



Mahatma Education Society's
Pillai HOC College of Arts, Science and Commerce
Pillai HOCL Educational Campus, Rasayani
NAAC Accredited with A+ Grade in Cycle 2
(ISO 9001: 2015 Certified)



6.2.1. QIM.

Deployment of Strategic/ perspective plan (A.Y. 2023-24)



Katam

PRINCIPAL
Mahatma Education Society's
Pillai HOC College of
Art, Science & Commerce
Pillai HOC Educational Campus
Rasayani, Taluka - Khalapur
Dist. Raigad, Pin- 410 207

Index

Sr. No.	Title
1	Strategic planning of the institution
2	List of Add-on programs
3	Add-on programs documents

Strategic Planning of Institution

Teaching Learning Process

1. **Effective Academic Planning –**
Academic planning and preparation of Academic Calendar
Development of teaching plan and Lesson Plan based on Course Outcomes and Programme Outcomes
2. **E-learning Resources –**
Invest in modern E-learning resources and technology driven infrastructure to support both on-campus and online learning.
3. **Research Development & Innovation –**
Encourage a research culture among faculty and students by providing research opportunities and personal development.
4. **Mentoring and Support –**
Establish a robust mentoring system for students, focusing on academic and personal development.
5. **Teaching Learning Evaluation –**
Follow a transparent and fair feedback system
Robust and transparent evaluation parameters

Leadership and Participative Management

1. **Decentralization –**
Continue decentralizing academic, administrative and student related authorities to promote efficiency and accountability.
2. **Establishment of functional committees -**
Ensure the establishment of functional committees for various key functions, including academics, research and student affairs.

Quality Assurance Systems

1. **Framing and Orientation of Quality Policy –**
Revise and update the quality policy, with a focus on excellence in teaching, research and student support.
2. **Formation and prompt functioning of Internal Quality Assurance Cell (IQAC) –**
Strengthening the Internal Quality Assurance Cell to regularly assess and enhance the quality of education and institutional practices.
3. **Promoting best practices –**
Encourage the sharing of best practices among departments and promote their adoption.

4. Annual report preparation and submission –
Ensure timely preparation and submission of annual quality reports, Apply for academic autonomy.

Governance and Leadership

1. **Vision, Mission development and their articulation in every key position-**
Continuously articulate and reinforce the Institution's vision and mission at entry level.
Monitoring and Implementing the Quality Management Systems.
Smooth functioning of statutory committees.
Code of Conduct policy formulation and Implementation
2. Performance Appraisal System –
Implement a fair and transparent performance appraisal system for faculty and staff.

Student's Development and Participation

1. Trainings and Placement Activities –
Expand and improve student training and placement activities. Facilitate partnerships with Industries for internships and job placements.
2. Mentoring Programs –
Institutionalize positive psychology and tri-variate mentoring for students.
3. Add-On-Courses –
Enhance students' knowledge, skills and employability by offering variety of Add-On Courses and certificate programmes
4. Student Engagement –
Formation of Student Council
Continue to support students' involvement in extra-curricular activities, extension and outreach activities.

Staff Development and Welfare

1. Staff Development –
Develop a comprehensive Staff performance evaluation system and provide regular Staff training programs for quality improvement.
2. Work Facilities –
Ensure the provision of the best possible work and infrastructure facilities.
Support for research and innovation activities.

Institute – Industry Interaction

1. Placement and Training -
Strengthen placement, training and industry- institute interaction, MoUs and membership in professional bodies.
2. Industry Resources –
Invite industry experts for guest lecturers /talks/seminars.
Deputation of faculty to Industry on sabbatical.

Entrepreneurship

1. Entrepreneurship Cell –
Formation of entrepreneurship cell to encourage innovation and entrepreneurial thinking among students.
2. Collaborations –
Bringing more experts of the field for seminar, lecture, workshop for entrepreneurship development.

Research Development and Innovation

1. Funds –
Fund generation through project proposals
Apply for Government/Non-Government industry,sponsored funds.

Alumni Interaction

1. Alumni Association –
Strengthen Alumni association and engagement through Regular interactions /invitations, Recognise successful alumni and alumni Meets every year.
Nominate and involve Alumni as Academic advisors.

Community Services and Outreach Activities

1. Community Engagement –
Identify community and social development work through Educational support to village people and conducting regular awareness camps.

Physical Infrastructure

1. Academic infrastructure –
Develop smart Class rooms, State of the art Laboratory & equipment, upgrade Library infrastructure, e-learning resources, Water facility, lift, gym facilities
Rain water harvesting and green cover.

This strategic plan outlines the next 5 years objectives for Pillai HOC College of Arts, Science and Commerce, Rasayani. This plan is regularly reviewed and adapted to the changing circumstances and evolving needs by involving all the stakeholders in the implementation and evaluation of these strategies to ensure their success.



