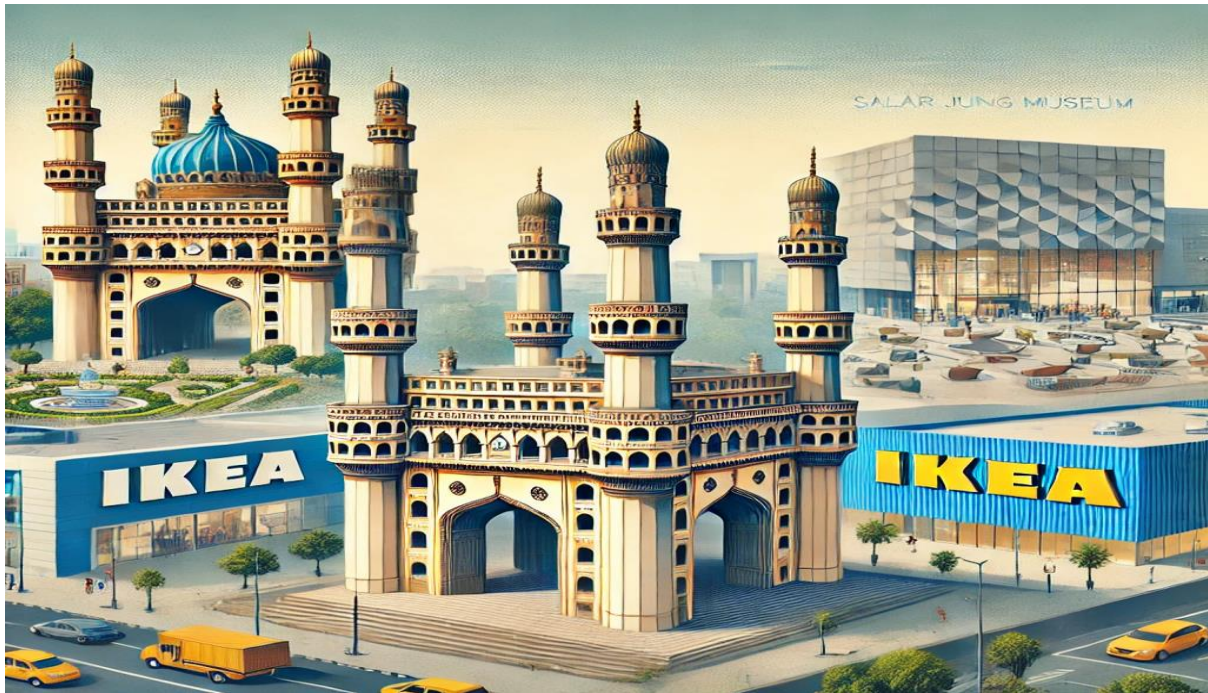


Report on Experiential Learning Trip



Organised By:

Department of Commerce and Management

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Date: 2nd February 2025

Program: I BBA (Event Management)

Faculty Accompanied:

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- Dr. Sunanda – Coordinator, BBA (Event Management)
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Introduction

To bridge the gap between theoretical learning and real-world application, students of I BBA (Event Management) embarked on an Experiential Learning Trip to Hyderabad, Telangana on 2nd February 2025. The trip aimed to provide firsthand exposure to cultural heritage, museum curation, urban event spaces, and commercial venue management—essential components in the field of event planning and management.

Destinations and Insights Gained

1. Charminar – Heritage & Cultural Tourism

Students explored this iconic landmark, gaining insights into tourist engagement, cultural storytelling, and heritage event planning. The visit emphasized the importance of historical preservation in tourism-based event management.



Students exploring the historic Charminar, gaining insights into cultural storytelling and heritage event planning

2. Salarjung Museum – Museum Curation & Visitor Experience

One of India's finest museums, Salarjung provided an immersive experience in exhibition design, audience engagement, and event-based museum programming. The visit reinforced the significance of curation techniques and interactive learning spaces in event planning.



Students observing Salar Jung Museum, learning about event-based museum curation.

3. **Tank Bund** – Public Space & Recreational Event Planning
A popular lakeside promenade, Tank Bund demonstrated the integration of urban infrastructure with large-scale public events. Students observed how open spaces are optimized for festivals, cultural events, and tourism activities.



Students analyzing the role of urban public spaces in hosting large-scale cultural and recreational events at Tank Bund.

4. **IKEA Home Furnishings** – Retail Experience & Venue Management
The visit to IKEA offered real-world insights into customer experience design, space utilization, and store event marketing. Students analyzed how global retail chains create immersive brand experiences through venue layout and consumer psychology.



Exploring IKEA's venue design and customer experience strategies to understand retail event planning and space utilization.

Key Learning Outcomes

- **Cultural Event Planning** – Understanding how heritage sites attract and engage audiences.
- **Exhibition & Museum Event Curation** – Observing audience flow, layout strategies, and interactive displays.
- **Public Event Venue Optimization** – Analyzing how open spaces are transformed into event-friendly zones.
- **Retail Event & Consumer Engagement** – Learning how spatial design enhances customer experience.

Final Reflections

This experiential learning trip was a transformative experience, allowing students to witness event management in action. By engaging with diverse venues and real-world scenarios, students developed critical analytical skills, creative event planning perspectives, and a deeper understanding of space optimization and audience engagement. The trip successfully combined education, exploration, and engagement, equipping students with practical knowledge essential for excelling in the dynamic field of event management.



Students and faculty unwinding at their accommodation, reflecting on key takeaways from the experiential learning trip and sharing their insights on event management practices.