

Study Scheme and Syllabus of
BBA (Event Management)
Batch 2018 onwards



Department of Academics
I.K. Gujral Punjab Technical University

**I.K.G. Punjab Technical University
BBA (Event Management) Batch 2018**

Courses & Examination Scheme:

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA 101-18	Core Theory 1	Principles and Practices of Management	5	1	0	40	60	100	6
BBA 102-18	Core Theory 2	Basic Accounting	5	1	0	40	60	100	6
BBAGE101-18	General Elective 1	Managerial Economics I	5	1	0	40	60	100	6
BTHU103/18	Ability Enhancement Compulsory Course (AECC)	English	1	0	0	40	60	100	1
BTHU104/18	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	---	25	1
BMPD102-18		Mentoring and Professional Development	0	0	2	25	---	25	1
	TOTAL		19	3	6	280	320	600	25

**The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

Note: One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA201-18	Core Theory 3	Business Statistics	5	1	0	40	60	100	6
BBA 202-18	Core Theory 4	Business Environment	5	1	0	40	60	100	6
BBAGE201-18	General Elective 2	Managerial Economics II	5	1	0	40	60	100	6
EVS102-18	Ability Enhancement Compulsory Course (AECC) -III	Environmental Studies	2	0	0	40	60	100	2

BMPD202-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
TOTAL			17	3	2	195	240	425	21

Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA301-18	Core Theory 5	Organizational Behaviour	5	1	0	40	60	100	6
BBA 302-18	Core Theory 6	Marketing Management	5	1	0	40	60	100	6
BBA 303-18	Core Theory 7	Cost & Management Accounting	5	1	0	40	60	100	6
BBAGE 301-18	General Elective 3	Production and Operation Management	5	1	0	40	60	100	6
BBASEC 301-18	Skill Enhancement Course-1	IT tools for Business	2	0	0	40	60	100	2
BMPD302-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
TOTAL			22	4	2	225	300	525	27

Fourth Semester

Course Code	Course Type	Course Title	Load			Marks		Total Marks	Credits
			L*	T*	P	Internal	External		
BBAEM401-18	Core Theory 8	Basic Event Accounting	5	1	0	40	60	100	6
BBAEM402-18	Core Theory 9	Event Concept & Designing	5	1	0	40	60	100	6
BBAEM403-18	Core Theory 10	Event Leadership & Communication	5	1	0	40	60	100	6
BBAEM404-18	Core Theory 11	Event Safety and Security	5	1	0	40	60	100	6
BBASEC401-18	Skill Enhancement	Business ethics and Corporate Social Responsibility	2		0	40	60	100	2
BMPD402-18		Mentoring and Professional Development	0	0	2	25	--	25	1
TOTAL			22	4	2	225	300	525	27

Fifth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBAEM501-18	Core Theory 11	Event Planning and Marketing	5	1	0	40	60	100	6
BBAEM502-18	Core Theory 12	Costing and Budgeting of Events	5	1	0	40	60	100	6
BBAEM503-18	Core Theory 13	Event Human Resource Management	5	1	0	40	60	100	6
BBAEM504-18	Core Theory 14	Event Production and Logistics	5	1		40	60	100	6
BMPD502-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		20	4	2	185	240	425	25

Sixth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBAEM601-18	Core Theory 15	Public Relations	5	1	0	40	60	100	6
BBAEM602-18	Core Theory 16	Cross Cultural Management	5	1	0	40	60	100	6
BBAEM603-18	Core Theory 17	Event Risk Management	5	1	0	40	60	100	6
BBAEM604-18	Core Theory 18	Event Laws and Licenses	5	1	0	40	60	100	6
BMPD602-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		20	4	2	185	240	425	25

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Program Educational Objectives (PEOs)

PEO1: Graduates will develop expertise in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.

PEO2: Graduates will develop competencies in qualitative and quantitative techniques to analyse the business data.

PEO3: Graduates will develop an understanding of economic, legal and social environment of Indian business.

PEO4: Graduates will develop responsiveness to social issues and will be able to identify business solutions to address the same. They will also be able to understand the issues of business ethics.

Program Outcomes (POs)

At the end of the program the student will be able to:

PO1: Evaluate and describe contextual forces (macro and micro both) in business environment and identify their impact on business operations.

PO2: Recognise and apply various qualitative, technical and analytical methods in solving business problems.

PO3: Communicate effectively in various business settings both in written and oral formats.

PO4: Explain the responsibility of business towards development of society. Students will also be able to distinguish between ethical and unethical behaviours.

PO5: Develop strategies for effective functioning of functional areas such as marketing, strategy, finance and operations.

PO6: Apply the entrepreneurial and managerial skills for effective business management.

BBA 101 Principles and Practices of Management

Course objective: the course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. And to facilitate the students in appreciating need/significance and applications of various managerial functions.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe fundamental concepts, nature and principles of Management.

CO2: Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.

CO3: Develop analytical abilities to face the business situations.

CO4: Apply various tools that would facilitate the decision making process in the business.

CO5: Develop peer based learning and working in groups and teams.

Unit – I

Management: Meaning, definitions, nature and scope, functions of management. Managerial roles and skills. Forms of different organizations: sole proprietorship, partnership and Joint Stock Company.

Evolution of management thoughts: classical and new classical systems, contingency approaches, Scientific management.

Unit – II

Planning: nature, purpose and functions, types of plan, Management by Objective (MBO), steps in planning.

Decision Making: Meaning, Steps in Decision Making, Techniques of Decision Making.

Strategic planning – concepts, process, importance and limitations; Growth strategies- Internal and external.

Unit – III

Organizing: Concept, formal and informal organizations, task force, bases of departmentation, different forms of organizational structures, avoiding organizational inflexibility. Teamwork – meaning, types and stages of team building.

Concept of staffing- Recruitment and Selection.

Motivation – concept, importance and theories.

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Unit –IV

Authority: definition, types, responsibility and accountability, delegation, decentralization v/s centralization, determinants of effective decentralization. Line and staff authority.

Control: function, process and types of control, nature, process, significance and span of control. Direct control v/s preventive control.

Trends and challenges of management in global scenario, emerging issues in management: Introduction to Total Quality Management (TQM), Just in Time (JIT).

Suggested Textbooks:

- [Principles and practices of management: L. M. PRASAD (S. Chand publishers)
- [Essentials of Management: Koontz H. & Weihrich H. (Tata Mc Graw Hill Publishers)

Suggested Reference books

- [Management: Stephen Robbins (Pearson publishers)
- [VSP Rao & V H Krishna, Management, Excel books

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BBA 102 BASIC ACCOUNTING

Course Objective: This course aims to acquaint students with foundation of financial accountancy and its application in business. It also aims to familiarize students with regulatory framework of accounting in India.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To understand the basic underlying concepts, principles and conventions of accounting.

CO2: To identify the rules of debit and credit in accounting.

CO3: To get an overview of the regulatory framework of accounting in India.

CO4: To prepare trading, profit & loss and balance sheet of a firm.

CO5: To comprehend the concept of depreciation and different methods to treat depreciation in accounting.