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Mahtam Education Society's

Pillai HOC College of Arts, Science and Commerce, Rasayani

(NAAC Accredited with 'A+' Grade, CGPA - 3.26 in Cycle 2 & ISO 9001:2015 Certified)

Number of Add on /Certificate programs offered during the year 2023-24

Number of students enrolled in Certificate/ Add-on programs as against the total number of students during the year

Year : 2023-24

Name of Add on /Certificate programs offered	Duration of course
Marketing on Digital Platform- B.A.MMC	30 Hours
Capital Markets and Indian Economy- B.A.	30 Hours
Scientific and financial Data analysis - B.Sc, MSC OC & MSC PHY	30 Hours
MongoDB -The Next Generation Technology- B.Sc (CS)	32 Hours
Bootstrap- Build fast and responsive website- B.SC IT & MSC IT	30 Hours
Streamlit - A Faster Way to Build Web Apps -B.Sc(DS)	36 Hours
Fundamentals of Event Management - B.Sc (HS)	30 Hours
Fundamentals of Market Research- B.Com & M.Com	30 Hours
Logic in Logistics - B.Com (A&F)	30 Hours
Corporate Skills in Modern World- BMS	30 Hours



Module 1: Primary Capital Market

Structure, Growth, and Reforms.

Module 2: Secondary Capital Market

Structure, growth, and Reforms.

Module 3: Short- Indian agriculture Policy

**Agriculture Pricing and
Agriculture Marketing**

Faculty of Arts Organizes
Add-on Course on

Capital Markets and Indian Economy

AY 2023-2024

Course Objectives

- 1) Capital market will help students to learn about how to finance the economy and learn allocate risk.
- 2) It will help students to know to support economic growth and financial support.

Course Outcome

- 1) Make students aware about the current issues of the Indian economy
- 2) Students will learn about the current needs of the Indian economy.



P. K. Jain

Mahatma Education Society's
Pimpri HOD College of Arts, Science and Commerce, Pimpri
(Accredited by NAAC)





Module 4: Industrial Pollution

Meaning, Types, Effects and Controls of Industrial Pollution in India

Module 5: Sustainable Development

Policy Measures

Faculty of Arts Organises
Add-on Course on

Capital markets and Indian economy

AY 2023-2024

Starts from
September 9, 2023
Registration charges -
100rs



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Pillai HOC College of Arts, Science and Commerce, Rasayani
(Accredited by NAAC)



Mahatma Education Society's
Pillai HOC College of Arts, Science and Commerce
Pillai HOCL Educational Campus, Rasayani
Re-accredited 'A+' Grade by NAAC (CGPA 3.26, 2nd Cycle)
(ISO 9001: 2015 Certified)



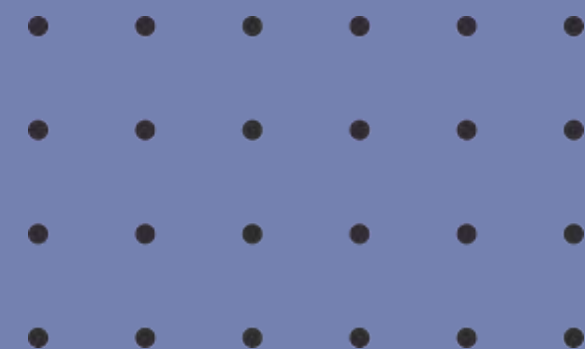
Programme of BAMMC Organises

Add - On Course

on

Advanced Course on Marketing
on Digital Platforms

Duration :- 30 Hours



Learning Outcomes

- 1) Gain a comprehensive understanding of digital marketing strategies and techniques.
- 2) Develop proficiency in utilizing various digital platforms such as social media, search engines, and email marketing for promotional activities.
- 3) Acquire skills in analyzing digital marketing metrics and using data-driven insights to optimize campaigns.
- 4) Learn how to create compelling content tailored to different digital channels and target audiences.
- 5) Explore emerging trends and technologies in the digital marketing landscape.
- 6) Enhance their ability to design and execute effective digital marketing campaigns that align with business objectives.

Modules

1. Brand Building
2. Presentation skills for quality enhancement
3. Content creation on Digital platforms
4. Social Media Marketing and Management
5. Advertising on Social Media
6. Blogging

Module 1 : Brand building

1. Brand status
2. Brand response
3. Brand Loyalty
4. Brand endorsement

Module 2 :Presentation Skills for Quality Enhancement

- 1.Presentation Skills in Media
& Marketing
- 2.Interview Skills
3. Presentation in Group
Discussion
4. Mock Interview & GD (Tutorial)

Module 3 : Content creation on Digital platforms

1. Video Content creation
2. Do's and don'ts of content creation
3. Effective use of hashtags and seo
4. Future and scope in content creation



Module 4 : Social Media Marketing and Management

- 1) Social Media Strategy Development
- 2) Building and nurturing online communities
- 3) Analytics and Insights of social media tools
- 4) Handling Criticism and negative comment son
Social Media



Module 5: Advertising On Social Media

- 1) Target Audience Analysis
- 2) Content Creation
- 3) Platform-Specific Advertising
- 4) Ad Campaign Optimization



Module 6 : Blogging

- 1) Content Creation
- 2) Researching the subject
- 3) Writing styles in content writing
- 4) Editing, proofreading and platforms for publishing



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Fundamentals of Market Research

ADD ON COURSE
BCOM 2023-24





- 1. Students shall understand the significance of Market research and appreciate the difference between Marketing Research and Market Research**
- 2. Students shall get insight into process of conducting Marketing Research with special focus on construct of Questionnaire, field survey.**
- 3. Students will be Aware of organizing research through a separate department or professional agencies and ethics to be followed in conducting Market Research.**



SYLLABUS

MODULE 1: Introduction to Market Research

- Market Research- Definition, Features, Functions.
- Difference between Market Research and Marketing Research.
- Various Stages of Market Research.

