



**SRI KANYAKA PARAMESWARI ARTS AND SCIENCE COLLEGE FOR WOMEN**

**CHENNAI-1**

**Entrepreneurial Development Programme**

**SHIFT-I & II**

<b>Sl No</b>	<b>Name of the Course</b>
<b>1</b>	<b>Diploma in Event Management</b>

**Course Syllabus**

- ◎ **EVENT MARKETING**
- ◎ **EVENT ADVERTISING**
- ◎ **EVENT PRODUCTION**
- ◎ **EVENT PLANNING & ACCOUNTING**
- ◎ **PUBLIC REALTIONS**

FOR

GLOBAL SOFTWARE SOLUTION