Unit I

Introduction to Accounting- Meaning, objectives and Scope of **Financial Accounting**, Concept of Book Keeping, Basic Accounting terms, users of accounting information, limitations of Financial Accounting. **Accounting Concepts and Conventions.**

Accounting Standards- Concept, objectives, benefits, brief review of Accounting Standards in India.

Unit II

The Accounting Equation; Types and Nature of Accounts, Rules of Debit and Credit; **Accounting process** :Recording Transactions in Journal; Preparation of Ledger Accounts, Subsidiary Books; Preparation of Trial Balance.

Unit III

Bank Reconciliation Statement, Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM). **Preparation of Final Accounts:** Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

Unit IV

Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.

Computerised Accounting: Computers and its application in accounting. Accounting software packages

Suggested Readings:

1. Maheshwari, S.N. and Maheshwari, S.K., “Financial Accounting”, 2009, Vikas Publishing House, New Delhi.
2. Mukherjee, A. and Hanif, M., “Financial Accounting”, 1st Edition, 2003, Tata McGraw Hill.
3. Ramchandran, N. and Kakani, R.K., “Financial Accounting for Management”, 2nd Edition, 2007, Tata McGraw Hill.
4. Tulsian, P.C., Financial Accounting,
5. Horngren, Charles T., Sundem, Gart I, Elliot, John A. Philbrick, Donna R.,
6. “Introduction to Financial Accounting”, Prentice Hall, New Delhi.
7. Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective”, Pearson Education, New Delhi.
8. Khatri, Dhanesh, “Financial Accounting” Tata McGraw-Hill, New Delhi.

BBA-GE 101 Managerial Economics- I

Course Objective: The primary objective of this course is to equip students with the necessary economic concepts, principles, theory and techniques and enhance their managerial decision making to address business problems in a globalized economic environment

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.

CO2: Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.

CO3: Understand and estimate production function and Law of Diminishing Marginal Utility.

CO4: Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.

CO5: Understand the different costs of production and how they affect short and long run decisions.

Unit-I

Introduction to Managerial Economics: Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand and the Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product.

Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory

Unit-II

Production Function : Production function Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function.

Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory, **Modern Theory of Cost**, Relationship between cost and production function

Unit-III

Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.

Unit-IV

Pricing: Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices

Factor Pricing: Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital. Measurement of profit.

Note: Relevant Case Studies will be discussed in class.

Suggested Readings/ Books:

- [- K.K .Dewett, *Modern Economic Theory*, S. Chand Publication
- [- D.M.Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- [- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- [- Gupta, *Managerial Economics*, TataMcGraw Hills

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- [- Geetika, *Managerial Economics*, Tata McGraw Hills
- [- D.N.Dwivedi, *Managerial Economic*, Vikas Publications
- [- Froeb, *Managerial Economics*, Cengage Learning
- [- Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi.
- [- Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition,
- [- Mehta, P. L, *Managerial Economics – Analysis, Problems and Cases*, Sultan Chand & Sons, Delhi.
- [- Peterson and Lewis, *Managerial Economics*, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- [- Shapiro, *Macro Economics*, Galgotia Publications.
- [- H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi. 7.
- [- G.S Gupta, *Managerial Economics*, Tata McGraw Hill.

I.K.G. Punjab Technical University
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AECC
BTHU103/18 English

Course Outcomes:

- ∟ The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- ∟ To help the students become the independent users of English language.
- ∟ To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- ∟ The syllabus shall address the issues relating to the Language of communication.
- ∟ Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Detailed Contents:

Unit1- 1 (Introduction)

- ∟ Theory of Communication
- ∟ Types and modes of Communication

Unit- 2 (Language of Communication)

- ∟ Verbal and Non-verbal
- ∟ (Spoken and Written)
- ∟ Personal, Social and Business
- ∟ Barriers and Strategies
- ∟ Intra-personal, Inter-personal and Group communication

Unit-3 (Reading and Understanding)

- ∟ Close Reading
- ∟ Comprehension
- ∟ Summary Paraphrasing
- ∟ Analysis and Interpretation
- ∟ Translation(from Hindi/Punjabi to English and vice-versa)

OR

- ∟ Precis writing /Paraphrasing (**for International Students**)
- ∟ Literary/Knowledge Texts

Unit-4 (Writing Skills)

- ∟ Documenting
- ∟ Report Writing
- ∟ Making notes
- ∟ Letter writing

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Recommended Readings:

1. *Fluency in English - Part II*, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul,
DrBrati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.

I.K.G. Punjab Technical University
BBA Batch 2018
AECC
BTHU104/18 English Practical/Laboratory

Course Outcomes:

- [The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- [To help the students become the independent users of English language.
- ¶ To develop in them vital communication skills which are integral to personal, social and professional interactions.
- [The syllabus shall address the issues relating to the Language of communication.
- [Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Interactive practice sessions in Language Lab on Oral Communication

- [Listening Comprehension
- [Self Introduction, Group Discussion and Role Play
- [Common Everyday Situations: Conversations and Dialogues
- [Communication at Workplace
- [Interviews
- [Formal Presentations
- [Monologue
- [Effective Communication/ Mis- Communication
- [Public Speaking

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

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AECC
HVPE 101-18 Human Values, De-addiction and Traffic Rules

Course Objective

This introductory course input is intended

- a. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

Course Methodology

- ⌋ The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- ⌋ It is free from any dogma or value prescriptions.
- ⌋ It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- ⌋ This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- ⌋ This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

Content for Lectures:

Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education [6]

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration—what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

Module 2: Understanding Harmony in the Human Being - Harmony in Myself!

[6]

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship

[6]

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*;
Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family):
Samadhan, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyavastha*)- from family to world family!
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence

[4]

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics

[6]

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
 - a) Ability to utilize the professional competence for augmenting universal human order,
 - b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
 - c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
27. Case studies of typical holistic technologies, management models and production systems
28. Strategy for transition from the present state to Universal Human Order:
 - a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
 - b) At the level of society: as mutually enriching institutions and organizations

Text Book

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

Reference Books

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Purblishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome’s report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.

12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

Relevant CDs, Movies, Documentaries & Other Literature:

1. Value Education website, *http://uhv.ac.in*
2. Story of Stuff, *http://www.storyofstuff.com*
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

AECC

HVPE 102-18 Human Values, De-addiction and Traffic Rules (Lab/Seminar)

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholars and experts of the subject will be called for the Seminar at least once during the semester. It will be binding for all the students to attend the seminar.

BMPD102-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- [Overall Personality
- [Aptitude (Technical and General)
- [General Awareness (Current Affairs and GK)
- [Communication Skills
- [Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 201-18 Business Statistics

Course Objective: Course Objective: The objective of the course on Business Statistics is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Analysis of numbers is required for taking decisions related to every aspect of business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To learn the basic concepts like statistics and calculation of arithmetic mean, median and mode and partition values.

CO2: To understand the calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not.

CO3: To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

CO4: To understand the concept of correlation regression analysis and their applications.

CO5: To apply the learnt techniques in statistical testing and their applications.