MODULE 2: Market Research- Why?

- Need for Market Research.
- Key Growth Strategies used by Businesses
- Relation of Market Research to Growth Strategies.



- **MODULE 3: Planning Research**
- **Market research problem identification and formulation**
- **Research Design- Concept, Importance, Types, Characteristics.**
- **Hypothesis – Concepts, Importance, characteristics, Sources, Types.**
- **Questionnaires- Concept, Types of Questions,**
- **Steps in preparation of Questionnaire, Essentials of a Good Questionnaire.**

MODULE 4: Sampling Techniques in Research

- **Sampling- Concepts, Terms in Sampling.**
- **Methods of Sampling- Probability & Non-Probability**
- **Essentials of a Good Sampling.**
- **Types of Sampling, Objectives**
- **Sampling Process**
- **Merits and Demerits**



MODULE 5: Market Research: Types and Survey Design

- Types of Market Research-
Introduction.
- Secondary Research.
- Primary Research.
- Survey design and Analysis.
- Benefits of Market Research.
- Key Mistakes to be Avoided.

“ If **opportunity**
doesn't **knock**, build
a **door**. ”

Milton Berle



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LOGIC IN LOGISTICS

LOGISTICS

OUTCOMES

- Learners will comprehend the fundamentals of logistics and supply chain management.
- The main tasks carried out by the logistics department will be made familiar to learners.
- The nature of the supply chain, its functions, and the supply chain system will be experienced by learners.
- Learners will be aware of international trends in supply chain management and logistics

LOGISTICS

SYLLABUS

MODULE 1: Transportation

- Introduction, Principles and Participants in Transportation
- Transport Functionality, Factors Influencing Transportation Decisions
- Intermodal Transportation
- Modes of Transportation

MODULE 2: Warehousing

- Introduction, Warehouse Functionality
- Benefits of Warehousing
- Warehouse Operating Principles,
- Types of Warehouses, Warehousing Strategies
- Factors affecting Warehousing

SYLLABUS

MODULE 3: Logistics in the Global Environment

- Managing the Global Supply Chain
- Impact of Globalization on Logistics and Supply Chain Management,
- Global Logistics Trends
- Global Issues and Challenges in Logistics and Supply Chain Management

MODULE 4: Modern Logistics Infrastructure

Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor

Inland Container Depots/Container Freight Stations

Introduction to Logistics Management

Objectives of Logistics

Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment

SYLLABUS

MODULE 5: Packaging

- Introduction, Objectives of Packaging
- Functions, Benefits of Packaging, Design Considerations in Packaging
- Types of Packaging Material
- Packaging Costs



“The best preparation for tomorrow is doing your best today”

- H. Jackson Brown, Jr.



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CORPORATE SKILLS IN MODERN WORLD

ADD ON COURSE
BMS 2023-24

COURSE OUTCOME

- ❑ To equip students with the skills to identify, analyze and address complex business challenges through a combination of analytical reasoning, creative thinking and data driven decision-making methods, fostering a solutions-oriented mind-set
- ❑ To enhance students' verbal, written and digital communication abilities
- ❑ To instil in students an understanding of ethical considerations and corporate social responsibilities
- ❑ to empower students with the capacity to adapt to rapid changes in the business landscape

SYLLABUS

MODULE 1: Introduction to Corporate Skills and Modern Business Environment

- ❑ Importance of corporate skills in today's world
- ❑ Overview of the modern business landscape and its challenges
- ❑ Emerging trends and technologies shaping the corporate world



MODULE 2: Communication and Interpersonal Skills

- ❑ Effective communication techniques verbal, non-verbal, written, and digital
- ❑ Active listening and empathy in communication
- ❑ Handling difficult conversations and conflict resolution
- ❑ Presentation skills and public speaking

MODULE 3: Teamwork and Collaboration

- ❑ Dynamics of effective teamwork
- ❑ Building trust and fostering a collaborative environment
- ❑ Remote and cross-cultural collaboration
- ❑ Role of leadership in promoting teamwork



MODULE 4: Problem-Solving and Critical Thinking

- ❑ Developing problem-solving skills using analytical and creative approaches
- ❑ Decision-making strategies in complex situations
- ❑ Applying critical thinking to business challenges
- ❑ Case studies on real-world problem-solving



MODULE 5: Leadership and Time Management

- ❑ Characteristics of effective leadership
- ❑ Leadership styles and their impact on team dynamics
- ❑ Time management techniques for productivity and work-life balance
- ❑ Guest lectures by industry leaders on leadership experience



