



# IB CAREER-RELATED PROGRAMME IN **EVENT** MANAGEMENT



INTERNATIONAL  
DIPLOMA



INTERNATIONAL  
ADVANCED DIPLOMA

WHERE PASSION  
MEETS PROFESSION





## About

World Academy of Career Programmes (WACP) is an educational research organization which offer K12 based career related courses in multiple academic streams related to new age careers. Our association with prominent schools and higher educational institutions & universities provide students with a structured pathway to specialized qualifications in these streams.

WACP commands a robust network within the industry and thereby offers unmatched practical training, internships and placements. We are passionate about offering the right blend of practical knowledge and experience, creating a truly futuristic curriculum aimed at producing highly skilled individuals and a launch pad for entrepreneurs. Our core team of progressive leaders along with our experienced faculty and competent operations, lead us towards growth and excellence.



## About

Future Varsity is an institute dedicated to developing highly trained professionals in the field of business administration and general management. With the focused aim of creating professionally, academically and ethically sound managers and executives, Future Varsity contributes to this burgeoning space in the world.

Future Varsity recognized the need for accelerating formalised education through collaborations with recognised University, colleges & institutions. Formal education in business administration equips candidates with knowledge & skills that help in running a business and dealing with entrepreneurship challenges. Identifying the need for experts in the industry, Future Varsity instils its students with basic and advanced theories and techniques in the discipline of goal setting, strategic planning, marketing, public relations, finance, leadership, decision making, analytics, law etc. related to the business environment.

# EVENT MANAGEMENT INDUSTRY

## The place to be!!

The World is experiencing exponential growth in the events, media and entertainment industry. This makes it a suitable time to be part of the event management industry covering a spectrum from weddings, education fairs, conferences, corporate seminars, expositions, music festivals to many more.

## EVENT MANAGEMENT EDUCATION

### EVOLVING INDUSTRY



The revolutionary growth of events has created a surge in the need of professionals to manage growing individual & Organizational needs for image & representation

### RIISING DEMAND FOR PROFESSIONALS



With the current number and diversity of events, the industry is in need of professionals who are able to manage the scale and size of such events. This makes the industry a lucrative platform to showcase talents.



### DIVERSE CAREER OPTIONS

The industry offers opportunities to students of all personalities, leadership skills and domain specialisations. Students may pursue lucrative positions such as event manager, event planner, marketing manager, event operations among a host of many other options.



### IDEAL FOR GO-GETTERS

Out-of-the-box thinking, adaptability, and a creative spark are the three things that makes a good event management executive, and if these three qualities fit your profile, you're on the right path!



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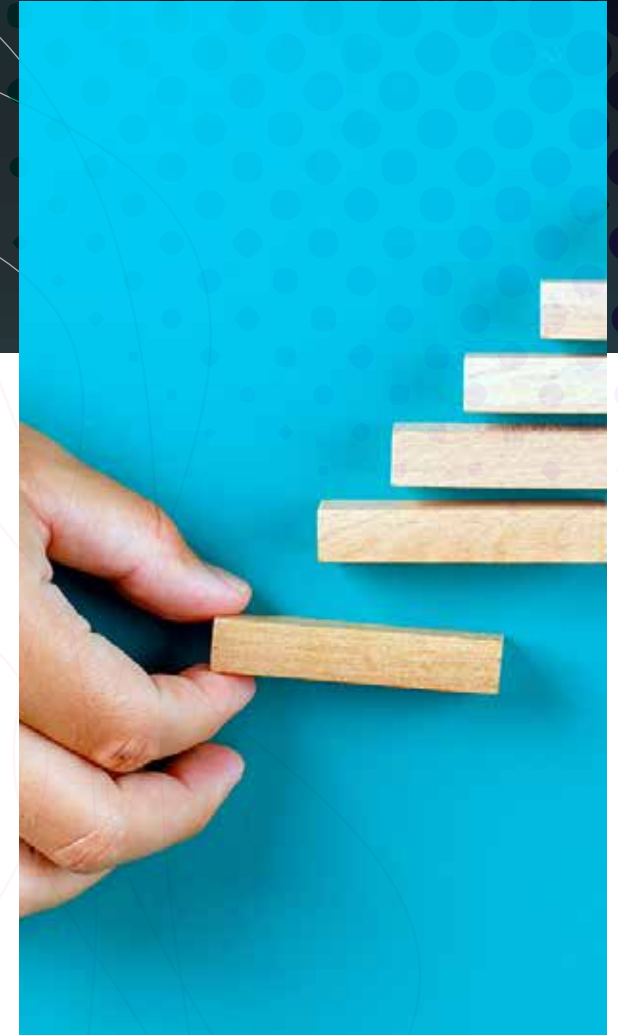
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WACP offers a combination of two qualifications in Event Management - Career Related Study. These are International Diploma and International Advanced Diploma of 11 months each. Both courses together provide a broad overview of the events industry and is designed to develop skills and knowledge sufficient to allow participants to play a significant role in conceptualising, planning and delivery of public, corporate and customised events. The courses provide an avenue for students to gain theoretical and practical skills needed to operate within the events industry.

