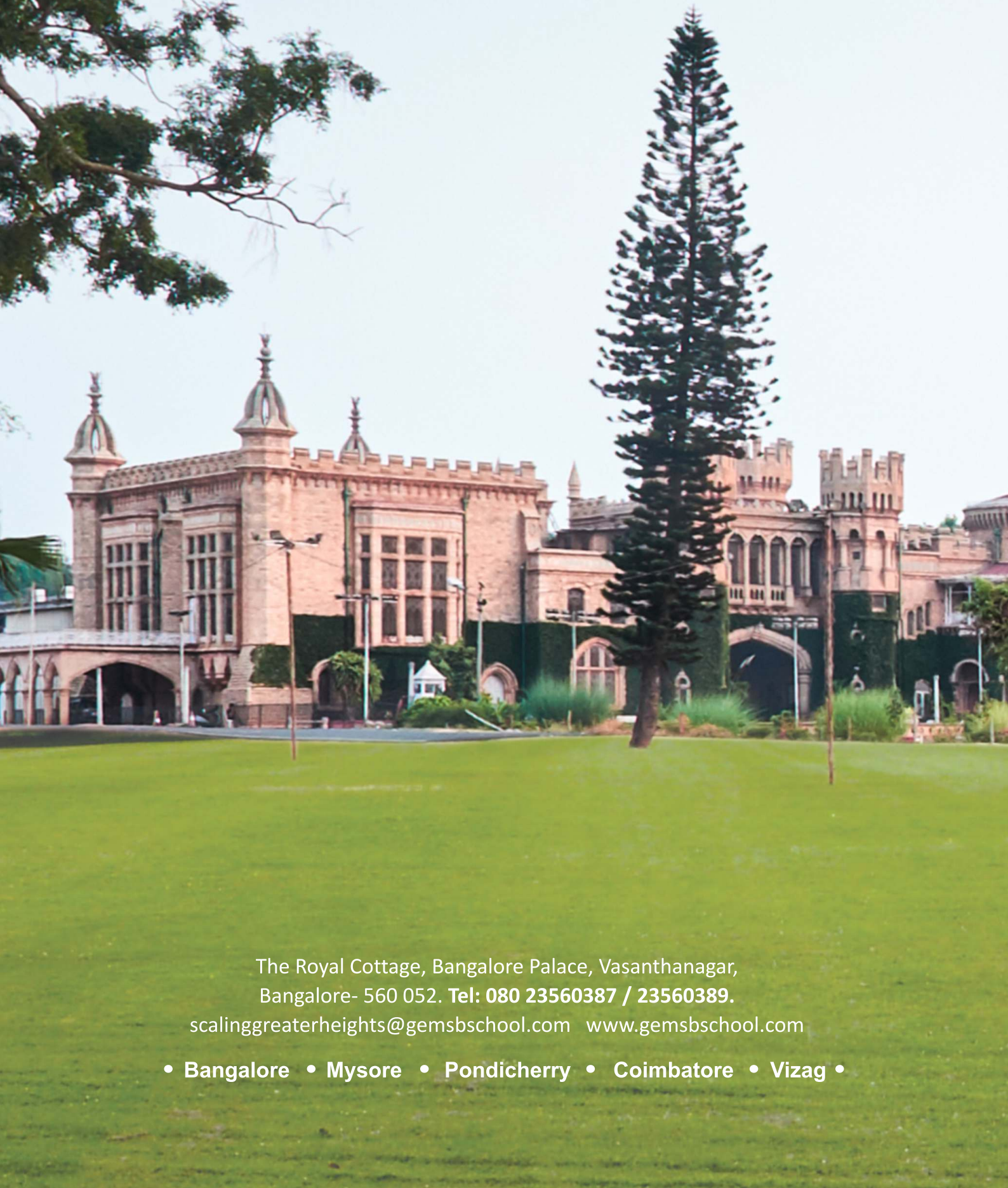




MBA + PGP

in Event Management



The Royal Cottage, Bangalore Palace, Vasanthanagar,
Bangalore- 560 052. **Tel: 080 23560387 / 23560389.**
scalinggreaterheights@gemsbschool.com www.gemsbschool.com

• Bangalore • Mysore • Pondicherry • Coimbatore • Vizag •

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 in the 21st position by
India Business Journal in its
2015 B School Ranking Survey