MODULE 6: Ethics and Professionalism in the Corporate World

- ❑ Importance of ethical behavior in business
- ❑ Corporate social responsibility and sustainable practices
- ❑ Navigating ethical dilemmas in a professional setting
- ❑ Building a personal and professional brand



MODULE 7: Adaptability and Resilience

- ❑ Adapting to change in a fast-paced environment
- ❑ Developing resilience to cope with challenges and setbacks
- ❑ Stress management and mental well-being
- ❑ Strategies for continuous learning and skill development





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PILLAI HOC COLLEGE OF ARTS, SCIENCE & COMMERCE

Pillai HOC College of Arts, Science and Commerce Pillai HOCL Educational

Campus, Rasayani

NAAC Accredited with A+ Grade in Cycle 2

(ISO 9001: 2015 Certified)



Programme of B.Sc. & M.Sc.

Organises

Add-on Programme

A.Y. 2023-24



SCIENTIFIC AND FINANCIAL DATA ANALYSIS



OUTCOME



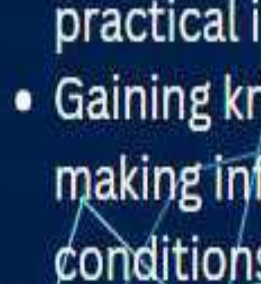
- To equip students with the capability to understand and interpret various types of graphs, charts, and visual representations of data
 - To develop an entrepreneurial mindset, including traits like creativity, problem-solving, adaptability, and a willingness to take calculated risks
 - Analyzing real-world case studies of successful and unsuccessful start-ups can provide practical insights into the role of entrepreneurial leadership in different scenarios
 - Gaining knowledge about investing and financial instruments supports individuals in making informed decisions based on their financial goals, risk tolerance, and market conditions.
- 

Table of content



- Module 1- Softwares for graphing and Analysis
- Module 2- Scientific Data Analysis Tools
- Module 3- Financial Data Analysis



Module 1- Softwares for graphing and Analysis (12 Hrs.)

- Chemdraw software for drawing structure
- Mestronova for NMR structure determination
- Origin: Software for plotting graphs
- Guassian: Software for Comprehensive Investigations of Molecules and Reactions Molecular docking
- Excel for UV visible spectroscopy



Module 2- Scientific Data Analysis Tools (12 Hrs)

- Error, Accuracy, Precision and Bias in data
- Basic Statistics-I
- Basic Statistics-II
- Statistical Tools-I
- Statistical Tools-II
- Applications of statistical tools



Module 3- Financial Data Analysis (12 Hrs)

- Simple and Compound Interests
- Annuity
- Equated Monthly Installments (EMI)
- Shares
- Mutual Funds and SIP
- Important Financial Products





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Programme of B.Sc. Information Technology



organises

Add-On Course

on

***Bootstrap - Build Fast and Responsive
Website***

A.Y. 2023-24



BOOTSTRAP

OUTCOMES

01

Learners will be able to Built-in Support for layout, grids, fluid grids, and responsive designs.

02

Learners will be able Pre-built CSS: Contains global CSS classes for typography, tables, grids, forms, buttons, images, and more

03

Learners will be able Customize Bootstrap's components with LESS variables and jQuery plug-ins to create our own version.

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01

**MODULE 1:
INTRODUCING
Bootstrap**

MODULE 2:

**Create First Web Page
With Bootstrap**

02

03

**MODULE 3:
Bootstrap Text /
Typography**

MODULE 4:

**Bootstrap Jumbotron
And Page Header**

04

05

**MODULE 5:
Bootstrap Button
Groups**

Module 1: Introducing Bootstrap (3 hrs.)

Assignment : (2 hrs.)

- ❖ **What is Bootstrap ?**
- ❖ **Bootstrap History**
- ❖ **Why Use Bootstrap ?**
- ❖ **Where to get Bootstrap ?**
- ❖ **Downloading Bootstrap**
- ❖ **Bootstrap CDN**



Module 2: Create First Web Page With Bootstrap (3 hrs.)

Assignment : (2 hrs.)

- ❖ **Add the HTML5 Doctype**
- ❖ **Bootstrap is Mobile -First**
- ❖ **Containers**
- ❖ **Basic Bootstrap Pages**
- ❖ **Bootstrap Grids**
- ❖ **Bootstrap Grid System**
- ❖ **Grid Classes**
- ❖ **Basic Structure of a Bootstrap Grid**
- ❖ **Equal Columns**
- ❖ **Unequal Columns**



Module 3: Bootstrap Text / Typography (3 hrs.)

Assignment : (2 hrs.)

- ❖ **Bootstrap's Default Settings**
- ❖ **Bootstrap vs. Browser Defaults**
- ❖ **Bootstrap Tag Elements**
- ❖ **Contextual Colors and Background**
- ❖ **Typography Classes**

Bootstrap Typography



Module 4: Bootstrap Jumbotron And Page Header (3 hrs.)

Assignment : (2 hrs.)