Unit I

Introduction to Statistics: Meaning, Definitions, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

Data Collection: Sources of Primary and Secondary data. Presentation of Data. Frequency distribution.

Sampling Concepts: Meaning of Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics, Probability and Non Probability Sampling Methods including Simple Random Sample, Stratified Sampling, Systematic Sampling, Judgement Sampling and Convenience Sampling.

Unit II

Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

Measures of Variation: Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance.

Sampling Distribution: Concept of Sampling Distribution, Formulation of Sampling Distribution of Mean and Sampling distribution of standard deviation/Variance.

Unit III

Simple Correlation Analysis: Meaning of Correlation, Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, Pearson's correlation coefficient and Rank Correlation.

Simple Regression Analysis: Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

Unit IV

Theory of Probability: Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication, Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

Probability Distribution: Binomial Distribution: Probability Distribution function, Constants, Shape, Fitting of Binomial Distribution, Poisson Distribution: Probability Function (including Poisson approximation to binomial distribution) Constants, Fitting of Poisson Distribution, Normal Distribution: Probability Distribution Function, Properties of Normal Curve, Calculation of Probabilities.

Suggested Readings:

1. Levin, Richard and David S. Rubin. "*Statistics for Management*". Prentice Hall of India, New Delhi.
2. Chandan, J.S., "*Statistics for Business and Economics*", Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair, R. M. Jr., "*Quantitative Analysis for Management*", Prentice-Hall of India, New Delhi.
4. Gupta C B, Gupta V, "*An Introduction to Statistical Methods*", Vikas Publications.
5. Siegel, Andrew F, *Practical Business Statistics*. International Edition, McGraw Hill
6. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., *Business Statistics: A First Course*, Pearson Education.

BBA202-18 Business Environment

Course Objective: The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To Identify and evaluate the complexities of business environment and their impact on the business.

CO2: To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country .

CO3: To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.

CO4: To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

CO5: To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets.

Unit I

Introduction to Business Environment: Nature and Significance Business Environment. Components of Business Environment, Techniques of Environment Scanning. **Economic Environment of Business:** Economic Systems. Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.

Unit II

Political and Legal Environment of Business: Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.

Unit III

Socio- Cultural Environment: Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. **Public Sector-**Changing Role of Public Sector - Relevance of public sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.

Unit IV

International Business Environment: Multinational Corporations-Benefits and Problems. Mergers and acquisitions - reasons - trends - Advantages and Disadvantages.WTO ,Consequences of WTO for India. IMF. Regional Groupings.

SUGGESTED READINGS:

- [Aswathappa, K : Essentials of Business Environment-Text, Cases and Exercises - Himalya Publishing House(13th Revised Edition-2016)
- [Cherunilam, Fransis– Business Environment- Text and Cases ,Himalya Publishing House Pvt. Ltd.(20th Edition-2011)
- ∥ Paul, Justin-Business Environment- Text and Cases-McGraw Hill Education (India) Private Limited.(4th Revised Edition-2018)
- [Ramachandara, Archana and Ravi-Business Environment. Himalya Publishing House Pvt. Ltd.(New Edition-2017)
- [Sheikh, Saleem and Sahu Jayadev, Business Environment, Pearson.

BBAGE 201-18 Managerial Economics-II

Course Objective: This course aims to acquaint students with economy as a whole including measurement of national income, inflation and unemployment, which an objective to inculcate understanding of macroeconomic environment of an economy for better decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the concept of national income and its measurement using different approaches.

CO2: Describe the underlying theories of demand and supply of money in an economy.

CO3: Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.

CO4: Interpret macroeconomic issues like money, inflation and unemployment.

CO5: Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.

Unit I

National Income: Measuring National Income. Problems in the measurement of National Income. **Theories of Money:** Nature and functions of money – Types of money: Near money, inside money and outside money. Theories of demand for money – defining demand for money – Classical theories of demand for money – Friedman's re-statement of Quantity Theory of Money; Liquidity preference theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining supply of money; Measuring supply of money.

Unit II

Theories of Inflation and Unemployment: Meaning, Types and Theories of Inflation. - Cost of inflation and sacrifice ratio. - Measurement of Inflation in India - Policies to control inflation Meaning and types of unemployment. - Cost of unemployment and Okun's Law Measurement of unemployment in India. - Concept of Stagflation - Concept of Philips Curve.

Unit III

Business cycle: Meaning, types and phases. **Monetary, Fiscal and Income policy** – Meaning and instruments. **Multiplier:** Concept, Features and Leakages. Foreign trade multiplier.

Unit IV

Macro-economic Framework in Indian Economy–Public Finance–Tax system in India–
Financial Administration: Finance Commission.

SUGGESTED READINGS:

1. Ahuja, H.L. (2015) *Macroeconomics-Theory and Policy*. New Delhi: Sultan Chand.
2. Jhingan, M.L. (2016) *Macro Economic Theory*. Delhi: Vrinda Publications Pvt. Ltd
3. Dwivedi, D.N. (2017) *Macroeconomics: Theory and Practice: Theory & Practice*. New Delhi: McGraw Hill.
4. Jain, T.R., Khanna, O.P. (2014) *Managerial Economics*: V.K. Publications
5. Dewett, K.K., Navalur, M.H., (2006) *Modern Economic Theory*: New Delhi: Sultan Chand.

AECC
EVS102-18 Environment Studies

Course Outcomes:

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

UNIT-1: Introduction to Environmental Studies

Multidisciplinary nature of Environmental Studies: Scope & Importance
Need for Public Awareness

UNIT-2: Ecosystems

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids

Characteristic features, structure & functions of following Ecosystems:

- [Forest Ecosystem
- [Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

UNIT-3: Natural Resources

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

UNIT-4: Biodiversity & its conservation

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India

Examples of Endangered & Endemic species of India, Red data book

UNIT-5: Environmental Pollution & Social Issues

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

UNIT-6: Field Work

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest

Visit to a local polluted site : Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village

Suggested Readings:

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt.Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Weston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)

16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
19. Survey of the Environment, The Hindu (M)
20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

BMPD202-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- [Overall Personality
- [Aptitude (Technical and General)
- [General Awareness (Current Affairs and GK)
- [Communication Skills
- [Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

4. Sports/NSS/NCC
5. Field Project
6. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 301- Organizational Behaviour

Course Objective: This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding individual and group behaviour in any organization.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1- To explain the basics of Organizational behaviour and various challenges for OB.

CO2- To illustrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.

CO3: To examine the dynamics of group development and group properties.

CO4: To understand various dimensions of organisational culture.

CO5: To analyse the process of conflict management and approaches to stress management.

Unit I

Introduction: Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour, challenges and opportunities for OB.

Individual behaviour in organization: Foundations of individual behaviour, Factors influencing Individual Behaviour.

Learning: Meaning, characteristics and theories: Classical conditioning theory, operant conditioning theory, social learning theory, behaviour modification.

Unit II

Perception: Nature, importance, perceptual process, factors influencing perception, perceptual errors.

Attitude: Meaning, importance, components and types of work related attitude.

Personality: Meaning, determinants of personality, personality traits.

