



Since 1983

Dr. Vishwanath Karad

**MIT WORLD PEACE
UNIVERSITY** | PUNE

TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS



BBA Global Marketing and Event Management

Division	Faculty of Business and Leadership
School Name	School of Business
Department Name	Department of Business
Programme Name	BBA Global Marketing and Event Management

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| Course Type | Description |
|----------------------|--|
| Programme Core | Courses dealing with foundations, depth and breadth of the major in which student is admitted at MIT-WPU |
| Programme Electives | Open electives under the programme allow students to specialise in a particular area connected to their major. |
| University Core | Courses that reflect the core MIT-WPU values and the mission of Life Transformation of students. |
| University Electives | Multidisciplinary courses across the faculties at MIT-WPU and outside the programme core. |

| Semester | Odd(I) | Even(II) | Total Credits |
|-------------|--------|----------|---------------|
| First Year | 20 | 20 | 40 |
| Second Year | 20 | 20 | 40 |
| Third Year | 21 | 20 | 41 |
| Fourth Year | 22 | 22 | 44 |

Semester - I

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|---|---------------|
| I | UC | Indian Constitution | 1 |
| I | UC | Environment and Sustainability | 1 |
| I | UC | Yoga - I | 1 |
| I | UC | Social Leadership Development Program | 1 |
| I | UC | Financial Literacy | 1 |
| I | PF | Business Mathematics | 3 |
| I | PF | Financial Accounting | 3 |
| I | PF | Managerial Economics | 3 |
| I | PF | Principles and Practices of Management and Organizational Behaviour | 3 |
| I | PF | Principles of Marketing | 3 |
| | | Total Credits: | 20 |

Semester - II

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|-----------------------------------|---------------|
| II | UC | Yoga - II | 1 |
| II | UC | Co-creation | 1 |
| II | UC | AI for everyone | 2 |
| II | UC | Foundation of Peace | 2 |
| II | UC | Indian Knowledge System (General) | 2 |
| II | UC | Sports | 1 |
| II | PF | Business Statistics | 3 |
| II | PF | Cost and Management Accounting | 3 |
| II | PF | Foundation of HRM | 3 |
| II | PF | Digital Marketing | 2 |
| | | Total Credits: | 20 |

Semester - III

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|--|---------------|
| III | UC | Spiritual and Cultural heritage: Indian Experience | 2 |
| III | UC | Research Innovation Design Entrepreneurship (RIDE) | 1 |
| III | UE | University Electives - I | 3 |
| III | PF | Corporate Governance and Business Ethics | 3 |
| III | PF | Strategic Management | 3 |
| III | PF | Business Research Methods | 3 |
| III | PM | Data Science | 2 |
| III | PF | AI for Business Management | 3 |
| | | Total Credits: | 20 |

Semester - IV

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|---|---------------|
| IV | UC | Rural Immersion | 1 |
| IV | UC | Life Transformation Skills | 1 |
| IV | UE | University Electives - II | 3 |
| IV | PM | Introduction to Event Management | 4 |
| IV | PF | Legal Aspects of Business | 3 |
| IV | PM | Event Resource Planning | 2 |
| IV | PM | Principles of Event Communication, Media Management, and PR | 3 |
| IV | PM | Event Marketing and CRM | 3 |
| | | Total Credits: | 20 |

Semester - V

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|--|---|---------------|
| V | UC | Managing Conflicts Peacefully: Tools and Techniques | 2 |
| V | UE | University Electives - III | 3 |
| V | PE | Program Elective - I | 4 |
| V | PM | International Business | 2 |
| V | PM | Travel and Tourism Management | 2 |
| V | PM | Global Marketing | 2 |
| V | PM | Event Risk Management and Managing Events | 2 |
| V | Program Capstone Project/
Seminar and Internships | Internship | 4 |
| | | Total Credits: | 21 |

Semester - VI

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|--|---|---------------|
| VI | UC | National Academic Immersion Program | 2 |
| VI | PE | Program Elective - II | 4 |
| VI | Program Capstone Project/
Seminar and Internships | Business Simulation | 4 |
| VI | PM | Event Designing and Media Mix | 2 |
| VI | PM | Event Sponsorship, Marketing & Celebrity Management | 2 |
| VI | PM | Media Law | 2 |
| VI | PM | Principles of Event Communication, Media Management, and PR | 2 |
| VI | PM | Event Technical Elements, Licencing, and Permissions | 2 |
| | | Total Credits: | 20 |

Semester - VII

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|--|----------------------------|---------------|
| VII | PE | Program Elective - III | 4 |
| VII | PM | MOOC I | 2 |
| VII | PM | MOOC II | 2 |
| VII | PM | MOOC III | 2 |
| VII | PM | MOOC IV | 2 |
| VII | Program Capstone Project/
Seminar and Internships | Field Project | 5 |
| VII | Program Capstone Project/
Seminar and Internships | Research Project | 5 |
| | | Total Credits: | 22 |

Semester - VIII

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|--|----------------------------|---------------|
| VIII | PE | Program Elective - IV | 4 |
| VIII | PM | MOOC IV | 2 |
| VIII | PM | MOOC V | 2 |
| VIII | PM | MOOC VI | 2 |
| VIII | PM | MOOC VII | 2 |
| VIII | Program Capstone Project/
Seminar and Internships | Field Project | 5 |
| VIII | Program Capstone Project/
Seminar and Internships | Research Project | 5 |
| | | Total Credits: | 22 |

*Modifications to the programmes and courses are contingent upon adherence to university guidelines and procedures. Any proposed changes must undergo a thorough review process, including consultation with relevant academic departments, approval from the appropriate administrative bodies, and compliance with accreditation standards.

Additionally, consideration will be given to feedback from students, faculty, and other stakeholders to ensure that modifications align with the overall educational objectives and mission of the university. The implementation of any approved changes will be communicated transparently to the university community, and appropriate measures will be taken to facilitate a smooth transition for all affected parties.

Program Electives

| Semester | Program Electives | Course Name / Course Title | Total Credits |
|----------|------------------------|-----------------------------|---------------|
| V | Program Elective - I | Cultural Event Management | 4 |
| VI | Program Elective - II | Aviation Event Planning | 4 |
| VII | Program Elective - III | Project Based Learning - I | 4 |
| VIII | Program Elective - IV | Project Based Learning - II | 4 |

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