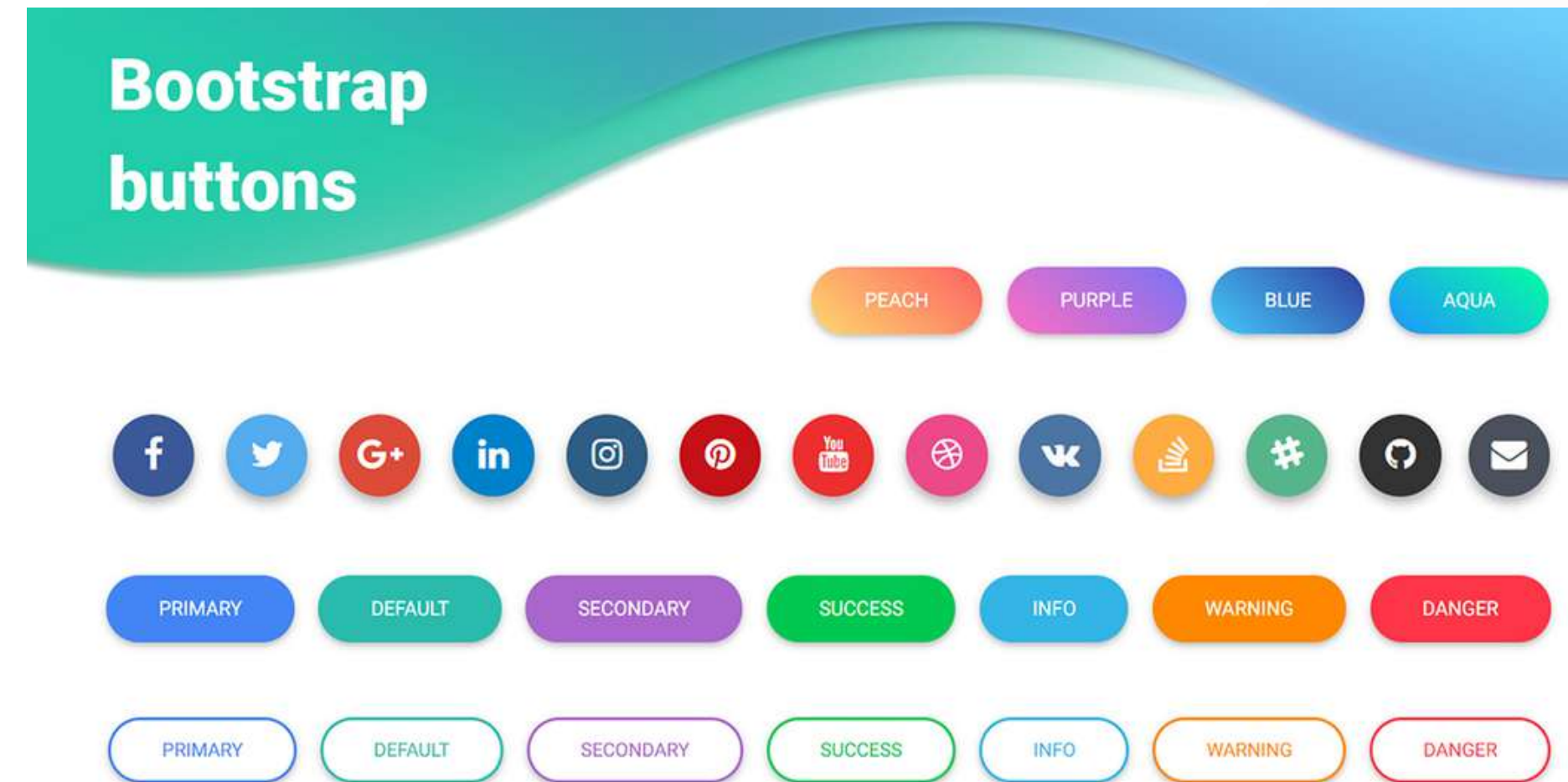
- ❖ **Creating a Jumbotron**
- ❖ **Jumbotron Inside Container**
- ❖ **Jumbotron Outside Container**
- ❖ **Creating a Page Header**



Module 5: Bootstrap Button Groups (3 hrs.)

Assignment : (2 hrs.)

- ❖ **Button**
- ❖ **Button Groups**
- ❖ **Vertical Button Groups**
- ❖ **Justified Button Group**
- ❖ **Nesting Button Groups & Dropdown Menus**
- ❖ **Split Button Dropdowns**



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Add-On Programme

MONGODB - NEXT GENERATION TECHNOLOGY

Programme of B.Sc. Computer Science

A.Y. 2023-24

OUTCOMES

01

Learn about the SQL and NoSQL features and its important in DBMS.

02

Create, connect to and manage MongoDB databases

03

Perform fundamental CRUD operations in MongoDB

04

Create data models, aggregation pipelines, indexes and transactions

05

Add a search feature to your application using MongoDB Atlas Search.

