



FOUNDATION For Your Future



**Bachelor of
Business Administration (BBA)**
with an Elective in Event Management



3 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

This three-year Online BBA in Event Management is designed based on present-day industry requirements for individuals who are interested in pursuing a career in event management or want to launch their own event business. It combines the principles of business administration with the specialized knowledge and skills required for organizing and managing events. Additionally, the BBA Event Management degree equips learners with a comprehensive understanding of event planning, coordination, marketing, and logistics. They learn about event design and production, budgeting and financial management for events, marketing and promotion strategies, venue selection and logistics, risk management, and event evaluation. The Online BBA in Event Management is intended to enhance learners' managerial skills, thus accelerating their careers to key roles in the domain.

Elective Highlights

- + Exposure to topics like event production, budgeting, promotion, risk management, etc.
- + Gain strong organizational, communication, and time management skills
- + Hands-on experiential learning through internships, practicums, and real-world event projects
- + Apply the event management knowledge in a professional setting and gain valuable industry contacts

Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government.

Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 20,000	₹ 40,000	₹ 1,20,000	\$400	\$800	\$2,400	₹ 2,500	\$150	₹ 3,000	\$50

+ Admission Process

- + Visit our website <https://onlinejain.com>
- + Enquire now
- + Talk to our counsellors for more details
- + Apply for the right program
- + Provisional confirmation of admission
- + Document verification
- + Pay tuition/program fee
- + Confirmation of admission
- + Lms activation & issue of digital identity card
- + Start your pre-semester program
- + Commencement of live online sessions



Syllabus

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
English	Marketing Management	Organisational Behaviour	Hospitality Management	Consumer Behaviour in Events	Media Studies for Events
Business Management	Management of Human Resource	Media Planning and Management	Customer Relationship Management	Wedding and Sporting Events Management	Strategic Management
Fundamentals of Event Management	Special Event and Sponsorship	Event Advertising and Sales Promotion	Event Team and Crew Management	Travel and Tourism Management	Event Laws and Licenses
Trends in Event Management	Event Production and Operations	Public Relations in Events	Event Brand Management	Anchoring and Crowd Management	Journalism
Event Marketing	Research and Planning	Environmental Science	Entrepreneurship	Communication and Presentation Skills for Events	Ethics and Values
Accounting and Finance	Communicative English				Research Project**

How #ItAllAddsUp to a successful career!



UGC Entitled Online Degree Programs



Collaborations with Global Professional Bodies



A Wide Range of Cross-functional
and Open Elective Courses



Learning Hours and Credits at Par
with On-Campus Programs



Global Faculties



Learn Anytime, Anywhere and on Any Device



Diversity - Learners from 43 + Countries



Innovative Learning Methodology



Access to 20,000 + LinkedIn Learning Courses



Additional Live Sessions Imparting
25 Key Skills for Success



Personalized Support Through Dedicated
Program Managers



High Quality Global Standard Education
with Flexible Fee Payments



Career Advancement Services



2000+ Global Hiring Corporates



 www.onlinejain.com

