

VAC111	FASHION EVENT MANAGEMENT
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course is designed for creating professional event managers. Who can plan & execute fashion event: fashion show, fashion exhibitions, event planner etc. By using creativity, commercial and marketing strategies along with all aspects concerning style and image, the event manager plans, coordinates and creates events.

Course Objectives

- To create an understanding of the different types of fashion events and the planning. Required for their successful organization. To familiarize the students with the various practical steps involved in the organization of Fashion events and their proper coordination.
- To develop practical knowledge of the administrative, designing, planning, marketing, Operational and risk management aspects of fashion events through project work.

Course Outcomes

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

CO1: Through this course student will learn, types, category, Principles of Event Management

CO2: Able to make an event plan covering theme, target audience and budget.

CO3: Role of an event coordinator - Administration, Design, Marketing, Operations

CO4: Describe the steps required for successfully staging the fashion event & Prepare templates for fashion show budgets and duty charts

CO5: Explain the process of marketing the event and mobilizing sponsorships.

Course Content

Module I

10 hours



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Understanding Fashion Events & their Planning and Management Needs: Introduction to event management – Types, category, Principles of Event Management, Key roles, types and purposes of fashion events – fashion show, fairs & trade show, Product launch.

Role of an event coordinator, initial Planning Requirements: Creating themes, targeting the audience /vendors, Timing. Event, Finding a venue, Guest lists and Invitations, Organizing the required, Production team and preparing duty charts, Budget estimation, seeking sponsorships- Writing sponsorship letters.

Module II

10 hours

Designing and executing Fashion Show: Venue requirements: Stage/ booth design, Seating patterns and plan, Lighting and allied, Audio-visual effects, Preparation of Programme Booklet, catering arrangements, Progress, Monitoring through checklists.

Catwalk Presentation Requirements: Merchandise selection, Models selection, Music and Choreography, Final show sequence and rehearsals, Fitting sessions, Dressing area Arrangements, Commentary requirements, Closing and striking the show.

Module III

10 hours

Marketing & Managing Fashion events: Creating a pre and post-event promotion plan, Building media relations, preparing press release and media kit, Post Show Evaluation, Ensuring Legal Compliance, Safety & Security: Licenses and permissions to be obtained, Risk Management for prevention of hazards, Security for people and merchandise.

Practicum (Project Work)

Presentation of a Mock Fashion Show Project: The project should include the following: Description of the theme, the fashion statement of your line, choice of the location and target audience. Budget plans, Duty chart, checklists, Sponsorship letter, Media Publicity kit, Designing an invitation card, stage and venue design, Models and music selection, Script for emcee Catering and menu selection, Security arrangements.

Textbooks

1. Everett C., Swanson K. (2016). Guide to Producing a Fashion Show (3rd Edition). New York: Bloomsbury Publications.
2. Silvers J. (2012). Professional Event Coordination (2nd Edition). New Jersey: Wiley.

Reference Books

1. Berners P. (2017). The Practical Guide to Organizing Events. UK: Taylor & Francis Publisher.

2. Robinson P., Dikson G., Wale D. (2010). Event Management: An Introduction. CABI Publication.
3. Taylor P. (2012). How to Produce a Fashion Show from A to Z. New Jersey: Pearson Prentice Hall.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project Work	20
3	Attendance	10
4	End Term Examination	50


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**K.R. MANGALAM UNIVERSITY****EDUCATION FOR LIFE**

(Recognized by UGC and a member of AIU)

Ref.No.:KRMU/Admin./Notice/2022-2023/ 3674(4)

Dated: 09th August, 2022

NOTICE

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

Course Code	Course Title	Coordinating Department / School	Duration
VAC111	Fashion Event Management	SOAD	30 Hrs.
VAC142	Human Values & Sociology	SOAD	30 Hrs.

Maximum 100 seats are available for the course.

Course Start Date: 05 September 2022

Course End Date: 29 December 2022

All interested students are required to confirm their registration with the Dean-School of Architecture Design latest by **25th August, 2022**

Registrar

Registrar

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

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

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Sohna Road Gurugram (Haryana)



ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC111
COURSE TITLE: FASHION EVENT MANAGEMENT

ROLL NO	NAME	PROGRAMME	SEMESTER	5-Sep-22	8-Sep-22	10-Sep-22	12-Sep-22	15-Sep-22	17-Sep-22
2010220001	LALITA	B.A. (Fashion Design)	Semester-V	P	P	P	P	P	P
2010220004	ANJALI KUMARI	B.A. (Fashion Design)	Semester-V	A	P	P	A	P	P
2010220002	MANSI BANSAL	B.A. (Fashion Design)	Semester-V	P	P	P	P	A	P
2010220005	NIVEDITA SINGH	B.A. (Fashion Design)	Semester-V	P	P	P	P	P	P
2105170011	ARSHIYA SACHDEVA	B.A. LL.B (H)	Semester-III	P	P	P	P	P	P
2105170018	NANDINI JHA	B.A. LL.B (H)	Semester-III	P	P	P	P	P	P
2105170007	RADHIKA WALIA	B.A. LL.B (H)	Semester-III	P	P	P	P	P	P
2009200022	VANSHIKA TOMAR	B.A. (JMC)	Semester-V	A	P	P	P	P	P

