



**VISHWAKARMA**  
**UNIVERSITY**  
*Maximising Human Potential*

University Grants Commission (UGC) Approved State Private University  
Listed with Association of Indian Universities (AIU)

In Collaboration with



# Faculty of Interdisciplinary Studies

**Department of Event  
Management in collaboration  
with Wizcraft MIME**

**BBA - Event Management**

**MBA - Event Management**

**Department of Public Health**

**Master of Public Health**

**Programme  
Brochure**

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# Vishwakarma University

Vishwakarma University (VU) is a natural offshoot of the Vishwakarma Group of Institutions' educational legacy spanning more than 35 years. The University has been established as a State Private University through Maharashtra Government Act in the year 2017. Being UGC approved, VU is authorized to design and implement its curriculum, conduct examinations, award degrees.

The University focuses on academic excellence, positively impacting the student community and the society at large. The learning model at Vishwakarma University is the combination of knowing, practicing, performing, and reflecting. The "learning by doing" approach practiced through industry participation provides an opportunity for practical and pragmatic learning to students. Through a contemporary curriculum and ecosystem of holistic development, the university aims to prepare learners for fulfilling career paths.

## Vision

Emergence as a Premier University Recognized Internationally for Excellence in Education, Research and Innovation.

## Mission

- To impart contemporary transformative education through research and innovation.
- To develop competent leaders-professionals for life and livelihood.
- To co-create human and socio-economic capital par excellence.
- To inculcate life skills and holistic culture appreciating morals and ethics.

## Values

We Value... We Believe in...

- Adaptability
- Compassion
- Diversity
- Excellence
- Innovation
- Responsibility
- Sustainability
- Transparency



## Vishwakarma University Advantage

### Robust Academic Framework

- Choice Based Credit System (CBCS)
- Outcome Based Education (OBE)
- Employability Enhancement Inputs
- Innovative Pedagogy and Assessment

### Vibrant Learning Ecosystem

- Interdisciplinary Approach
- Experiential & Blended Learning
- Industry Projects
- Concurrent Evaluation

### Global Approach to Education

- MoUs with Foreign Universities
- International Projects and Assignments
- Inculcating global mindset in Students
- Global Internships and Placements

At VU students pursue their academic goals in an environment designed to inspire, support, and empower them. Through rigorous teaching-learning, research, innovation, exposures, insights and practice VU aims to prepare students for life and livelihood.

### EXPOSURE

- Conferences and Summits
- Shadowing Professionals
- Online Courses and Webinars
- Research Assignments
- Career Counselling
- Domain Seminars
- Guest Lectures
- Social Immersion Projects

### INSIGHTS

- Psychometric Profiling
- Mentoring by Faculty Team
- Industry Advisory Boards
- Clubs and Forums
- Employability Enhancement Programme
- Interviews of Industry Professionals
- Study Tours to Workplaces
- Mentoring by Industry Professionals

### PRACTICE

- Hands-on Workshops
- Industry Assignments
- Incubation Support
- Competitions
- Internships
- Freelancing
- Live Projects
- Collaborative Initiatives





## Programmes

### BBA Event Management

**Duration :** 3 years - 6 Semesters - Full time

**Eligibility :** Class 12 or equivalent examination with 45% marks from Any stream of any recognized board.

**Careers :** Client Servicing – Executive | Trainee/Intern: Copywriter/Conceptualiser/Designer | Production – Executive | 2D Creative – Executive | 3D Creative – Executive | Business Development Executive | Social Media – Executive

### MBA Event Management

**Duration :** 2 years - 4 Semesters - full time

**Eligibility :** Bachelors degree in any stream in any subject from any recognized university or equivalent.

**Careers :** Event Managers across job profiles | Corporate Communication specialists in multinational companies | Experiential specialists at digital and social media companies | Advertising and media agency professionals | Project Head at sports management companies | Artiste Managers for talent management agencies

**Highlights :** The programme is aimed to create highly skilled tourism professionals who can contribute to various field of Tourism sector. It is an amalgamation of various activities like, field trips, industry visits, on campus training in tourism.