## COURSE AIMS

The International Diploma and International Advanced Diploma in Event Management are suitable for IBCP students wanting to pursue their CRS course in event management. They aim to strengthen their understanding of the subject and achieve incremental knowledge and specialisation between the two qualifications. These courses provide theories, models and practical case studies in order to understand the complex nature of the events industry.





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## COURSE STRUCTURE

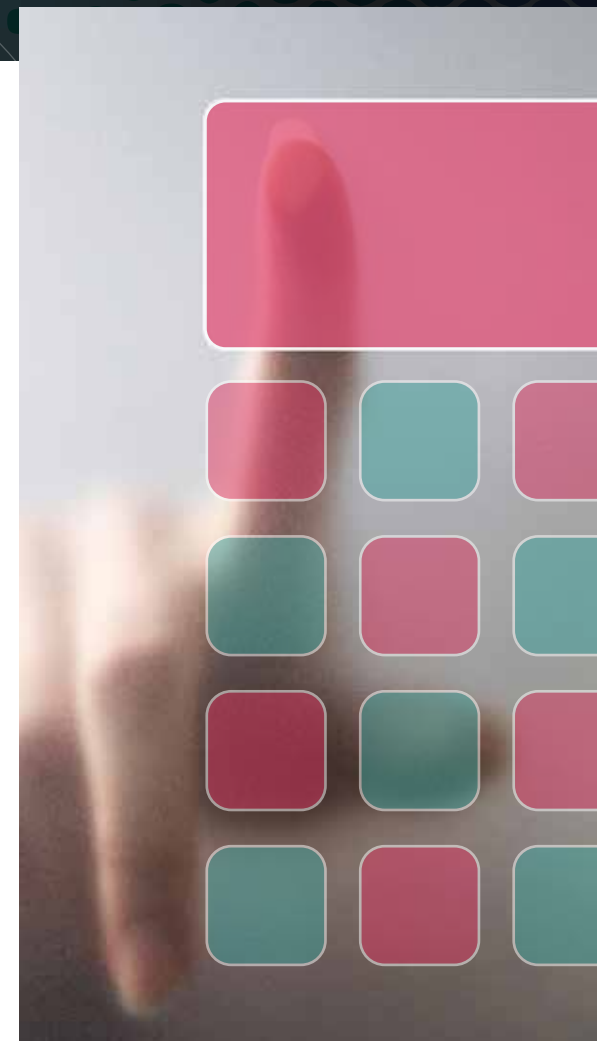
### DP Subjects

Recommended DP subjects which  
compliment the CRS Programme

- Business Management
- Economics **ITGS**

### Core Subjects

- Personal and professional skills
- Service learning
- Reflective Project
- Language Development



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## CAREER RELATED STUDY (720 Guided Learning Hours)

### Integrated Marketing & Communications

- Introduction to IMC
- Overview of Above The Line Activities
- Overview of Below the Line Activities
- Inter-relationship IMC & Events"

### Principles & Functions of Event Management

- Nature of Management
- Principles of Management
- Planning, Organising, Staffing, Directing & Controlling
- Planning & Organising for Events"

### Overview & Evolution of Events Industry

- Understanding the events industry
- Demand and Supply of Events Industry
- Planning an event"

### Event Industry Research & Study

- Characteristics & Types of Research
- Research Methods
- Data Collection & Analysis
- Research Project

### Event Conceptualisation & Simulation

### Internship & Industry Engagement

### Capstone Project

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## TEACHING AND STRUCTURE

At WACP we are committed to the holistic development of our students to ensure superior outcomes and strong employability prospects. Teaching methodology comprises of classroom sessions, master classes, case studies, practical training, group work and discussions. The approach is to have the right balance of theory, practice and experience. The "Real World Relevance" is vital throughout the programme.



## CLASSROOM SESSIONS

### REGULAR LECTURES



To positively impact the perspective of our students, lectures are delivered by our experienced core team of faculty, along with visiting faculty from top Management Institutes, and professionals from the Events & PR Industry

### ASSIGNMENT & PROJECTS



Assignment and projects are a part of our curricula. These provide our students ample opportunities to meet, interact and build relations with popular and experienced individuals in the Events Industry, under the able guidance of our dedicated faculty.



### WORKSHOPS

To keep our students updated with the current affairs in the Events Industry, we frequently organize uniquely designed workshops that focus on industry-oriented themes shortlisted by our team of experts.



### SIMULATED EVENTS

We have developed an exceptional methodology that helps replicate the process of organizing and managing an event in real-time. Students are trained to formulate a model event and present it live in the classroom. This exercise gives them an opportunity to walk through minute aspects of executing events.





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## MASTER CLASSES AND CASE STUDIES

### MASTER CLASSES



Master Classes intend to keep students aware of the current world of events. Guest speakers from various areas of event management share their knowledge and help students from ideas and insights about the industry.

### CASE STUDIES



Our curriculum includes the use of case studies in order to highlight various practical and situational issues. The brainstorming and discussions help streamline our student's thought processes and sharpen analytical abilities by exploring, identifying and solving issues.





