



**GLOBAL  
SOFTWARE SOLUTION**  
(Association with MHRD, Govt. Of India)

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

**CHENNAI-1**

**Entrepreneurial Development Programme**

**SHIFT-I & II**

**2023-2024**

<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



PRINCIPAL