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VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC111
COURSE TITLE: FASHION EVENT MANAGEMENT

ROLL NO	NAME	10-Oct-22	13-Oct-22	15-Oct-22	17-Oct-22	20-Oct-22	22-Oct-22	23-Oct-22	24-Oct-22	27-Oct-22
2010220001	LALITA	P	P	P	P	P	P	P	P	A
2010220004	ANJALI KUMARI	P	A	P	P	P	P	P	P	P
2010220002	MANSI BANSAL	P	P	P	P	P	P	P	A	P
2010220005	NIVEDITA SINGH	A	P	P	P	A	P	P	P	P
2105170011	ARSHIYA SACHDEVA	P	P	P	P	A	A	P	P	P
2105170018	NANDINI JHA	A	P	P	P	P	P	A	P	P
2105170007	RADHIKA WALIA	P	P	A	P	P	P	P	A	P
2009200022	VANSHIKA TOMAR	A	P	P	P	P	P	A	P	P

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VAC COURSE FOR ACADEMIC YEAR 2022-23

COURSE CODE: VAC111

COURSE TITLE: FASHION EVENT MANAGEMENT

ROLL NO	NAME	22-Sep-22	22-Sep-22	24-Sep-22	26-Sep-22	29-Sep-22	1-Oct-22	3-Oct-22	6-Oct-22	8-Oct-22
2010220001	LALITA	P	P	P	P	P	P	P	P	P
2010220004	ANJALI KUMARI	P	A	P	P	P	P	P	P	A
2010220002	MANSI BANSAL	P	P	P	P	P	P	P	P	P
2010220005	NIVEDITA SINGH	A	P	P	P	P	P	A	P	P
2105170011	ARSHIYA SACHDEVA	P	P	A	P	P	P	A	P	P
2105170018	NANDINI JHA	P	P	P	P	P	P	P	P	P
2105170007	RADHIKA WALIA	A	A	P	P	P	P	A	P	P
2009200022	VANSHIKA TOMAR	P	P	P	P	P	P	P	P	P

[Signature]

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COURSE CODE: VAC111
COURSE TITLE: FASHION EVENT MANAGEMENT

ROLL NO	NAME	29-Oct-22	31-Oct-22	1-Nov-22	5-Nov-22	7-Nov-22	10-Nov-22	12-Nov-22	14-Nov-22	17-Nov-22
2010220001	LALITA	P	P	P	P	P	P	A	P	A
2010220004	ANJALI KUMARI	P	A	P	P	A	P	P	P	P
2010220002	MANSI BANSAL	P	P	P	P	P	P	A	P	P
2010220005	NIVEDITA SINGH	A	P	P	P	P	A	P	P	P
2105170011	ARSHIYA SACHDEVA	A	P	P	P	P	A	P	P	P
2105170018	NANDINI JHA	A	P	A	P	P	A	P	P	P
2105170007	RADHIKA WALIA	P	P	P	P	P	P	P	P	P
2009200022	VANSHIKA TOMAR	A	P	A	P	P	P	P	P	P

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VAC COURSE FOR ACADEMIC YEAR 2022-23

COURSE CODE: VAC111

COURSE TITLE: FASHION EVENT MANAGEMENT

ROLL NO	NAME	19-Nov-22	21-Nov-22	24-Nov-22	26-Nov-22	28-Nov-22	1-Dec-22	3-Dec-22	5-Dec-22	8-Dec-22
2010220001	LALITA	P	P	P	P	P	P	P	A	P
2010220004	ANJALI KUMARI	P	P	A	P	A	P	P	P	P
2010220002	MANSI BANSAL	P	P	P	P	P	P	P	P	P
2010220005	NIVEDITA SINGH	A	A	P	A	P	A	P	P	P
2105170011	ARSHIYA SACHDEVA	A	P	P	P	P	P	P	P	P
2105170018	NANDINI JHA	P	P	P	P	P	P	P	P	A
2105170007	RADHIKA WALIA	P	P	A	A	A	P	P	P	P
2009200022	VANSHIKA TOMAR	P	P	P	P	P	P	P	P	P

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COURSE CODE: VAC111

COURSE TITLE: FASHION EVENT MANAGEMENT

ROLL NO	NAME	10-Dec-22	12-Dec-22	15-Dec-22	17-Dec-22	19-Dec-22	22-Dec-22	24-Dec-22	26-Dec-22	29-Dec-22
2010220001	LALITA	P	P	A	A	P	P	A	P	P
2010220004	ANJALI KUMARI	P	P	P	P	A	P	P	P	P
2010220002	MANSI BANSAL	A	P	A	P	A	A	A	P	P
2010220005	NIVEDITA SINGH	P	P	P	A	P	P	P	P	P
2105170011	ARSHIYA SACHDEVA	P	P	P	A	P	P	A	P	P
2105170018	NANDINI JHA	P	P	A	P	P	P	A	P	A
2105170007	RADHIKA WALIA	P	P	P	P	A	P	P	P	A
2009200022	VANSHIKA TOMAR	P	P	A	P	P	P	A	P	A



