



**DURATION**  
**(REGULAR) 3 YEARS**  
**(FAST TRACK) 1 YEAR**

**ELIGIBILITY**  
**12TH PASS/  
ANY DIPLOMA**

**WORK EXPERIENCE**  
**3 YEARS**

# BACHELOR PROGRAM IN BUSINESS ADMINISTRATION EVENT MANAGEMENT

## **COURSE DESCRIPTION**

This degree in Events Management provides a hands-on approach to the successful management of a wide range of events. Because experiences are at the heart of this programme, you will plan and execute an event each year. Throughout our events management course, you will have numerous opportunities to participate in work placements, project work, and network with successful event businesses. Our industry connections provide you with opportunities to gain valuable work experience while studying. Event management jobs can be found in the hospitality, hotel, and travel industries, as well as advertising and public relations firms, corporations, integrated marketing and communications, event budgeting, and accounting. After graduation, the graduate has two options: continue their education or accept the offered job. A diploma in event management typically pays between INR 3 and 4 LPA. A trainee's starting salary is likely to be between INR 2 and 3 LPA. Event management is the coordination, administration, and planning of all the individuals, groups, and components involved in the production of any type of event. Event management students are trained in topics such as event analysis, planning, marketing, production, and evaluation.



## **ABOUT US**

In order to integrate the personnel strategy with the employer's business, we are devoted to providing qualified, talented, and professional manpower solutions to all sectors. We also provide a variety of training options to our applicants since we think it is important to support their professional development and excellence. With a large pool of applicants ranging from recent graduates to senior jobs, Job Scan can locate, screen, assess, and select prospects who meet the requirements of the hiring manager. Using our high standards for behaviors, and we respect the contributions of each customer and applicant we work with.

## **SUBJECTS**

### **YEAR 1**

- **PRINCIPLES OF MICROECONOMICS**
- **BASIC ACCOUNTS**
- **MANAGEMENT INFORMATION SYSTEM**
- **COST ACCOUNTING**
- **EVENT LOGISTICS**

### **YEAR 2**

- **HUMAN RESOURCE MANAGEMENT**
- **INTRO TO EVENT MANAGEMENT**
- **PUBLIC RELATIONS**
- **SPECIAL EVENTS**
- **EVENT RISK MANAGEMENT**

### **YEAR 3**

- **PROJECT MANAGEMENT**
- **LEGAL ASPECTS OF BUSINESS**
- **ETHICS**
- **ORGANIZATIONS BEHAVIOUR**
- **DIGITAL MARKETING**

## **EXAM & DURATION**

**ONLINE EXAM: 2HRS/PAPER**

**TOTAL FEES: RS.37,000**

**INTERNATIONAL FEES: \$ 500**

