

BBA - Event, Entertainment and Media Management

Programme Outcomes (POs)

- PO1. Integrate management tools and concepts to solve business and social problems
- PO2. Evaluate business opportunities by scanning the competitive environment, key stakeholders, and business and social landscape.
- PO3. Execute inter and multi-disciplinary approaches for problem-solving
- PO4. Apply analytical and critical thinking skills in decision-making
- PO5. Develop effective communication across cultural settings and in technologically mediated environments
- PO6. Demonstrate leadership skills to work effectively in diverse teams
- PO7. Articulate the concepts and practices of entrepreneurship and innovation.
- PO8. Demonstrate ethical reasoning and responsible global citizenship.

Programme Specific Outcomes (PSOs)

- PSO1. Identify opportunities in the field of event management, including media and entertainment
- PSO2. Manage media and entertainment events

Course Outcomes (COs)

Semester I

Subject Name	Course Outcomes
Introduction to Experiential Management	CO1: The student will be able to evaluate the journey of various industries in the experiential business of events. CO2: To employ various management principles in the creation, planning and management of events. CO3: To classify key event types and harness the abilities to use core concepts of event stream application. CO4: To formulate techniques of concept application across various streams of event management. CO5: To distinguish in-depth application principles and tools of planning with a clarity on event objective identification.
Creativity & Project Management in Experiential Media	CO1: To identify various aspects of creativity as well as the principles of creativity, the elements, in order to conceptualise themes and concepts for events. CO2: To interpret the various aspects of concept and design development by using creative blueprints for experience generation. CO3: To examine the fundamentals of psychology of the senses and differentiate between various sensory impacts to conceptualise and plan multisensory experiences. CO4: To recognise key distinguishing factors in Project management & harness requisite project management skills. CO5: To assess various aspects of client servicing to meet event objectives & deliverables

Semester II

Subject Name	Course Outcomes
Introduction to Wedding Management	<p>CO1: To define the various opportunities and challenges within the wedding domain, as well as recall the various types of wedding styles, trends, practices & traditions across communities as well as globally</p> <p>CO2: To apply psychology and appropriate social and cultural traditions, along with various management principles, in the selection of rituals, rites, traditional/contemporary practices for wedding ceremonies based on their beliefs, communities, social norms, etc</p> <p>CO3: To create creative blueprints for thematic wedding celebrations across various touch points of engagement, communication, and visual impact</p> <p>CO4: To understand the principles of project management in the high servicing intensive field of weddings</p> <p>CO5: To formulate and implement all aspects of wedding execution, entertainment and build on-site competence</p>

Semester III

Subject Name	Course Outcomes
Technical & Production Management	<p>CO1: To comprehend the various aspects of event Production & operations</p> <p>CO2: To apply the Knowledge of technical elements, the tools and production management techniques required to operate and manage the technical and production of an event</p> <p>CO3: To combine the various aspects of vendor management and site management into working situations</p> <p>CO4: To examine the various aspects of planning operation roll-outs</p> <p>CO5: To develop plans for decor, sound, light and video execution at various types of events</p> <p>CO6:</p>

Subject Name	Course Outcomes
Entertainment & Show Management	CO1: To understand and have clarity on the various aspects of the live entertainment to gain a perspective on the integral role of entertainment in events CO2: To define key distinctions of entertainment acts in order to apply in entertainment plans CO3: To employ various deliverables of entertainment acts in planning artiste & entertainment fits in events CO4: To examine the various aspects of customization of acts in order to create impactful event with visual & experiential appeal CO5: To apply various distinctions of entertainment requirements

Semester IV

Subject Name	Course Outcomes
Fundamentals of Experiential Marketing & Live Media tools	CO1: To describe the key aspects and roles of experiential marketing in brand optimisation. CO2: To distinguish strategy and planning tools across experiential marketing initiatives to meet client objectives. CO3: To design experiential strategies and campaigns by optimizing various media streams. CO4: To employ tools and best practices for hybrid and phygital events across media platforms. CO5: To propose the essentials of application in deploying & Optimizing Virtual events with an integrated media approach.

Subject Name	Course Outcomes
Essentials in F&B Management	<p>CO1: To define unique F&B experiences based on event types, occasions, formats and widely adopted global practices.</p> <p>CO2: To outline the essentials and roles of F&B and hospitality, in order to create impactful experiences.</p> <p>CO3: To identify the key differentiators in planning F&B across various event formats or based on regional preferences.</p> <p>CO4: To explain the process involved in crafting objective-based F&B experiences.</p> <p>CO5: To create and develop interactive F&B Experiences with the ability to apply key aspects of core concept creation of F&B planning by synergizing case study learnings, global trends from industry leaders.</p>

Semester V

Subject Name	Course Outcomes
Introduction to MICE & Destination Management	<p>CO1: To describe the functioning, roles and importance of the MICE industry and the impact on global tourism</p> <p>CO2: To understand distinctions of Meetings, Incentives, Conferences & Exhibitions with their related specialised functions</p> <p>CO3: To define the principles and operational practices of each of the functions of MICE as well as to distinguish and identify global trends & practices</p> <p>CO4: To identify the stakeholders and business opportunity in the MICE industry</p> <p>CO5: To apply trends and best practices for the conceptualisation, design and execution of MICE events.</p>

Subject Name	Course Outcomes
Sports Events Management	<p>CO1: To identify the origin of sports and sporting events, the emerging trends and scope in order to use business opportunities in the sports event industry globally.</p> <p>CO2: To examine the importance, the functions and aspects of sports management that impact the execution and roll out of sports events.</p> <p>CO3: To distinguish types of sporting venues, their infrastructure and ceremonies with their rituals in a sporting event, when conceptualising and designing sporting events.</p> <p>CO4: To review emerging trends like sportainment, its publicity and sponsorship opportunities for sporting event creation.</p> <p>CO5: To discover the key roles and responsibilities of a sports management team in order to understand the working relationships within the business of sports management.</p> <p>CO6: To formulate successful bid presentations to gain stakeholder support while pitching for sport event bids.</p>

Semester VI

Subject Name	Course Outcomes
Public Events & Mega Productions	<p>CO1: To understand the significance and scale of public events across societies</p> <p>CO2: To measure the extensive impact of public events on a global scale</p> <p>CO3: To review and assess the evolution of public events across domains</p> <p>CO4: To apply the principles and tools for content development across public events</p> <p>CO5: To evaluate various critical planning and management methodologies required to implement public events</p>
Sponsorship, Fundraising & Sales Strategies	<p>CO1: To categorise the key components and aspects of event sponsorship, its stakeholders and significance for society and economies,</p> <p>CO2: To understand and employ various tools and marketing channels in order to create sponsorship strategies</p> <p>CO3: To identify and secure sponsors and funding opportunities across event segmentations</p> <p>CO4: To plan and create robust sponsorship pitches and execute go-to-market roll out in order to deliver desired outcomes</p> <p>CO5: To build effective stakeholder relationships through compliance, evaluation and best practice implementation.</p>