MBA IN EVENT MANAGEMENT
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.
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 INDIAN AND INTERNATIONAL DEGREES IN AFFILIATION WITH

- AMERICAN HERITAGE UNIVERSITY OF SOUTHERN CALIFORNIA
- UNIVERSITY OF SUNDERLAND, LONDON
- BHARATHIAR UNIVERSITY, TAMIL NADU
- ANNAMALAI UNIVERSITY, TAMIL NADU
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
About AH USC

♦ Located in California, USA
♦ Approved by The Bureau for Private Postsecondary Education California (Govt of California, USA)
♦ Affiliate campuses in Asia, Europe, Middle East and Africa
♦ Approved by APPSEC (Association of Post Private Secondary Education California)
♦ Member of Ontario Chamber of Commerce
American Heritage University of Southern California's listing on the The Bureau for Private Postsecondary Education California (Govt of California, USA) website (www.bppe.ca.gov), under approved Educational Institutions
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 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.

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 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.

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 specialization 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 a 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 an MBA in event management, with two years work experience and some good personal contacts 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 businesses. 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 Diplomas. These courses cover subjects like: Inter Personal 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.
The Industry Synergised MBA in Event management is a two year Earn - Learn - Earn, Work - Study - Work Program. This is a program where, when a fresh graduate joins our MBA program, the placement process will start immediately and the student is placed in an Event Management company. 5 days in a week he/she works with that Event Management Company in a full time job earning a full time salary. 2 days a week he/she attends classes in the college. At the end of 2 years the students on the one hand has an International MBA in Event Management and on the other hand has 2 full years of relevant work experience in Event Management. The course has been designed such that the student gets practical exposure to Event management for 5 days in a week and classroom exposure for 2 days. This practical exposure which the student acquires for 5 days in a week is a part of the University's program curriculum and is mandatory.

Students will be awarded a Dual degree in this program. The MBA degrees will be awarded by American Heritage University of Southern California and Annamalai University. American Heritage University of Southern California is approved by The Bureau for Private Post Secondary Education California (Govt of California, USA), which is the statutory body of the Government of California to recognise and approve Universities in California and Annamalai University is a Govt of Tamil Nadu owned University which is UGC recognised, AICTE approved and NAAC ‘A’ grade accredited. On the strength of these Degrees students can apply for employments in the Private sector, Public sector and Overseas as well.

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

Bank loan can be availed by the student from the bank where the student's parents are banking. 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.

Fees can be paid in easy instalments every three months over a period of two years.

Students who have completed or appeared for their Degree exams in any discipline can apply
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.
Admission Procedure
Students can apply for this course by taking the Gems Admission Test (GAT) on www.gemsadmissiontest.com

Eligibility
Any Graduation
Students awaiting their final year results can also apply.

Duration
2 Years

Classes
Weekends

Fee Structure
The total fee structure of this course, payable to AHUSC in USD and GEMS B School in INR, sums up to approx. Rs. 4,40,000/- The break up is as below

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A FEW COMPANIES
OUR STUDENTS WORK WITH

ALL LOGOS / TRADEMARKS USED ARE EXCLUSIVE PROPERTIES OF THE RESPECTIVE CORPORATIONS / COMPANIES
# MBA in Event Management Curriculum

## Semester I
1. Foundation of Leadership and Teamwork
2. Ethics and Responsibility
3. Global Marketing
4. Managerial Economics
5. Financial Planning and Management

## Semester II
1. Management Information Systems
2. Research Methods and Statistics
3. Organizational Theory and Development
4. Business Law
5. E-Business

## Semester III
1. Project Operations Management
2. Risk Management Analysis and Mitigation
3. Strategic Management and Implementation
4. Intro to Event Management & PR
5. Event Marketing & Sponsorship

## Semester IV
1. Operations Management and Supply Chain Strategy
2. Inventory Management and Control
3. Event Planning & Production
4. Special Events – MICE, Corporate Events, Concerts, Weddings
5. Masters Project Dissertation

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Contact us

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