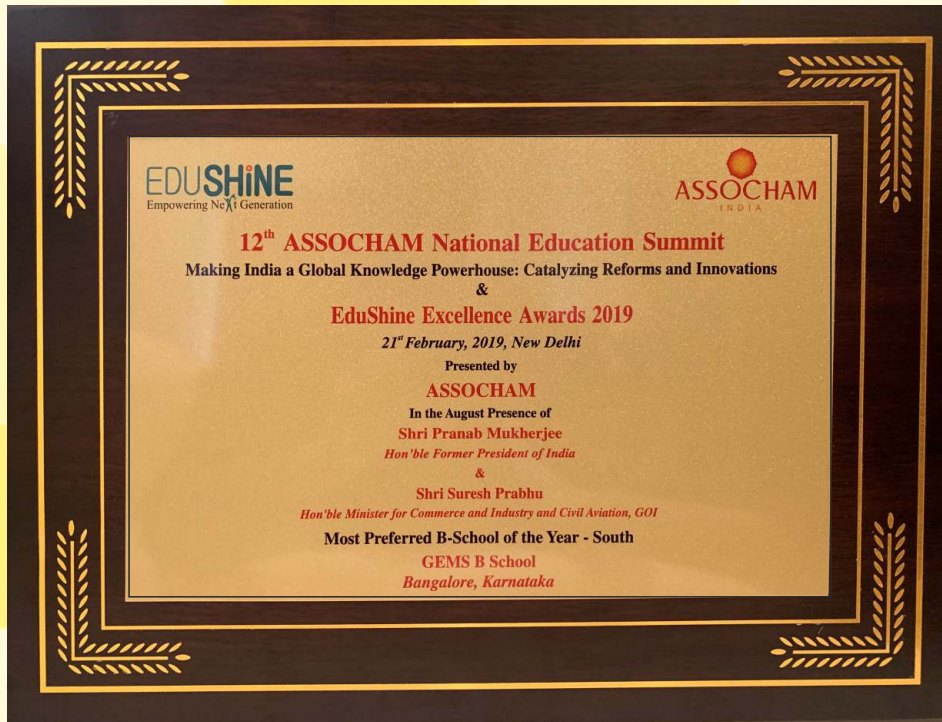


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AWARD

GEMS B SCHOOL-Bangalore, in Feb 2019, received the prestigious **ASSOCHAM** award for 'The most preferred B School of the year in South India' from Sri. Suresh Prabhu, Central Minister for Industry and Commerce and Civil Aviation and in the presence of Sri. Pranab Mukherjee, former president of India, in New Delhi.



AWARD

GEMS B SCHOOL received the prestigious **ASSOCHAM** award for 'The most preferred B School for Placements' Nationally, at the **ASSOCHAM** 13th Higher Education, Skill and Livelihood Conclave conducted on 25th and 26th Feb-2020 in New Delhi.

The award was received from one of India's tallest Business Leaders, Dr. Niranjan Hiranandani, The Founder and Managing Director of Hiranandani Group.



AWARD

GEMS B SCHOOL was recognised as
'The Most Innovative Business School in South India'
at the **Times Business Awards 2020**,
organised virtually by Times of India
on 5th October 2020.



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.



Ranked by
Silicon India - 2017
in the 17th Position
Nationally and 7th
position in South India



Ranked by
**Higher Education
Review - 2016** in the
25th position Nationally



Awarded
**'Management College
of the Year - 2015'**
by Higher Education Review



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**



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, Digital Marketing,
Financial Analytics, Human Resources
Management, Airport Operations,
Logistics & Supply Chain etc.

DEGREE AWARDING UNIVERSITIES



AMERICAN HERITAGE
UNIVERSITY
OF SOUTHERN CALIFORNIA



**University of
Sunderland**

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.Nehruzii MSc, MBA, PhD.
Dean
GEMS B SCHOOL



BBA in 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 pre-empting 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.

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.

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. Graduates with specialization in Event Management with hands-on experience in Event Management are the most sought- after in this Industry and are well paid.

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.

This is a 3 year BBA degree in Event Management. The moment a student joins GEMS B SCHOOL, he or she will be put on an intensive learning module for 3 years. During these 3 years, apart from the learning the prescribed BBA syllabus in Event Management, the student will work on 4 Internship projects in four different Event Management companies to become Industry Ready. At the end of these 3 years the





student will be awarded a Dual BBA Degree, one from an International University and the other from a UGC recognised Indian University, along with 4 Internship certificates from reputed event management companies and a Job placement in a leading Event Management company. The student will be exposed to latest management, leadership and business skills.

The student can avail the assistance of the GEMS B SCHOOL placement cells located all over India for his / her further placements in India and abroad. GEMS B SCHOOL has a dedicated, separate overseas placement cell specially to assist students who are aspiring to work abroad.

Hostel accommodation is provided for Boys and Girls during all the years of study and work at an extra cost. Hostel stay is optional.