Motivation: Meaning, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

Unit III

Group behaviour in organization: Group dynamics, Types of groups, Group development, theories of group development, Group norms and roles, Group cohesiveness,

Work Teams: Meaning, characteristics, types of team, Creating effective team.

Leadership: nature, leadership styles, Leadership theories: trait theory and behavioural theories.

Unit IV

Conflict Management: Meaning, types and sources of conflict, Process of conflict management, approaches to conflict management.

Stress management: sources of stress, approaches for stress management.

Organizational culture: meaning, concept, types of culture, dimensions of organizational culture.

Suggested Readings/ Books:

- [Robbins, *Organization Behaviour*, Pearson Education Asia
- [Luthans, *Organization Behaviour*, Tata McGraw Hill
- [Newstrom, *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw Hill
- [L.M. Prasad, *Organisation Behaviour*, Sultan Chand
- [Parikh, Gupta, *Organisational Behaviour*, Tata McGraw Hill
- [Aswathappa, *Organization Behaviour*, Himalaya

BBA 302- Marketing Management

Course Objective: Marketing is one of the foremost functions of Management in present day corporate world, its understanding results in developing best products in terms of goods and services that brings consumer satisfaction. This course will imbibe the basic understanding among the students to become successful marketers.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the basics of marketing, selling, marketing mix and its core concepts.

CO2: Describe the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.

CO3: Develop necessary skills for effective market segmentation, targeting and positioning.

CO4 – Illustrate various components of product mix, product life cycle and comprehend the new product development process.

CO5– Develop an understanding of promotion mix and strategies for successful promotion

Unit I

Marketing: Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro environment

Unit II

Market segmentation: Need, concept, nature, basis and strategies, mass marketing vs. Segmentation.

Marketing mix: 4Ps of products and 7Ps of services, components and factors affecting mix.

Unit III

Product decisions: Product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions.

Pricing decisions: importance, objectives, designing strategies, Pricing Techniques

Unit IV

Distribution: Types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components.

Product Promotion: promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting. Designing and managing Integrated Marketing Communications.

Suggested Readings:

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.
3. Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.
4. Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

BBA 303-18 COST AND MANAGEMENT ACCOUNTING

Course Objective: To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand and differentiate between Cost accounting and management accounting.

CO2: Make managerial decisions regarding make or buy, acceptance or rejection of export offers and continuation or shut down of plant.

CO3: Estimate the breakeven point of the firm.

CO4: Understand and apply the concepts of budgetary control for better decision-making.

CO5: Understand and estimate material, labour, overheads and sales variances for comparing planned with actual results.

Unit – I

Introduction: Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management.

Ratio Analysis: Meaning–Nature, different types of ratios, their uses and limitations, computation of various types of ratios – liquidity ratios, solvency ratios, profitability ratios, turnover ratios

Unit – II

Analysis and Interpretation of financial Statements: Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements.

Standard Costing: Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances.

Unit – III

Budgetary Control: Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting.

Unit – IV

Marginal Costing: Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods, Margin of safety, Key factor, determination of cost indifference point.

Suggested Readings:

- ∟ Horngren, C. T., Sundem, G. L., Stratton, W. O., Burgstahler, D., & Schatzberg, J. (2011). *Introduction to management accounting*. Pearson Education International.
- ∟ Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. (2006). *Management Accounting*. Dorling Kindersley(India) Pvt. Ltd.
- [Singh, Surender. (2016). *Management Accounting*. Scholar Tech Press, New Delhi.
- [Garrison H., Ray and Eric W. Noreen. (2016). *Managerial Accounting*. McGraw Hill.
- [Goel, Rajiv. (2013). *Management Accounting*. International Book House,
- [Arora, M.N. (2012). *A Textbook of Cost and Management Accounting*. Vikas Publishing House, New Delhi.
- [Maheshwari, S.N. and S.N. Mittal. (2017). *Management Accounting*. Shree Mahavir Book Depot, New Delhi.

BBA- 304 Production and Operations Management

Course objective: The course aims at developing knowledge about various steps of product, design, development, plant location, storage, production planning and control.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand ever growing importance of Production and Operations management in uncertain business environment.

CO2: Gain an in-depth understanding of resource utilization of an organization.

CO3: Appreciate the unique challenges faced by firms in services and manufacturing.

CO4: Understand the subject as a crucial part of functional management.

CO5: Develop skills to operate competitively in the current business scenario.

UNIT I

Operations management: Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques .Process selection- Project, job, Batch, Mass and Process types of Production Systems.

UNIT - II

Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques.

Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning, Capacity Planning Decisions. Production Planning & Control (PPC) –Concepts, Objectives, Functions.

UNIT – III

Introduction to modern productivity techniques – just in time, Kanban system. Total Quality Management & six sigma.

Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Stock control systems. Virtual factory concept.

UNIT – IV

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.

Suggested Readings:

1. Nair, Production & Operations management, 1st Edition, Tata McGraw Hill
2. Adam and Eben, Production & Operations management, 5th Edition, Prentice Hall, India.
3. Krajewski & Ritzman, Operations Management, 5th Edition, Pearson Education.
4. Buffa & Sarin, Modern Production/Operations Management, 8th Edition, John Wiley
5. Chary, Production & Operations Management, 2nd Edition, Tata McGraw

BBA- SEC 301 IT Tools for Business

Course Objective: The purpose of this course is to provide a through exposure to the operating and office management tools available in different packages. A student can be exposed to the working knowledge of Windows based operating systems and software packages such as Windows-95, 98, 2000-Professional, windows -XP and MS -Office.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Develop understanding of computer fundamentals, functions and their classifications

CO2: Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system

CO3: Demonstrate proficiency in Microsoft word & Excel.

CO4: Apply formatting and editing features to enhance worksheets.

CO5: Use styles, themes, and conditional formats to customize worksheets.

Unit –I

Computer Fundamentals: Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware) Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. Data Representation: Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion.

Unit –II

Computer Software: Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low- and High-Level Languages. Computer Memory: Primary Memory & Secondary memory. Storage Media. **Introduction to Windows Operating System:** All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, renaming a File Using accessories such as calculator, paint brush, CD player, etc

Unit –III

MS-Word: History, Creating, Saving, Opening, Importing, Exporting and Inserting document, Formatting pages, Alignment, Paragraphs and Sections. Indents and Outdents, creating lists and numberings Formatting Commands: Headings, Styles, Fonts and Size

editing, Viewing Text, Finding and Replacing text, Headers and Footers, Inserting page breaks, Page numbers, Special Symbols and Dates Mail merge, Preview and Printings command.

MS-PowerPoint: History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto Content Wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting pictures and graphics and Printing Slides.