### Master of Public Health (MPH)

**Duration :** 2 years – 4 Semesters – full time

**Eligibility :** Bachelor degree in any stream in any subject from any recognized university or equivalent.

#### Careers :

- Take up careers in Public Health sector as Project Managers, Monitoring & Evaluation Officers, Disease Surveillance Officers, etc.
- Program Officers for NGO, INGO, Consultancy & Capacity Building, Orphanages, Oldage homes, Destitute shelters, etc
- Explore Careers in the Public Health Services as Community Health Officers (new public health cadre approved by the GOI).
- Work with Corporate Social Responsibility (CSR) as Technical Officer for Planning, Implementation and evaluation of health related projects;
- Member of Occupational Health Team for Safety, Health & Environment (SHE) as Public Health Expert in industrial sector.
- Public Health Specialist for Govt & Semi-Govt organizations(Municipal corporations) for implementation of various health activities in Urban & semi-urban communities.
- Academics resource faculty for institutions / organizations / universities offering B.Sc & M.Sc Public health Masters of Public Health Programmes
- Open your own NGO offering services in health, education, welfare, advocacy, implementation of various health schemes and national health programs

**Highlights :** The programme is aimed to graduate highly skilled Public Health professionals who can contribute to the field of Public Health sector. It is an amalgamation of various activities like, field trips, and industry visits, on campus training in public health with emphasis on ‘Self Directed Learning’ and “Research Oriented Education”

## Learning and exploring

Public health is multi-component, highly complex and specialized professional field. Learners understand and experience newer approaches in delivery at local, the regional and global environment through interactions and exploration.

PH education at Vishwakarma University is designed to give students a 360-degree learning experience and to coexist in the industry.

A Field visit to national and International organizations and facilities allows students to identify and build a connection between experts, beneficiaries and service providers.

The Masters in Public Health. and Masters in Public Health programme develop skills, knowledge and personality of the students and encourage innovations and professional growth.

## Teaching-Learning System

The MPH programme is structured to enhance critical thinking, decision making and problem solving skill development through participatory and community-based teaching and learning. All contemporary pedagogical methods are adopted and incorporated in the curriculum with due consideration for co-curricular activities.

We envisage to evolve as “Health Promoting Center of Excellence and repute of International standard in the field of Public Health”



### **Sabbas Joseph** (Co-Founder, Wizcraft MIME)

*Partnering with Vishwakarma University as Co-creators of a skilled and upskilled generation of professionals is one of the best decisions Wizcraft MIME has made in 2020. We chose VU for its forward-thinking environment of learning that synergises with our vision to deliver transformative professional higher education in the media and entertainment landscape. Here, innovation meets explorative and experiential learning; and change-makers of tomorrow's global workforce find their entrepreneurial spark. Together, our cutting-edge courses, enhanced with real-world learning and training, will develop talent to address the ever-evolving market demand for employable and entrepreneurial enterprises. The most important aspect of VU is its willingness to learn and evolve while working within the community, developing students as catalysts for change, envisioning tomorrow.*



### **Sushma Gaikwad** (Co Founder, Wizcraft MIME)

*We are delighted to partner with Vishwakarma University with a vision to provide industry relevant education in event management studies. Together we have embarked on a mission to positively impact the global narrative by mentoring future generations with key knowledge and skills required to foster excellence in innovation and creativity. We are driven to create tangible impact and have set up a Centre of Excellence with a vision to propel thought leadership and a transformative shift in the economic and cultural landscape of the global experiential industry. Vishwakarma University and Wizcraft MIME are committed to make our mutual vision a reality.*

## GOVERNANCE

Vishwakarma University is governed by Bansilal Ramnath Agarwal Charitable Trust (BRACT). VU has Well-established Governance Mechanism defined by its Governing Council, Board of Management, Academic Council, Board of Examination, Board of Research and Innovation, Board of Studies, Academic Advisory Boards, Internal Quality Assurance Cell, Grievance Redressal Cell, etc.