After the student's admission the college will provide the student with the necessary documents to be produced to the bank for the processing of education loan.

To join this course, the student has to clear our online entrance test @www.gemsadmissiontest.com. Then the student has to come to our campus, obtain an application & Go through a personal interview. After the successful completion of the interview, fill up of the application form, submit photocopies of all the required documents, pay the first installment fees and get the admission.

This is a Globally recognised, no-nonsense, hardcore, frills-free learning programme conceived with the only intention of conditioning youngsters for a rewarding career and a meaningful life. Special inputs will be provided in personality development, English communication skills, relationship management, Team building, decision making, leadership etc. Special inputs will also be provided in fundamental computing skills. One foreign language will also be taught as part of the curriculum.

Each student will get a Laptop / Tablet. The student will also be taken on a 2 day outbound workshop.

BBA in EVENT MANAGEMENT

Dual Degree Program

SEMESTER –I

- 1 English- I
- 2 Communicative English I
- 3 Environmental Studies
- 4 Indian Business Environment
- 5 Principles of Economics
- 6 Financial Accounting -I

SEMESTER –II

- 1 English- II
- 2 Communicative English II
- 3 Constitution of India
- 4 Managerial Economics
- 5 Business Mathematics
- 6 Financial Accounting -II

SEMESTER –III

- 1 English- III
- 2 Communicative English III
- 3 Computer Applications
- 4 Cost Accounting
- 5 Principle and Practice of Management
- 6 Financial Accounting -III

SEMESTER –IV

- 1 English- IV
- 2 Communicative English IV
- 3 Management Accounting
- 4 Marketing Management
- 5 Financial Management
- 6 Human Resource Management

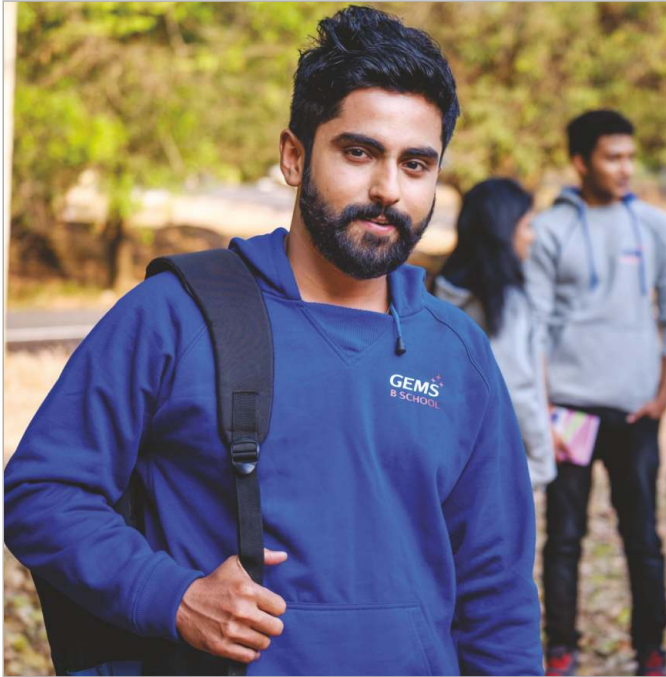
SEMESTER –V

- 1 Small Business Management & Entrepreneurship
- 2 Income Tax
- 3 Business Statistics-I
- 4 Commercial Law
- 5 Advertising and Sales Management
- 6 Working Capital Management
- 7 Introduction to Event Management & PR
- 8 Event Management Planning & Production
- 9 Event Marketing & Sponsorship

SEMESTER –VI

- 1 Business Statistics-II
- 2 International Business
- 3 Company Law
- 4 Law and Practice of Banking
- 5 Marketing Strategies
- 6 Foundations of Individual Behaviour
- 7 Event Cost Accounting & Finance Management
- 8 Event Hospitality, Law and Permissions
- 9 Bachelors's Project Dissertation

Salient Benefits



- ◆ Wi-Fi Campus
- ◆ Faculty from industry
- ◆ Digital Library with Unlimited Access
- ◆ Team Building
- ◆ 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.



Fee Structure

The total fee structure of this course, approximately is **Rs. 3,20,000/-** payable in 6 instalments. Each instalment payable once every 6 months.

Installment	GEMS B SCHOOL (Payable to GEMS B SCHOOL)	AHUSC (Payable directly to AHUSC)
1	INR 80,000/-	USD 135
2	INR 40,000/-	USD 105
3	INR 40,000/-	USD 90
4	INR 40,000/-	USD 90
5	INR 40,000/-	USD 90
6	INR 40,000/-	USD 90



Admission Procedure

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

Eligibility

10+2 from any state board.
Students awaiting their 10+2 results can also apply

Duration

3 Years

Classes

Weekdays



A FEW COMPANIES OUR STUDENTS WORK WITH



ALL LOGOS / TRADEMARKS USED ARE EXCLUSIVE PROPERTIES OF THE RESPECTIVE CORPORATIONS / COMPANIES

Contact us



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