

VAC111	FASHION EVENT MANAGEMENT
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

The course will give the learner an opportunity to conceptualize and create an understanding of the different types of fashion events and the planning required for their successful organization. Students will familiarize with the various practical steps involved in the organization of Fashion events and their proper coordination. They will develop practical knowledge of the administrative, designing, planning, marketing, operational and risk management aspects of fashion events through the project work.

Course Objectives

The course will enable the student to:

- Develop a conceptual understanding of various types of fashion events, including runway shows, exhibitions, and promotional events, gaining insight into their unique characteristics and purposes.
- Familiarize with the practical steps involved in organizing fashion events, including venue selection, budgeting, timeline creation, and coordination of logistics.
- Emphasize a holistic approach to fashion event organization, integrating various elements to create a cohesive and memorable experience for participants and attendees.

Course Outcomes

On completion of this course, the students will be able to:

- CO1: Demonstrate a comprehensive understanding of various types and categories of events, as well as the fundamental principles that govern event management.
- CO2: Create a detailed event plan, encompassing elements such as theme selection, target audience identification, and budgeting, showcasing proficiency in strategic event planning.
- CO3: Demonstrate proficiency in marketing strategies specific to fashion events, with the ability to create effective promotional plans and engage target audiences.
- CO4: Describe the step-by-step process required for successfully staging a fashion event, covering aspects such as venue selection, model coordination, and backstage management.

Course Content and Practicum

In the course student get acquire knowledge of fashion events and their planning. They will understand the principles of managing the event. They will design & execute Fashion Show, understand the requirements of venue, prepare of programme booklet, catering arrangements, etc.



Students will acquire knowledge of marketing & managing of fashion events. They will create a pre- and post-event promotion plan, understand the importance of media relations, press release and media kit, etc. They will know the evaluation of post-show, ensuring Legal compliance, safety & security, licenses, and permissions to be obtained. Student will also understand the risk management for prevention of hazards, security for people and merchandise. At the end of course, students will make a project work by presenting of a theme based mock fashion show project with location and other detail knowledge acquired throughout the course.

Textbooks

1. Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2016). Event Management: Principles and Practices. Routledge.
2. Doeringer, D. R., & Creyts, T. L. (2016). The Business of Fashion: Designing, Manufacturing, and Marketing. Fairchild Books.
3. Allen, J. (2009). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events. Wiley.

Reference Books

1. Rathbun, A., & Cadwgan, J. (2016). The Ultimate Guide to Sport Event Management and Marketing. Fitness Information Technology.
2. Goldblatt, J. (2014). Special Events: Twenty-First Century Global Event Management. John Wiley & Sons.

	Evaluation Component	Weightage (%)
1	Activities	30
2	Project	30
3	Attendance	10
4	End Term Examination	30


 Registrar
 K.R. Mangalam University
 Gurgaon Road, Gurugram (Haryana)



K.R. MANGALAM UNIVERSITY
E D U C A T I O N F O R L I F E
(Recognized by UGC and a member of AIU)

Ref.No.:KRMU/Admin./Notice/2021-22/2463CE Dated: 10th December, 2021

NOTICE

This is to put for information that School of Architecture Design is offering Value-Added Course (VAC) for all interested students during Even Semester as per the following specifications.

Course Code	Course Title	Coordinating Department / School	Duration
VAC108	Boutique Management	SOAD	30 Hrs.
VAC111	Fashion Event Management	SOAD	30 Hrs.

Maximum 100 seats are available for the course.

Course Start Date: 02 January 2022

Course End Date: 19 March 2022

All interested students are required to confirm their registration with the Dean-School of Architecture Design latest by **24th December, 2021.**

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Registrar

Registrar K.R. Mangalam University

Copy to: Sohna Road, Gurugram (Haryana)

- Vice Chancellor
- Dean (Academics Affairs)
- Controller of Examinations
- All Deans/ School Coordinators
- All Faculty Members/ Mentors
- Notice Board
- Office Copy

: For kind information

[Signature]

Registrar

K.R. Mangalam University

Sohna Road, Gurugram (Haryana)



ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2021-22
COURSE CODE: VAC111
COURSE TITLE: FASHION EVENT MANAGEMENT

ROLL NO	NAME	PROGRAMME	SEMESTER	2-Jan-22	3-Jan-22	4-Jan-22	7-Jan-22	9-Jan-22	10-Jan-22
19102200014	SENIJUTI MUKHERJEE	B.A. (Fashion Design)	Semester-V	P	P	P	P	P	P

Sp.
COURSE INCHARGE

[Signature]
Registrar
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Sohna Road, Gurugram, (Haryana)

Devi Hemani
School of Architecture & Design (SOAD)
K.R. Mangalam University
Sohna Road, DEENAM
Haryana 122103

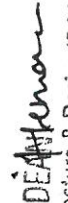


ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2021-22
COURSE CODE: VAC111
COURSE TITLE: FASHION EVENT MANAGEMENT

ROLL NO	NAME	11-Jan-22	14-Jan-22	15-Jan-22	16-Jan-22	18-Jan-22	21-Jan-22	24-Jan-22	28-Jan-22	30-Jan-22
1910220004	SENJUTI MUKHERJEE A		P	P	P	P	P	P	P	P


COURSE INCHARGE


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Dean
School of Architecture & Design (SOAD)
K.R. Mangalam University
Sector 13 Road, DEANAM
Haryana 122103



ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2021-22
COURSE CODE: VAC111
COURSE TITLE: FASHION EVENT MANAGEMENT

ROLL NO	NAME	1-Feb-22	4-Feb-22	5-Feb-22	6-Feb-22	7-Feb-22	8-Feb-22	11-Feb-22	12-Feb-22	14-Feb-22
1910220004	SENJUTI MUKHERJEE	P	P	P	P	P	A	P	P	P

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Haryana 122100



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC111

COURSE TITLE: FASHION EVENT MANAGEMENT

ROLL NO	NAME	15-Feb-22	19-Feb-22	22-Feb-22	25-Feb-22	1-Mar-22	6-Mar-22	12-Mar-22	14-Mar-22	15-Mar-22
1910220004	SENJUTI MUKHERJEE	P	P	P	A	A	P	P	A	P


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Sohna Road, Gurugram, (Haryana)



ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2021-22
COURSE CODE: VAC111
COURSE TITLE: FASHION EVENT MANAGEMENT

ROLL NO	NAME	18-Mar-22	19-Mar-22	TOTAL	Present	Percentage
1910220004	SENJUTI MUKHERJEE	A	P	35	28	80.00


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Haryana 122103



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

VALUE ADDED COURSE (VAC)

ACADEMIC YEAR 2021-22

COURSE CODE: VAC111

COURSE TITLE: FASHION EVENT MANAGEMENT

COURSE OFFERED BY: SCHOOL OF ARCHITECTURE DESIGN (SOAD)

LIST OF STUDENTS COMPLETING THE COURSE

S.NO	SESSION	ROLL NO	NAME	PROGRAMME	SEMESTER	COURSE CODE	COURSE TITLE	SCHOOL
1	2021-22	1910220004	SENJUTI MUKHERJEE	B.A. (Fashion Design)	Semester-V	VAC111	FASHION EVENT MANAGEMENT	School of Architecture & Design (SOAD)

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Ganga Road, Gurugram (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **SENJUTI MUKHERJEE**, University Enrolment No **19102200004** of **B.A. (Fashion Design)** programme has successfully qualified **VALUE ADDED COURSE VAC111 (FASHION EVENT MANAGEMENT)** during Academic Session **2021-22 (Even Semester)**.

Date: 01.09.2022

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Controller of Examination

Jul

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)