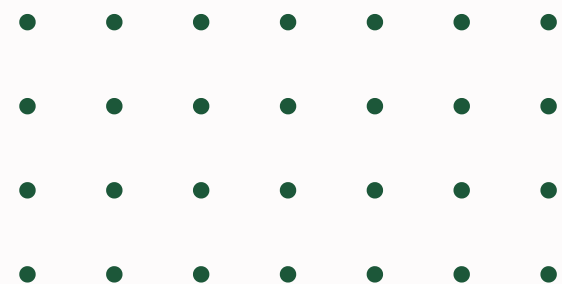


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01



MODULE 1:
Introduction to NoSQL
Database

MODULE 2:
MongoDB - A Database
for the Modern Web

02



03



MODULE 3:
Mongo DB CRUD
Operations

MODULE 4:
Indexing &
Aggregation

04



Module 1: Introduction to NoSQL Database (3 hrs.)

Assignment : (2 hrs.)

- **What is NoSQL?**
- **Why NoSQL?**
- **Difference Between SQL and NoSQL**
- **Databases Benefits of NoSQL**
- **Types of NoSQL**
- **Key-Value Database**
- **Document Database**
- **SQL vs Document Databases**
- **Local vs Cloud Database**



Module 2: MongoDB - A Database for the Modern Web(3 hrs.) Assignment : (4 hr.)

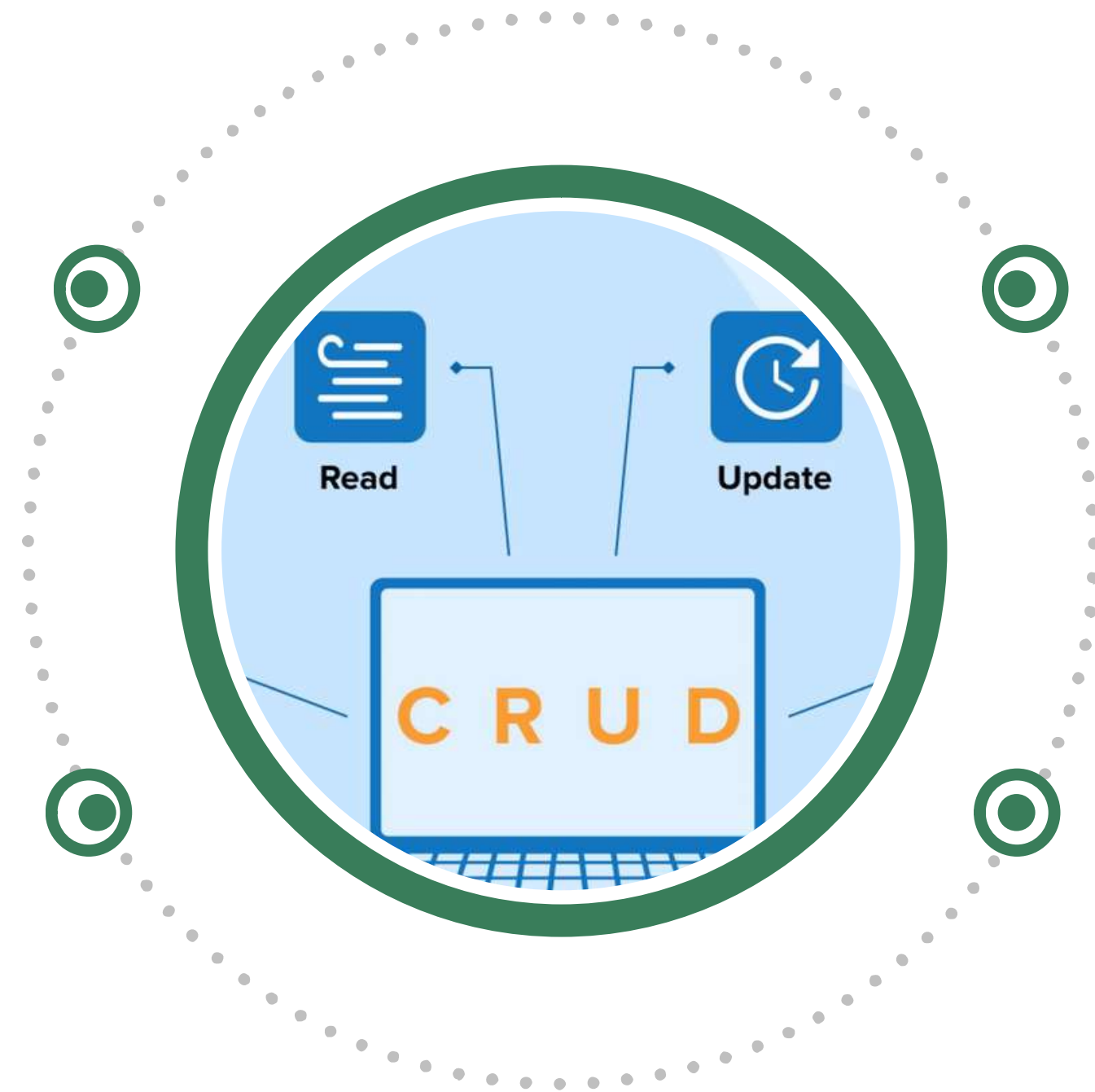
- What is MongoDB?
- Why Use Mongo DB
- Features of Mongo DB
- How does Mongo DB Works
- JSON
- BSON
- How to install MongoDB on window
- MongoDB Structure
- Document Store Example
- MongoDB as a Document Database
- Transaction Management in MongoDB



Module 3: Mongo DB CRUD Operations(9 hrs.)