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



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



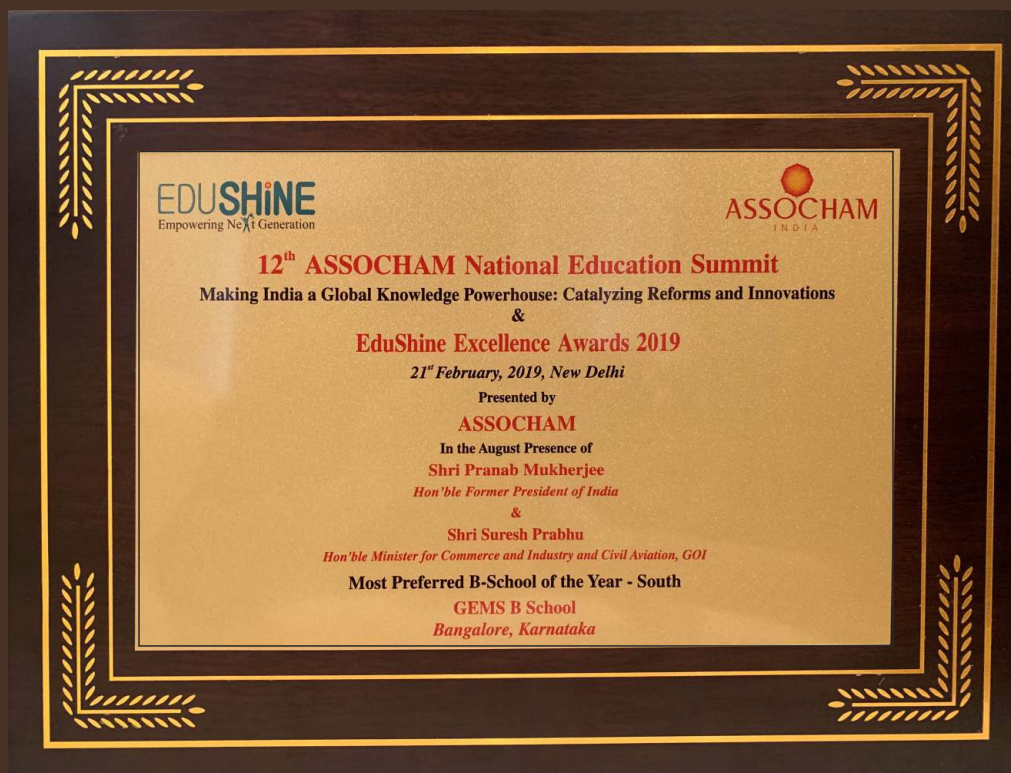
Offers industry Specific Certification Programs
in areas of Information Security,
Business Analytics, Digital Marketing,
Financial Analytics, Human Resources Management,
Airport Operations, Logistics & Supply Chain etc.



GEMS B SCHOOL-Bangalore has been Ranked No. 4 with A+++ Grade in India,
No. 7 in Academic Excellence, No. 5 in Placements, No. 7 in infrastructure and
No. 7 in Alumni Network in India, in Silicon India's
'What If Not IIMs' B School Survey 2023.

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.



AWARD

GEMS B SCHOOL was recognised as the '**B School of the year**' at the **ASSOCHAM 15th International Education Leadership & Skill Development Summit**

held on the 13th of May 2022 in New Delhi.

This Coveted '**B-School of the year**' award of ASSOCHAM was received by us from the Honourable Minister of State for Defence and Tourism, Govt. of India, Shri. Ajay Bhatt.



AWARD

GEMS B SCHOOL takes great pride in being recognised as one of the **Best Education Brands in India 2023** by The Economic Times. We were felicitated by the Honourable Education Minister of the Government of Nagaland, Shri. Temjen Imna Along at **The Economic Times Best Education Brands 2023** Event organised at the Hyatt Regency, New Delhi, on 29th June 2023. Coming from India's No. 1 Business & Financial Newspaper, TV Channel and Website, this recognition is absolutely special and motivating. We were also thrilled to find out that we were recognised among highly prestigious Institutions such as IIM – Indore, BITS – Pilani etc.