Unit –IV

MS-Excel: Introduction, Components of Excel History, Creating, Saving, Opening, Spreadsheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

- ∟ Ram, B.(2018).*Computer Fundamentals Architecture and Organization*. New Delhi: Age Publications
- [Sinha, P.K. and Sinha, P. (2017).*Foundation of computing*. New Delhi: BPB Publications.
- [Arora, A.(2015) *Computer fundamentals and applications*. Vikas Publishing.
- [Rajaraman, V.(2014).*Fundamentals of Computers*. Delhi: Prentice-Hall.
- [Roger,J. (2010).*MicrosoftAccess2010*.Delhi:PearsonEducation.
- [Forouzan,(2009).*Basics of Computer Science*. India: Cengage Learning
- [Levi, D.S., Kaminsky, P. (2007) *Designing and Managing the Supply Chain*. McGraw Hill
- [Turban, E., Aronson JE., Liang, TP. (2005). *Decision Support Systems and Intelligent Systems* (7th Edition). Pearson Publishers.

BMPD302-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- [Overall Personality
- [Aptitude (Technical and General)
- [General Awareness (Current Affairs and GK)
- [Communication Skills
- [Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

7. Sports/NSS/NCC
8. Field project.
9. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBAEM401-18
BASIC EVENT ACCOUNTING

Objective: The aim course is to familiar students with basic concepts and principles of accounting and their applications in Event Management.

UNIT - I

Introduction to Event Cost Accounting, Objectives and scope of Event Cost Accounting, Event Cost centers and Cost units, Event Cost classification, Profit measurement, Decision making and control, Elements of Costing system, Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads, Making of a Cost Statement and Profit Calculations.

UNIT - II

Event Costing - Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Point, B.E.P. Analysis for Events, B.E.P. Analysis As Applied To Event Management And Tactical Decisions.

UNIT - III

Budget and Events - Introduction, Making the Budget, do's, don'ts, Contingency, Monitoring The budget, Budget Review, Budget Control & Variance.

UNIT –IV

Income Categories for an Event, Expenses, Venue, Outdoor Venues, Indoor venues, Budget for Sets, Security, Sound & Lights, Generators, walkie talkie, Pyros, Advertising PR, Print, Hoardings, Buses, Public Relations, Performers, Use Of Cost Centers In Event Management, Event Management Fees, Percentage of the total event cost, flat fees, package price.

Suggested Readings:

- Advanced Accountancy - R.L.Gupta and Radhaswamy
- Management Accounting - Brown and Howard
- Management Accounting - Khan and Jain
- Management Accounting - S.N.Maheswari.

BBAEM402-18
EVENT CONCEPT AND DESIGNING

Objective: The aim course is to impart Understanding of the five stages of event management: research, design, planning, coordination, and evaluation and also to provide intensive theoretical & practical knowledge of event management

UNIT - I

What Are Events, A Comprehensive New Definition, Objectives Of Events Types Of Events, Leisure Events, Cultural Events, Organizational Events, Personal Events, Event Characteristics, Uniqueness, Intangibility, Rituals, Personal Interactions ,Time Scale, Weird And Wonderful, The Wow Factor.

UNIT - II

Elements Of Events, Event Infrastructure, Core Concept, Core People, Core Talent, Core Structure, Event Process, Clients, Target Audience, Concept, Set Objectives For The Event, Is It The Right Event, Budgets, Event Organisers, Targeting Clients, Marketing Intelligence And Information Systems

UNIT - III

Structure of events , purpose of the event, magnitude - size of the event, the creative parameters, target audience, media, pre-event, police permissions, security, event designing, 5 c's of events conceptualization of the creative idea, costing involves calculation of the cost of production and safety margins , canvassing for sponsors, customers and networking components, customization of the event according to brand personality, budgets, carrying-out involves execution of the event according to the final concept

UNIT –IV

Event As A Marketing Tool, Innovative, Brand Image Of The Product Or Service, Media-Owned Or Media-Designed, Communication Through Live Events, Diverse Marketing Needs Addressed By Events, Brand Building, Creating Awareness Of New Brands Products, Highlight The Added Features Of Product Service, Rejuvenating, Communicating The Repositioning, The Brand Personality

REFERENCE BOOKS

1. Event Management: A Professional and Developmental Approach by Dimitri Tassiopoulos.
2. Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey
3. Event Studies - Theory, research and policy for planned events by Donald Getz

Suggested Readings:

- Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd.
- Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
- Event Management & Public Relations by Savita Mohan - Enkay Publishing House.

- Successful Event Management - A Practical Handbook by Anton Shone, Bryn Parry
- Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross
- Successful Event Management - A Practical Handbook by Anton Shone, Bryn Parry
- Professional Event Coordination by Julia Rutherford Silvers
- Special Events by Joe Goldblatt

BBAEM403-18
Event Leadership and Communication

Course objective: The course aims at providing fundamental knowledge and exposure to the Concepts and practices in the field of Event management and to enable them to become effective leader and communicator.

Unit – I

Event: Defining & Understanding the Events, Need & Framework of Events, Special Characteristics of Events, Code of Ethics, Size & Scope of Events Market, Requirement of Event Manager, Event Objective, Structure of Demand for Events,

Leadership: nature and significance of leadership, theories of leadership, behavioural styles of leaderships, leadership traits, concept of charisma leaders,

Unit II

Leadership skills, Managing team, Group development, Managing meetings.

Organisation manager & the team during the event, organisational effectiveness, framework for an event organization's performance, Presentation skills and use of computer in events

Unit III

Communication: Introduction to communication -meaning, importance & objectives, principles, forms of communication, communication process, barriers of effective communication,

Modes of Communication: Written communications, (Official, Semi-official). Verbal communications, Nonverbal communication - body language, gestures, postures, facial expressions, dress codes, Business and social etiquettes.

Unit IV

Group communication - importance, meetings - group discussions. Video conferencing. The communication process - the communication process, communication fundamentals.

Suggested Readings:

- Luthans, Organization Behaviour, Tata McGraw Hill
- Event Management, Lynn Van Der Wagen & Brenda R Carlos.
- Amarchand D Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
- Courtland/John/Roshan Business Communication Today (13th edition) Pearson
- Effective Presentation Skills : A Practical Guide for Better Speaking by Steve Mandel

BBAEM404-18
Event Safety and Security

Course objective: The course aims at providing fundamental knowledge and exposure about event safety and security and to enable them to understand core of it.

Unit – I

History of Safety movement – Evolution of modern safety concept- general concepts of management – planning for safety for optimization of productivity, staff functions for safety, budgeting for safety.

Security and Management 1. Conceptual Definitions 2. Philosophical and Legal basis of Security 3. Principles of Security.

Unit II

Safety Survey, Safety Inspection, Safety Sampling, Evaluation of Performance of supervisors on safety.

Role of door supervisor, Major risks and emergency planning, Incident reporting.

Unit III

Security: Basic Types of Security: Personnel, Physical, Information, Document Security, Important Assets and Threats to them, How to protect premises?

Maintaining security at public places, Security Technologies, Occupational safety, Crowd management and control.

Unit IV

Mobile Staff and VIP Protection, How to arrest, investigate and interview, Dealing with emergencies. Working in the security industry, Getting qualification, Finding a job, Setting up and running your own security business.