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VAC COURSE FOR ACADEMIC YEAR 2022-23

COURSE CODE: VAC111

COURSE TITLE: FASHION EVENT MANAGEMENT

ROLL NO	NAME	Total	Present	Percentage
2010220001	LALITA	51	43	84.31
2010220004	ANJALI KUMARI	51	41	80.39
2010220002	MANSI BANSAL	51	42	82.35
2010220005	NIVEDITA SINGH	51	39	76.47
2105170011	ARSHIYA SACHDEVA	51	40	78.43
2105170018	NANDINI JHA	51	43	84.31
2105170007	RADHIKA WALIA	51	39	76.47
2009200022	VANSHIKA TOMAR	51	43	84.31

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THE COMPLETE WORLD OF EDUCATION

VALUE ADDED COURSE (VAC)

ACADEMIC YEAR 2022-23

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	2022-23	2010220001	LALITA	B.A. (Fashion Design)	Semester-V	VAC111	FASHION EVENT MANAGEMENT	SCHOOL OF ARCHITECTURE & DESIGN(SOAD)
2	2022-23	2010220004	ANJALI KUMARI	B.A. (Fashion Design)	Semester-V	VAC111	FASHION EVENT MANAGEMENT	SCHOOL OF ARCHITECTURE & DESIGN(SOAD)
3	2022-23	2010220002	MANSI BANSAL	B.A. (Fashion Design)	Semester-V	VAC111	FASHION EVENT MANAGEMENT	SCHOOL OF ARCHITECTURE & DESIGN(SOAD)
4	2022-23	2010220005	NIVEDITA SINGH	B.A. (Fashion Design)	Semester-V	VAC111	FASHION EVENT MANAGEMENT	SCHOOL OF ARCHITECTURE & DESIGN(SOAD)
5	2022-23	2105170011	ARSHIYA SACHDEV	B.A. LL.B (H)	Semester-III	VAC111	FASHION EVENT MANAGEMENT	SCHOOL OF LEGAL STUDIES(SOLS)
6	2022-23	2105170018	NANDINI JHA	B.A. LL.B (H)	Semester-III	VAC111	FASHION EVENT MANAGEMENT	SCHOOL OF LEGAL STUDIES(SOLS)
7	2022-23	2105170007	RADHIKA WALIA	B.A. LL.B (H)	Semester-III	VAC111	FASHION EVENT MANAGEMENT	SCHOOL OF LEGAL STUDIES(SOLS)
8	2022-23	2009200022	VANSHIKA TOMAR	B.A. (JMC)	Semester-V	VAC111	FASHION EVENT MANAGEMENT	SCHOOL OF JOURNALISM & MASS COMMUNICATION(SJMC)

Signature

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CERTIFICATE OF COMPLETION

This is to certify that **LALITA**, University Enrolment No **2010220001** of **B.A. (Fashion Design)** programme has successfully qualified **VALUE ADDED COURSE VAC111** (**FASHION EVENT MANAGEMENT**) during Academic Session **2022-23** (**Odd Semester**).

Date: 20.02.2023

hahajan

Controller of Examination

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CERTIFICATE OF COMPLETION

This is to certify that **NIVEDITA SINGH**, University Enrolment No **2010220005** of **B.A. (Fashion Design)** programme has successfully qualified **VALUE ADDED COURSE VAC111 (FASHION EVENT MANAGEMENT)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

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This is to certify that **ARSHIYA SACHDEVA**, University Enrolment No **2105170011** of **B.A. LL.B (H)** programme has successfully qualified **VALUE ADDED COURSE VAC111 (FASHION EVENT MANAGEMENT)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

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This is to certify that **NANDINI JHA**, University Enrolment No **2105170018** of **B.A. LL.B (H)** programme has successfully qualified **VALUE ADDED COURSE VAC111 (FASHION EVENT MANAGEMENT)** during Academic Session **2022-23 (Odd Semester)**.

Nandini Jha

Date: 20.02.2023

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CERTIFICATE OF COMPLETION

This is to certify that **RADHIKA WALIA**, University Enrolment No **2105170007** of **B.A. LL.B (H)** programme has successfully qualified **VALUE ADDED COURSE VAC111 (FASHION EVENT MANAGEMENT)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

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CERTIFICATE OF COMPLETION

This is to certify that **VANSHIKA TOMAR**, University Enrolment No **2009200022** of **B.A. (JMC)** programme has successfully qualified **VALUE ADDED COURSE VAC111 (FASHION EVENT MANAGEMENT)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

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