DEGREE AWARDING UNIVERSITIES



**University of
Sunderland**



**ROOSEVELT
UNIVERSITY**



**LA TROBE
UNIVERSITY**



**AMERICAN HERITAGE
UNIVERSITY**
OF SOUTHERN CALIFORNIA

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



MBA + PGP 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 events etc. Post event analysis like analysing the success or failure of the event, analysing the income and expenditure, analysing customer satisfaction, analysing the positive and negative aspects of the events 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 events Managers are in great demand all over the world.

Event Management Companies service a variety of areas including corporate events like Project 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

organisations 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 specialisation 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 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 a post graduate qualification in Event Management, with two years work experience and some good personal contact 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 business. 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 Diploma. These courses cover subjects like: Inter Personal Skills, Team Building and Leadership 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. 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.

This is an Earn – Learn – Earn / Work – Study – Work Program. Join the Industry Synergised MBA + PGP in Event Management and get a Job placement in a reputed Event Management company immediately. Work from Monday to Friday. Study on Saturdays and Sundays. At the end of 2 years get an MBA degree and a PGP certification in Event Management with 2 years work experience. Job placement will be related to Event Management in a reputed Event Management company to enable 5 days practical exposure and 2 days classroom exposure (70% practical learning and 30% theoretical learning). Job placement will be full time and a full time salary will be paid.



The student will be awarded an MBA degree and a PGP certification in this program. The MBA degree will be awarded by a UGC recognised and NAAC 'A' grade accredited Indian University and the PGP certification in Event Management by GEMS B SCHOOL. On the strength of these qualifications students can apply for employment in the Private sector, Public sector and Overseas as well.

Fees is payable in 8 easy instalments. Hostel accommodation available in the campus. Students will be taken on an outbound workshop as a part of the course curriculum.

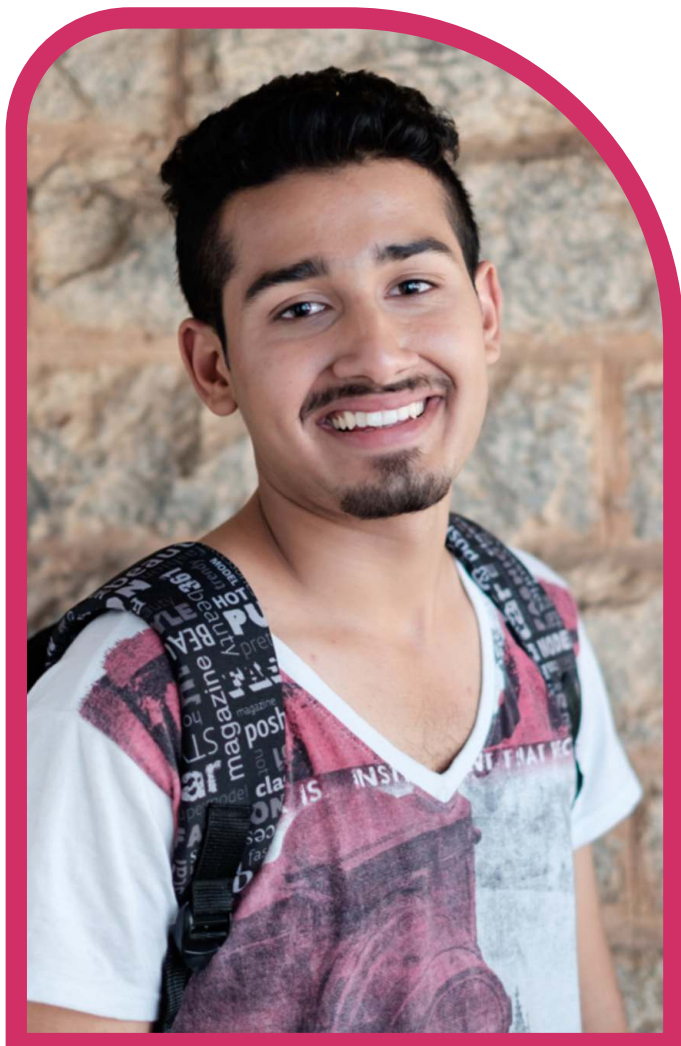
International Progression (optional)

GEMS B SCHOOL's strategic partnerships with reputed International Universities enables students enrolling for the Industry Synergised MBA program for a course progression into an MBA program at one of these International Universities.

GEMS B SCHOOL currently has International Pathway agreements with University of Sunderland – UK, Roosevelt University – USA and La Trobe University – Australia.