Suggested Readings:

1. Hill D.A & Rockley I.E, 1981, Security: Its management and control, Business Books.
2. Haldar, Dipak, 1986, Industrial Security in India, Ashish Publishing House.
3. Sabharwal, O.P., 2006, Security Management, Alpha Publications, New Delhi.
4. Rockley, L.E. and Hill D.A. 1981. Security-Its Management and Control Business books Ltd.
5. Sennewald, C., & Baillie, C. (2011). Effective Security Management. Elsevier Publication
6. Fay, J. (2011). Contemporary Security Management. Elsevier Publication.

BBASEC401-18
Business Ethics & Corporate Social Responsibility

Course Objective: This paper aims at providing the students the understanding of ethical issues related to business and good governance necessary for long term survival of business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explore the relationship between ethics and business across different cultural traditions

CO2: Understand the relationship between ethics, morals and values in the workplace

CO3: Discuss the moral and social responsibility dimensions of corporate governance.

CO4: Describe models of CSR in India.

CO5: Assess international framework for CSR.

Unit I

Business Ethics: Nature, scope and purpose of ethics, Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business, Markets, Environment, Trade, Consumer Production and Marketing, Finance, HR, Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values.

Unit-II

Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain. Holistic Approach for Managers in Decision Making, Professional ethos and code of professional ethics Human Values, Different meaning of human values: foundational human values – freedom, creativity, love and wisdom, Nature of Human freedom.

UNIT III

Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

UNIT IV

International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tripartite declaration of principles on multinational enterprises and social policy.

Suggested Readings:

1. S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
2. S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000).
3. Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.)
4. Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
5. Mathur UC – Corporate Governance & Business Ethics (Mc Millan).
6. Human Values By : Prof. A.N. Tripathi New Age International
7. Corporate Social Responsibility in India - Sanjay K Agarwal
8. Handbook on Corporate Social Responsibility in India, CII.

BMPD402-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- [Overall Personality
- [Aptitude (Technical and General)
- [General Awareness (Current Affairs and
- [GK) Communication Skills
- [Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

10. Expert and video lectures
11. Aptitude Test
12. Group Discussion
13. Quiz (General/Technical)
14. Presentations by the students
15. Team building Exercises

Part – B (Outdoor Activities)

16. Sports/NSS/NCC
17. Field project.
18. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBAEM 501-18

Event Planning and Marketing

Course objective: The course aims at providing fundamental knowledge and exposure to the Concepts and practices of planning and marketing of events with special focus on specific events and to enable them to become effective manager.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To learn the basic concepts associated with event planning

CO2: To learn the fundamentals of preparation for Event Proposal

CO3: To be acquainted with basic concepts and practices of event marketing and managing resources through sponsorships.

CO4: To understand the organizing of specific events like wedding, sports, birthday and conferences

Unit I

Event Planning: Aim of event, develop a mission, Key Factors in Planning an Event, Steps to Planning an Event. Planning to Produce an Event, Event Market Research, Steps involved in Event Planning.

Tools used for Event Planning: Invitations, Organization Tools, Online Marketing, Communities, Connecting, Conversation Tracking, Full-Featured Event Planning.

Event Strategic Planning: Planning to Plan, Confirming Validity, Reliability and Security, Timeline. Role of Event Planner

Unit II

Preparation for Event Proposal: Writing an Event Proposal, Proforma for Approval, Actual Proposal, Event Proposal Guide, Corporate Event Planning Ideas and Tips.

Introduction to Event Marketing: Objectives of Event Marketing, Five Ps of Event Marketing: Product, Promotion, Price, Public Relations, Place. Internal versus External Event Marketing.

Sponsorship: Developing Sponsors, Selling Sponsorships, Overcoming Sponsor Objections Negotiating your Sponsorship, Closing the Sponsorship, Sale, Servicing Sponsorship Sales, Evaluating Sponsorships. Online Event Marketing

Unit III

Event Promotion: Introduction, Tools of Promotion, Advertising, Mail outs/Email, Media.

Promotional Methods: Direct Marketing, Word of Mouth, Hospitality, Websites. Sales

promotion: Direct or digital marketing, Coordinate event co-marketing with sponsors,
Promotional Strategies: Cross Promotions, Street Promotions,

Publicity: Marketing and Publicizing the Event, Branding, Print, Design and
Production, Advantages and Disadvantages of Publicity, Modes of Publicity

Unit IV

Process of proposing, planning, implementing, reviewing and evaluating the specific events
viz. wedding, sports, conference and birthday celebrations events with respect to:

Introduction to the events industry; planning cycle; Human resource planning and
management; Financial planning and management; Marketing the event; Establishing
timelines and checklists; Event implementation; Event evaluation

Suggested Readings:

1. [Sharma](#), Anukrati and Arora, Shruti. “*Event Management and Marketing: Theory, Practical Approaches and Planning*”, Bharti Publications, New Delhi
2. [Allen](#), Judy. “*Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge*”, John Wiley & Sons
3. Gaur, Sanjaya S. and Sanjay V. “*Event Marketing and Management*”, Vikas Publishing
4. Anton Shone & Bryn Parry, *Successful Event Management*, Cengage Learning
5. Razaq Raj, Paul Walters & Tahir Rashid, *Event management, an integrated & practical approach*, Sage Publications
6. Ashutosh Chaturvedi *Event management, a professional approach*, Global India Publications
7. Sanjaya Singh Gaur, Sanjay V Saggere, *Event Marketing and Management*, Vikas Publications.
8. Leonard H. Hoyle, *Event Marketing*, Wiley India

BBAEM502-18

Costing and Budgeting of Events

Course Objectives:

Each and every event requires lot of financial resources, so the main objective of this course is to make the students aware of the basics of costing and budgeting that are really useful to them in organising an event in a cost effective way.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO 1: The students will develop a basic understanding about Costing and Budgeting.

CO 2: The student will learn the role of Budget and Costing in Event Management.

CO 3: The students will learn the importance of Cost Control in Event Management.

CO 4: The students will come to know the use of strategic cost management in event management.

CO 5: The students will learn the importance of the concept of Beyond Budgeting.

Unit I

Meaning and scope of Costing, Relationship of Cost Accounting, Financial Accounting, Management Accounting and Financial Management. Types of Costs, Cost Control, Steps in Cost Control Process.

Cost Reduction, Importance of Cost Control and Cost Reduction, Advantages of Cost Reduction, Cost reduction plan and programme. Difference between Cost Control and Cost Reduction

Unit II

Job Costing/ Contract Costing, Service Costing and Event Management. Use of Marginal costing break-even point in Event Management.

Strategic Cost Management: Basic Concepts, Value-Chain Framework, Linkages, and Activities, Importance of Strategic Cost Management in Event Management, Techniques of Strategic Cost Management. Activity Based Costing and Event Management.

UNIT-III

Concept of the budget as a control system and the use of responsibility accounting in Event Management. Essentials of Budgeting for Event Management, Types of Budgets in Event Management. Budget systems w.r.t uncertainty in the event management.

Sponsorship and Budgeting of Events.

UNIT-IV

Beyond Budgeting Model: Application of beyond budgeting model in Event Management, including the benefits and problems. Issues surrounding setting the difficulty level for a

budget. **Appropriate budgetary systems** for an Event Management company including top-down, bottom-up, feedback and feed-forward control approaches.