## ACADEMICS

VU offers UG and PG education in varied streams such as Engineering, Management, Art, Design, Architecture, Pharmacy, Law, Journalism and Mass Communication, Humanities, Social Sciences, and beyond. Variety and depth of Foundational, Core, Elective, Ability Enhancement, Domain-specific, Audit, and General Interest Courses offers academic options to students suiting their unique interests.



## FACULTY

At VU academic group of scholars and researchers supports the mission of contemporary transformative education and real-world experience. Faculty also includes professors and professionals with outstanding national / international education backgrounds, experiences, and orientations. These educators, by encouraging, engaging and challenging, positively influence the lives of students.



## RESEARCH & INNOVATION

To help tomorrow take shape, committed, collaborated research and innovation efforts are carried out at VU, to identify and solve problems, enriching people's lives and creating lasting local, national and international impact. Multiple research areas are covered relevant to specific areas of expertise. The research culture underpins principles, values, and high standards.



## MENTORING

Professional as well personal mentoring at VU guides and supports the students to gain social and academic confidence, develop communication, seek practical advice, identify goals and establish a sense of direction. Mentoring help student to unlock their potential, promote their academic success and fuels their growth throughout their education journey.





## CAREER SUPPORT

### Career Progression Pathways

The students are encouraged to consider multiple pathways and select the best one. The support is extended to all the students w.r.t. following pathways:

- Jobs (Private Sector / Government Jobs / Social Enterprises)
- Business (New Venture / Professional Practice / Family Business)
- Further Studies (Within Country / Study Abroad / Research Careers)

### Career Success Factors Model

The Vishwakarma University has evolved a conceptual model regarding career success. The key aspects are as follows;

- Knowledge (Applied & Fundamental Domain Knowledge | Inter-Disciplinary Knowledge | Industry Awareness | Current Affairs)
- Skills (Functional Domain specific Skills | Interpersonal Skills | Self-Management Skills | Use of State-of-the- Art Tools)
- Attitude (Continuous Learning | Positive Approach | Commitment to Work | Professional and Civic Values)

### Placement and Career Progression Assistance Programme (PCPAP)

Vishwakarma University has developed a comprehensive programme for the students to make them career ready and provide them job opportunities. The purpose is to help prepare students for career progression and placement over and above academic inputs by engaging with industry professionals, corporate trainers, and expert faculty.

The training includes Courses, Tests, Quizzes, Assignments, Interactions, Role Plays, Activities, and Projects.

The placement includes on-campus, off-campus, pool campus, and virtual campus placement drives.

### Industry Engagement

Industry Advisory Boards | Industry on Campus | Interact with Industry Leaders | Events and Sponsorships | Institution-Industry Interaction Cell | Incubation Facility | MoUs with Industry | Centres of Excellence

### Top Sectors for Jobs and Internships

Agriculture & Allied | Banking & Financial Services | Consulting, Analytics, Research | Education, Training, E-Learning | Manufacturing, Engineering, Automobile | Food & Beverages | Apparels & Accessories, Consumer Durables & Electronics | Healthcare, Pharmaceutical | IT & ITes | Media, Entertainment, Advertising | Real Estate, Infrastructure, Construction | Hospitality, Tourism | Retail & E-Commerce | Professional Services - Legal, Counselling, Interior & Architecture, Branding & Design

### Global Exposure

#### International Collaborations for Student Exchange, Faculty Exchange, Research, or Internships

Korea Institute of Science and Technology, South Korea | State University of New York, Binghamton, USA | National University, USA | The University of Ngaoundere, Cameroon | Wufeng University, Taiwan | Ontario Universities International | Hof University of Applied Sciences, Hof, Germany | IMT Lille Douai, France | Kasetsart University, Thailand | Asian Institute of Technology, Bangkok, Thailand | Chulalongkorn School of Integrated Innovation, Thailand | School of Computing, National University of Singapore, Singapore | Energy Research Institute, NTU, Singapore

### Career Support Declaration

We, at Vishwakarma University, provide assistance to interested candidates in meeting their career advancement goals with respect to job, entrepreneurship, competitive exams, and further studies. Our endeavor is to provide them wider exposure, greater insights, and better practice to be career ready. Employability enhancement inputs and multiple job opportunities are provided to registered students. However, Vishwakarma University does not guarantee a job.