Assignment : (6 hrs.)

- MongoDB Create Database
- MongoDB Create Collection
- MongoDB Insert
- MongoDB Find
- MongoDB Update
- MongoDB Delete
- MongoDB Query Operation
- MongoDB Update



Note : Above operations will be performed using Python, Atlas and Mongoddb shell

Module 4: Indexing and Aggregation(4 hrs.)

Assignment : (4 hrs.)

- Introduction to Indexing
- Types and Properties of Index
- Sort Order
- Text Indexes
- Text Search
- Index Creation
- Remove, Modify, and Rebuild Indexes
- Aggregation
- Pipeline Operators and Indexes
- Aggregation Operations





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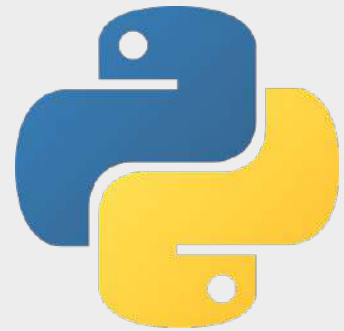
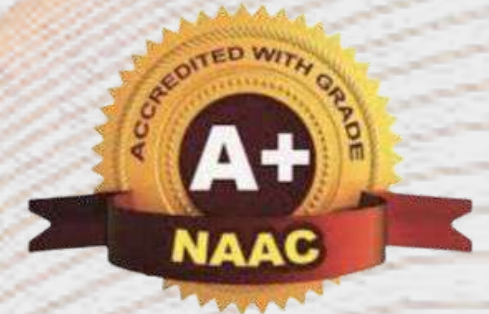
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Programme of BSc Data Science

organises

Add-On Course

on

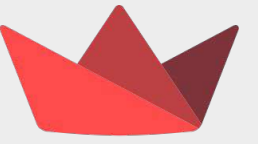


Streamlit - A Faster Way to Build Web Apps



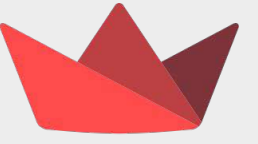
Duration: 36 hours

AY 2023-24



Outcomes

- Learners are developing the basics of Streamlit for web development
- Learners are able to make user interfaces with simple python syntax
- Learners are able to implement Data Science algorithms in UI
- Learners are able to deploy entire Data Science Projects on a website



Contents

01

UNIT 1: Introduction to Streamlit

02

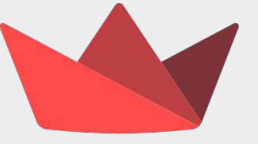
UNIT 2: Text Widgets of Streamlit

03

UNIT 3: Media Widgets of Streamlit

04

UNIT 4: Form Widgets of Streamlit-1



Contents

05

UNIT 5: Form Widgets of Streamlit-2

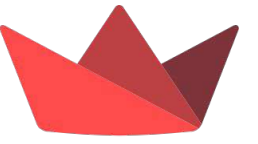
06

UNIT 6: Advanced Widgets

07

UNIT 7: Creating a Mini Project Form

Syllabus

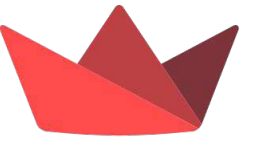


UNIT 1: Introduction to Streamlit

What is Streamlit, why to use Streamlit, Streamlit vs Flask, Streamlit vs Django, Streamlit vs FastAPI, installation of Streamlit, create your first Streamlit app, Web interface of Streamlit app

UNIT 2: Text Widgets of Streamlit

What is widget, text widgets, Title, Header and Subheader, Text, Markdown, Success, Info, Warning, Error, Exception



UNIT 3: Media Widgets of Streamlit

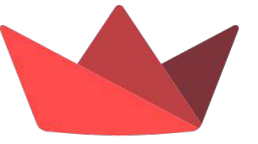
Display Images, image widget, video widget, audio widget, File upload, Removing Streamlit Hamburger & Footer

UNIT 4: Form Widgets of Streamlit-1

Creating a Checkbox, Creating a Radio Button, Creating a Selection Box, Creating a Multi-Selectbox, Creating a Button, Creating a Text Input, Creating a Slider

UNIT 5: Form Widgets of Streamlit-2

Creating a Navigation bar, Creating a SideBar, Creating a Progress and Status, creating spinner, Creating sidebar and container