Students can complete the first year of their MBA at GEMS B SCHOOL and progress to one of these Universities for the final year to get an MBA from that respective University.

The International progression is only for students who are interested in this option and is not mandatory for all. Students enrolling for the Industry synergised MBA have time upto one year to decide whether they would like to choose this option or not.



MBA in Event Management

SEMESTER –I

- 1 Management Concepts & Theories
- 2 Organizational Behaviour
- 3 Business Environment
- 4 Managerial Communication
- 5 Managerial Accounting
- 6 Managerial Economics
- 7 Statistics for Management

SEMESTER –III

- 1 Introduction to Event Management & PR
- 2 Event Management Planning & Production
- 3 Event Marketing & Sponsorship
- 4 Entrepreneurship
- 5 Project Management
- 6 Project Work Diary
- 7 Summer Internship Report

SEMESTER –II

- 1 Marketing Management
- 2 Human Resource Management
- 3 Corporate Finance
- 4 Quantitative Methods
- 5 Legal aspects of Business
- 6 Operations Management
- 7 Management Information Systems

SEMESTER –IV

- 1 Event Cost Accounting & Finance Management
- 2 Event Hospitality, Law and Permissions
- 3 MICE & Corporate Events
- 4 Wedding Planning & Live Events
- 5 Strategic Management
- 6 Master's Project Dissertation /Project Report
- 7 Project Viva-voce

Admission Procedure

Eligibility

Students with Graduation in any stream can apply. Students awaiting their final year results can also apply.

Students will have to clear the GEMS online admission test
@ www.gemsadmissiontest.com.

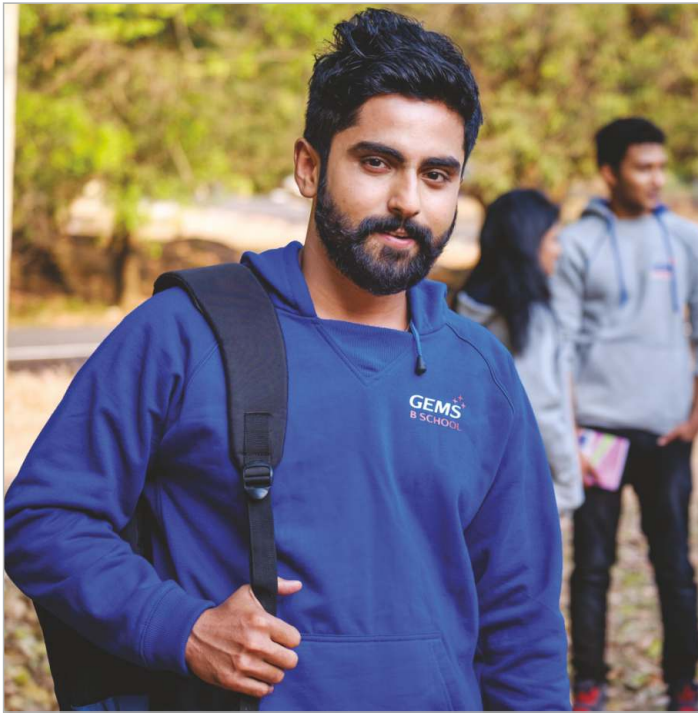
Duration

2 Years

Classes

Weekends

Salient Benefits



- ◆ Faculty from industry
- ◆ Digital library with unlimited access
- ◆ Team building
- ◆ Most economical
- ◆ Creativity
- ◆ Highly flexible
- ◆ Seminars
- ◆ Entrepreneurship
- ◆ Classes during weekends
- ◆ Student friendly experimental learning
- ◆ Personality enrichment
- ◆ Aptitude test skills
- ◆ Industry Relevant Curriculum
- ◆ Excellent Environment

Value Addition

- ◆ 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.



Fee Structure

The total fee structure of this course is approximately **Rs. 6,40,000/-** payable in 8 instalments once every 3 months.

Installment	Amount
1	Rs. 1,50,000/-
2	Rs. 1,50,000/-
3	Rs. 90,000/-
4	Rs. 90,000/-
5	Rs. 40,000/-
6	Rs. 40,000/-
7	Rs. 40,000/-
8	Rs. 40,000/-

A FEW COMPANIES OUR STUDENTS WORK WITH



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CONFERENCES PVT. LTD.



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A UNIT OF AD6 ADVERTISING



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