## LIFE AT VU

At Vishwakarma University, the pursuit of wisdom is constant which guide the students to carve out successful and meaningful life for themselves and make the world a better place.

**EXCELLENCE**

**FULFILLING**

**INNOVATIVE**

**BLEND**

**EMPLOYABILITY**

**ENRICHING**

**EXPERIENTIAL**

**HOLISTIC**

**INSIGHTFUL**

**PASSION**

**SAFE**

**RESEARCH**

**DIVERSE**

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## Industry Connect - Centres of Excellence

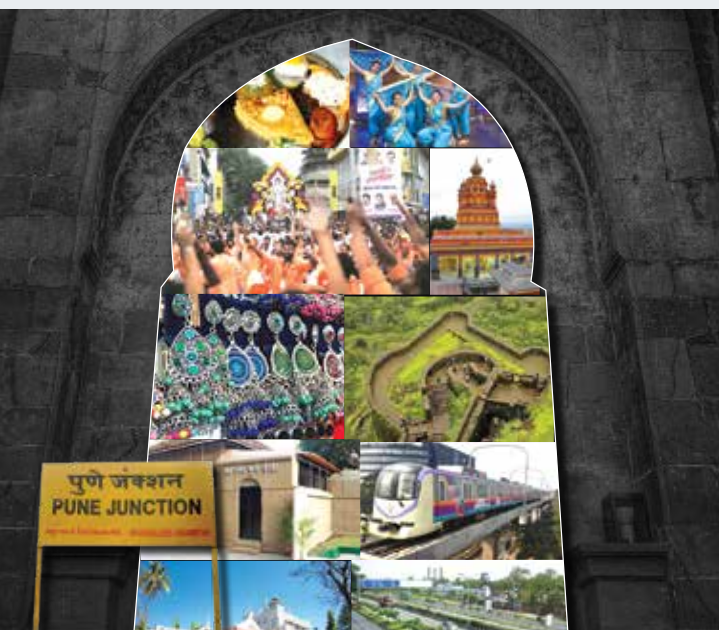
- Center of Excellence for Design Thinking and Innovation in collaboration with the State University of New York at Binghamton
- Center of Excellence for Water Quality in collaboration with Wilo
- Center of Excellence for Energy and Sustainability
- Center for E-Learning
- Center of Communication for Development

- Center of excellence for Media, Entertainment, Events and Tourism in collaboration with Wizcraft
- Center of Excellence for Biosystems, Biomedical and Drug Delivery Technologies
- Center of Excellence for Emerging Digital Grid and E-Mobility
- Center for Industry 4.0
- VU-IQUBE
- Unity Center of Excellence
- Center of Excellence for Innovation in Built Environment and Research Generation- i-BERG

## Our Associates



## Industry Collaborations



## Life @ pune

Pune, recognized as Oxford of the East, has everything that a prospective student would want when looking for affordable higher education options. The Educational environment in Pune is among the most conducive in the country for the intellectual development of students.

Pune is regarded as one of the safest cities in the country. It has a perfect blend of rich culture, heritage & Modernization. Best educational opportunities along with pleasant weather condition and metropolitan lifestyle make Pune City an attractive career destination for aspiring youngsters.

## Hostel

Separate accommodation and food facility for Boys and Girls on a first come first serve basis. Refer to "Hostel Brochure" to know more.



## Vishwakarma University, Pune

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