Suggested Readings:

1. Zad, N.S.: *Cost & Management Accounting*, Taxmann Publications Pvt. Ltd.
2. Jain, Deepak: *Cost & Management Accounting*, Taxmann Publications Pvt. Ltd.
3. Saxena, V.K. & Vashist, C.D.: *Cost and Management Accounting*; Sultan Chand & Sons, New Delhi
4. Arora, M.N.: *Cost and Management Accounting (Theory and Problems)*; Himalaya Publishing House, Mumbai
5. Maheshwari, S.N.: *Cost and Management Accounting*; Sultan Chand & Sons, New Delhi
6. Kishore, Ravi M.: *Advanced Management Accounting*; Taxmann Publication (P) Ltd., New Delhi
7. Khan, M.Y. & Jain, P.K.: *Theory and Problems of Management and Cost Accounting*; McGraw-Hill Education (India) Ltd., Noida
8. Horngren, C.T.: *Cost and Management Accounting - A Managerial Emphasis*; Pearson Education Asia, Delhi

BBAEM503-18

Event Human Resource Management

Course Objectives: To recognize the importance of managing varied human resources in the event management environment. The aim is to acquaint them with the human resource key issues especially in context of varied events ranging from small to mega events

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To develop basic understanding of Human Resource Management concepts and principles

CO2: To familiarize students to the unique application of HR principles in the context of a highly complex event environment

CO3: To understand the processes of managing a sizable & varied workforce in various types of events

CO4: To acquaint students with HRM in context of international environment and ethical issues in HRM

Unit 1

Introduction to human resources management in events: Significance, process, Key HR issues in an event organization, **Human resources planning in context of event**, Event Project Planning, Contractor management, **Job analysis in event operations**,

HRM in the context of both **mega events and smaller scale events**

Unit II

Source of recruitment and selection in events, skills testing and selection of people for specific event. **Job crafting and Job sculpting**

Preparing human resources for event: Introduction to event management team and company, **Workforce Training and Development training** – training needs identification, training methods, Career Management and Talent Management

Unit III

Workforce policies and procedures, Compensation Management

Job Evaluation –Meaning , Significance and Methods of Evaluation,

Appraising and Managing Performance -Meaning, importance and methods of Performance Appraisal

Unit IV

Employee Morale – Employee Motivation and retention, Employee stability and turnover issues, Stress Management and Quality of Work Life.

International HRM, Ethical Issues in HRM

Suggested Readings:

- Wagen, Lynn Van and White, Lauren . *Human Resource Management for Event Industry*, Taylor and Francis
- Aswathappa, K , *Human Resource Management*, Mc Graw Hill Education
- Mamoria and Rao, *Personnel Management (Text and Cases)* Himalya Publications
- Gary Dessler, "*Human Resource Management*", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
- H.John Bernardin & Joyee E.A. Russel, *Human Resource Management - An experiential approach*, 4th Edition, McGraw-Hill International Edition., 2007

BBAEM504-18 Event Production and Logistics

Course Objective: The objective of the course is to make students understand the fundamentals of organizing an event and to understand and manage associated logistics. It will cover the elements of managing an event before, during and after the performance.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To develop the creative, technical and logistical elements that help an event succeed.

CO2: To develop the Negotiation, Designing and Coordination skills with stakeholders for producing an event.

CO3: Create a production schedule that outlines all elements of the event

Unit I

Event Elements Assessment: Key Elements, Event evaluation-need and parameters

Event Space Considerations: Purpose, Cost, suitability, capacity, resource availability, parking, Space Layouts

Tented Events: Suitability, event suitable timings, contingency planning-weather, hygiene and sanitation, post event operations

Event Technology – Latest trends, Audio Visual Aids, lighting, special effects, event security technology

Unit II

Entertainment: Types of entertainment, purpose, content, analyzing performance – music, dance, theater and other creative performances, working with the performers – mindset, amenities, communications, the special case: celebrities.

Production Planning: compliances, site layout, venue management, set ups, production schedules, supervising events, team and client coordination; Pre-show, the show and post-show- follow up with team & clients

Unit III

Event Design, Venue Design, Site Design, Audio-Visual production, Budgeting & Negotiation, Technical Design, Health & Safety, Adaptation and Coordination, Follow-up with events coordinators, Run Charts, Flight booking of Artists & Guest, Visa assistance, Hotel booking, Airport and hotel transfers

Unit IV

Booking of facilities and technical equipment i.e. Sound, Lights, Audio Visual facilities, hiring of interpreters, Catering services, Secretarial support, preparation of Badges, Name plates, Conference kits, brochures, Posters, Backdrop, Panels, Standees, Banners etc.

Suggested Readings:

1. Sonder, Mark. “*Event Entertainment and Production*” Wiley, ISBN:
2. Matthews, Doug. “*Special Event Production - The Process*”, A Butterworth-Heinemann Title
3. Halsey, Troy. “*Freelancers Guide to Corporate Design*”, A Butterworth-Heinemann Title
4. Wagen, Lynn. And Carlos, Brenda. “*Event Management: For Tourism, Cultural, Business and Sporting Events*”
5. Shone, Anton and Parry, Bryn. “*Successful Event Management - A Practical Handbook*”

BMPD`502-18
Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and
- GK) Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A

(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B

(Outdoor Activities)

7. 16. Sports/NSS/NCC
8. 17. Field project.
9. 18. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBAEM601-18

Public Relations

Course Objectives:

The main aim of this course is to enable the students comprehend the role and importance of Public Relations in the area of event management.

Course Outcomes:

CO 1: The student will be able to develop and demonstrate strategic plans relating to Public Relations

CO 2: Plan and execute ethically sound and socially responsible advertising strategies and public relations campaign

CO 3: The student will learn the role of PR in various sectors, along with the ethical practices in the field.

CO 4: The student will learn the difference between advertising and public relations.

CO 5: The student will be able to develop their skills of crisis management. It will also learn the role of electronic and social media.

UNIT-I

Public Relations-Meaning, Definition and Objectives. Importance and functions of Public Relations, Process of Public Relations, Principles of Public Relations.

Relationship between Public Relations and Advertising. Difference between advertising and public relations.

UNIT-II

Types of PR: Internal/externals, Publics of PR. Qualities and skills required for PR, Responsibilities of PR Professionals.

Employing PR effectively to create goodwill and convey a positive brand image.

UNIT-III

Role of Public Relations in Government, educational institutions, hospital, defense, corporate, political parties, etc.

Role of PR in crisis management. Developing skills of handling situation in crisis Employ PR for event management. Writing Press release Media Relation as PR Function

UNIT-IV

Essentials of Public Relations, organizing press conference, Press Tours, writing rejoinders, backgrounders, features.

Ethical issues in PR: Apex bodies in PR. Role of electronic and social media in Public Relation.