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## ASSESSMENT

- In line with the WACP commitment to practice-based education, a large part of the assessment will relate to the demonstration of the student's ability to synthesise class room learning with real life scenarios within the events industry.
- Continuous Assessment process will judge the depth to which the student understands the theory and have developed critical thinking skills which help them evaluate the relevance of what they have learned.
- Students will encounter many different kinds of assessment methods, for example: written exams, written assignments, portfolios, project work, reports, individual or group oral presentations and practical skills assessment. All of which will enable them to gain valuable experience to use within the workplace.
- Students will be expected to complete one assessment per unit.



# INNOVATIVE & INTERACTIVE LEARNING TECHNOLOGY



## BYOD PROGRAM

The Bring Your Own Device (BYOD) Program enhances the students' learning experience through the use of online and mobile technologies within and outside the classroom, allowing them to work on course materials, participated in a collaborative learning environment, thus making them tech-savvy.



## YOUTUBE BROADCASTING

We broadcast our students' presentations and creations on YouTube; providing them with an opportunity to share their ideas and creations with the world.

## PREZI PRESENTATION



This is an inventive and refreshingly unique presentation tool that allows students to express their ideas skilfully and explore their creativity

## EDUCATIONAL NEWSLETTERS



Our Educational Newsletters feature our institutes' highlights and students' achievements, and also report latest industry trends, growth and major event.



## COMMUNICATION AND COLLABORATION

We provide education on Google Apps. Our students learn to use portals like Webmail Services, Shared Calendars, Hangout and the Drive. G Suite allows our faculty to collaborate with students, give them instant feedback, track individual progress and help students streamline their writing and research.

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## HIGHER EDUCATION

## PATHWAY

NAEMD offers Undergraduate and Masters degree programmes in Event Management to all the students who complete the IBCP programme with CRS in International Diploma and International Advanced Diploma. Many International universities offer higher education in Event Management at graduation and post graduation levels. WACP counsels its students and assists them in planning their higher education journey by linking them with prominent universities worldwide.

### RIGHT PLACE, RIGHT TIME



Given the promising future of the industry, early entrants can reap ample rewards leading to a progressive career ahead.



### VARIED DESIGNATIONS

The event management industry has numerous positions to be filled such as

- **Event Planner**
- **Event Coordinator**
- **Event Production Head**
- **Event Marketing**
- **Public Relations Officer**
- **Event Executive (Budgeting & Finance)**
- **Event Legal Executive**

& many more

### LUCRATIVE EARNING



The number of individuals and companies hosting and organizing events has gone up in recent years. Thus, the demand for well-qualified, professional event managers has drastically increased compared to the supply, creating constant lucrative opportunities.

### TARGET INDUSTRIES



A large number of our entrepreneurial students start their own companies. Our Students are placed in the following Industries :

### MARKETING & COMMUNICATIONS



TOURISM

EDUCATION



FASHION & ENTERTAINMENT

HOSPITALITY



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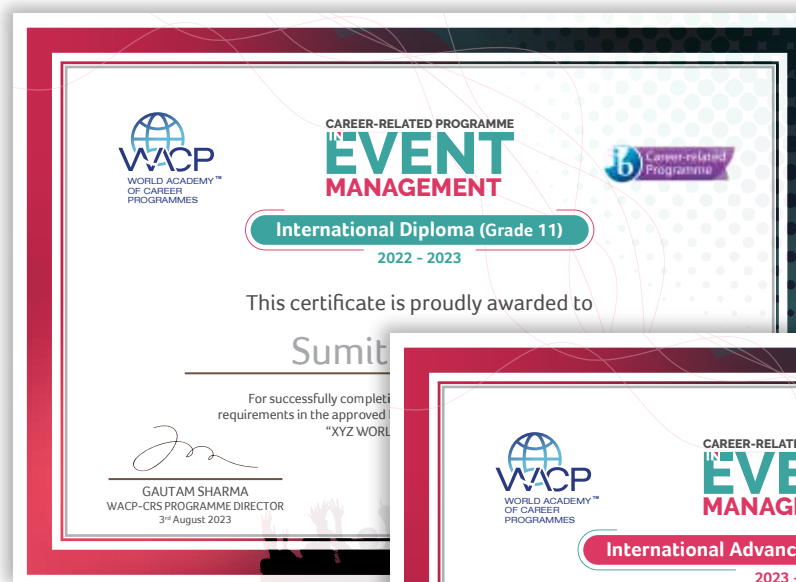


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## PROFESSIONAL CERTIFICATION

## CERTIFICATES

The WACP - CRS Certifications are coveted qualifications which recognize outstanding students by substantiating their conduct and professionalism to prospective employers. WACP offers IBCP students counseling in higher education and Internships assistance within the Corporates, Events, Entertainment, Media and Television industries. Academic excellence, dedication, project work, ingenuity and originality of ideas, communication skills coupled with a certain degree of confidence and flair are a few of the requisite attributes necessary to be awarded the WACP-CRS Certifications. It boosts one's academic and resume credentials and gives an added advantage over other candidates in the world. In some countries due to regulations and requirements of institutions we may offer "Certificate" qualifications instead of "Diploma" qualifications.







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