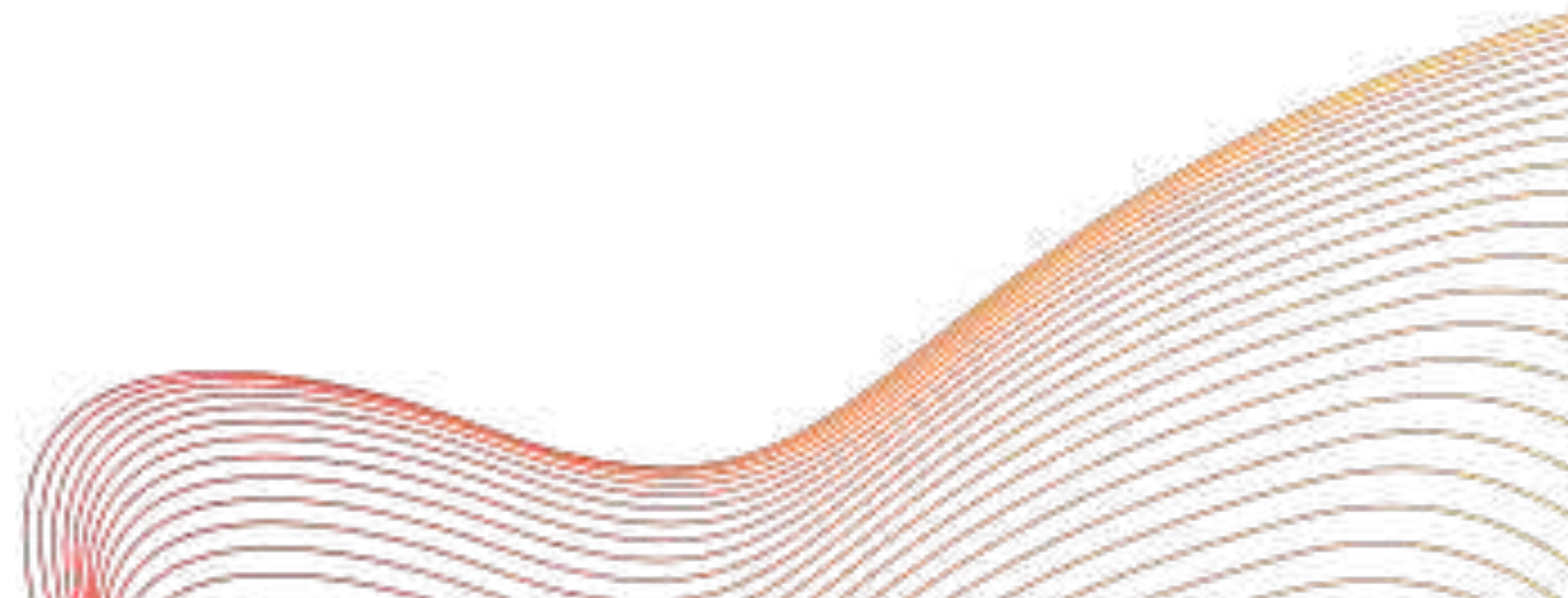


UNIT 6: Advanced Widgets

Create multiple page web pages Adding layout, Change color scheme, changing theme of your web page, create a customize theme

UNIT 7: Creating a Mini Project Form

Create multiple page web pages Adding layout, Change color scheme, changing theme of your web page, create a customize theme





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Fundamentals of Event Management

ADD ON PROGRAMME BSc HS 2023-24





COURSE Outcomes

Pillai



- Understand the key principles and concepts of event management.
- Develop the skills necessary to plan, organize, and execute successful events.
- Learn effective communication and teamwork strategies within event management.
- Gain insight into budgeting, marketing, and promotion for events.
- Acquire knowledge of event logistics, including venue selection and setup.
- Enhance problem-solving and decision-making abilities in event scenarios.
- Cultivate creativity and innovation in event planning and design.



SYLLABUS

Pillai



- **Introduction to Event Management**
- **Event Planning and Organizing**
- **Communication and Teamwork in Event Management**
- **Budgeting and Marketing for Events**
- **Event Logistics and Operations**
- **Problem-Solving and Decision-Making in Events**
- **Event Design and Creativity**
- **Culminating Project and Final Review**



Course Outline:

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Module 1: Introduction to Event Management

- Importance of event management in Hospitality.
- Types of events
- Role of event managers and their responsibilities.



Module 2: Event Planning and Organizing

- Key principles and stages of event planning.
- Defining event objectives and target audience.
- Developing event concepts and themes.
- Creating event timelines and schedules.
- Identifying necessary resources and suppliers.



Module 3: Communication and Teamwork in Event Management

- Effective communication strategies with clients, team members, and vendors.
- Building and leading event teams.
- Handling conflicts and challenges during event planning.
- Role of collaboration in successful event execution.



Module 4: Budgeting and Marketing for Events

- Developing event budgets and cost management.
- Strategies for event marketing and promotion.
- Utilizing social media and digital platforms.
- Sponsorship and partnership opportunities.

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Module 5: Event Logistics and Operations

- Venue selection and setup considerations.
- Managing event registrations and attendee logistics.
- Technical and audio-visual requirements.
- Health and safety considerations for events.



Module 6: Problem-Solving and Decision-Making in Events

- Identifying potential challenges and risks in events.
- Strategies for effective problem-solving during events.
- Quick decision-making in dynamic event environments.
- Post-event evaluation and improvement.

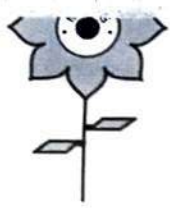


Module 7: Culminating Project and Final Review

- Students work on a mock event project, applying concepts learned.
- Presenting event plans and design ideas.
- Reviewing course objectives, key takeaways, and future applications.



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