

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC)305

COURSE NAME: Event Management

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Define event and Event Management
2. Describe organisational structure and functionaries of an event management company
3. Explain the process of organizing an event
4. Utilize knowledge gained to assess and evaluate an event.

PRE-REQUISITES: None

COURSE OUTCOMES (COS):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Learners would be able to define the basic concepts related to event management.	BTL-2	PO1, PO2
CO2	Learners would be able to understand the organizational structure and functioning of an Event Management Organization.	BTL-2	PO3, PO4
CO3	Learners would be able to apply the event management process.	BTL-3	PO5, PO6
CO4	Learners would be able to create a sample event and evaluate the post-event process.	BTL-6	PO7, PO8

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	2	2	1	2	1	1	2	3	2
CO2	1	2	2	1	1	-	1	-	1	-	2	1
CO3	2	2	3	3	1	-	-	1	1	-	3	1
CO4	1	1	2	2	1	-	1	1	-	1	3	2
AVERAGE	1.7	1.7	2.2	2	1.2	1	1.3	1	1	1.5	2.7	1.5


HoD
BA(JMC)-TIAS
HOD- Dept. of J&MC