Suggested Readings:

1. Jethwaney, Jaishri N. and Sarkar, Narendra Nath (2015). *Public Relations*, New Delhi: Sterling Publishers Private Limited.
2. Butterworth, Jefkins Frank, *Public Relation Techniques*, Heinmann Ltd.
3. Heat Robert L, *Handbook of Public Relations*, Sage Publications,
4. Kaul J. M. and Nova Prakash, *Public Relation in India*, Calcutta
5. Alison Theaker (2001). *The Public Relations Handbook*, London and New York: Routledge.
6. Deepak Gupta (2005). *Handbook of Advertising Media and Public Relations*, Mittal Publications, New Delhi.

BBAEM602-18

Cross Cultural Management

Course Objective: The multi-cultural environment in today's workplace provides new challenges to business managers. Globalization has led to an increase in cross-border mergers and acquisitions, strategic alliances, and global re locations. Managing cultural differences is now recognized as a key factor in achieving organizational objectives. This course will help students to develop an understanding of the impact of culture on business behaviors and practices & its implications on the business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To Understand the modern interpretation of the culture and impact of culture to the major management process

CO2: To impart Knowledge of the main parameters characterizing the cultures and the methodology of its measurement

CO3: To Develop skills in communication, team-building, motivation leadership and negotiation in multicultural environment

CO4: To Assess and reflect on different models and methods in management control in International Context.

UNIT –I

Introduction to cross cultural management: Culture – Definition, Nature and Importance in International Business Context; Human and Cultural Variable in Cross Culture; Cultural Diversity; Cultural Values; Hofstede's Cultural Dimensions, Trompenaar's Cultural Dimensions. Business Cultures: East and West.

UNIT-II

Comparing Culture : Cultural Diversity, Negotiating across Cultures, Cross-cultural Marketing Cultural and Behavioral differences in different countries, various models for comparing cultures , Culture and Leadership, Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management, Skills for a Global Manager.

UNIT- III

Cross Cultural Communication and Negotiation; Problems in International Communication; Conflict Management Techniques in International Business Context and Implications for Managers; Managing the Problems in International Communication; International negotiations: Process and Tactics.

UNIT- IV

Management Decision Making and Control: Decision Making in Global Context, Control: Concept; Process and Type of Control, Control Techniques. Cross Cultural Motivation: Approaches and Significance in International Context.

Suggested Readings:

1. Deresky, H., *International management: Managing Across Borders And Cultural*, 4th Ed, Pearson Publications
2. Thakur, M., Burton & G. E., *International Management*, Tata McGraw Hill
3. Hodgetts, R. and Luthens, F., *International Management*, McGraw Hill Inc.
4. Esen D. and Rchildress J., *The Secret Of A Winning Culture: Building High Performance Teams*, Prentice Hall.
5. French and Ray : *Cross Culture Management*, University Press

BBAEM 603-18
Event Risk Management

Course objective: the course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Event Risk Management.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe fundamental concepts, nature and principles of Event Risk Management

CO2: Identification and Measurement of Various Types of Event Risks

CO3: Develop Strategies for management of Event Risks

CO4: Understand Event Risk Insurance and Audit

Unit – I

Introduction to Event Risk Management: Meaning, definitions, nature and scope of Event Risk Management, Need and Importance of Event Risk management. Managerial roles and skills required for Event Risk Management

Categories of Event Risk : Opportunity Risk, Risk of uncertainty, Risk of Hazards, Operational Risk, Risk of Injury, Risk of Reputation, Risks of Financial Loss, Risk of Losing Facilities, Risk of Imprisonment

Unit – II

Event Risk Assessment: Identification and measurement of different types of event Risks, Event and Production Equipment, Crowd Management, Children Attending or Participating management, Transport and Traffic Management, Staff and Volunteer Safety, Medical Assistance Requirements and management,

Risk Insurance : Public Liability Insurance, Professional Indemnity Insurance, Players Insurance, Directors and Officers Liability Insurance, Event Insurance, Indemnity , Guarantee and Warrantee

Unit – III

Methods of Identifying Risks: Questionnaire, Organization Records, Flowcharting, Professional Expertise, On-site Investigations

Risk Analysis and Prioritizing: Documenting Risk, The Risk Treatment Schedule

Unit –IV

Risk Management: Event Crisis Management, Types of Crisis: Natural Crisis, Technological Crisis, Crisis of Malevolence, Crises of Organizational Misdeeds

Conducting an Event Risk Audit: Fundamental of event Risk Audit, Scope of Event Risk Audit, Conduct of Event Risk Audit

Suggested Readings:

1. Julia Rutherford Silver, William O' Toole (2020). *Risk Management for Events*, Routledge Publications
2. Peter E.Tarlow (2018). *Event Risk Management and Safety*, Wiley Publishers
3. Allen, J. (2018). *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events*. Toronto, Ontario, Canada: Wiley
4. Melanie Lockwood, Herman & Joe Risser (2016) *Managing Special Event Risks: 10 Steps to Safety* , Non Profit Risk Management Publications
5. Shannon Kikeneey, *The Complete Guide to Successful Event Planning*

BBAEM604-18

Event Laws & Licenses

Course Objective: - The aim of the course is to acquaint the students with the basic understanding of legal concepts & framework regarding event laws & licensing system. It helps the students to demonstrate legal authority and perform legal analysis for the event management

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To understand the Legal Environment for the Business.

CO2: To be acquainted with the Knowledge on the event establishment and GST framework.

CO3: To identify the various permissions required for Event management.

CO4: To understand & discover challenges & issues involved in setting up of own event company

Unit-I

Introduction to Law & Contract Act - The Indian Contract Act, Nature of contracts Acceptance, Consideration, Essentials of a valid contract, Performance of contract. Tax Tips In Events - assessment year, previous year, assessee, residence in India, income from business, salaries, income tax slabs.

Unit-II

Shops And Establishment Act - Important terms, apprentice, child, commercial establishment, Establishment, registration of establishments. Service Tax For Event Management Services And Related Services - Basic concepts, Basic concepts of GST framework, Meaning of Client, Advertising, Valuation of Taxable Services, Scope of Taxable Service.

Unit-III

Permissions- Permissions required for holding an event, general details, police permission, traffic police, ambulance, fire brigade, municipal corporation, Cancellation of events, Crowded management, Indian Performing Rights Society (IPRS) , Phonographic Performing License (PPL) Entertainment Tax, Alcohol licenses, Health & Safety requirements, Copyrights & Trademarks infringement, Permissions for Open Ground Events, auditorium show, entertainment tax, Approvals for Fire Usage, Event Security, Event Insurance.

Unit-IV

Forming Your Own Event Company - Self Marketing your own event company, Event Company set -up, Budgeting, Sponsorship's, Public Relations, Event planning & Analysis, Event Production ,Event Marketing, Event Evaluation, Event Equipment, Event Management Resources.

Suggested Readings:

1. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition By Donald Getz.
2. Event Correlation: What You Need to Know for It Operations Management by Michael Johnson
3. Hospitality Management: An Introduction 2nd Edition Tim Knowles
4. Professional Catering by Stephen B. Shiring
5. Services Marketing- S.M. Jha – Himalaya Publishing House.
6. Services Marketing – Ravishankar – Excel Books.

BMPD`602-18

Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and
- GK) Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

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(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B

(Outdoor Activities)

7. 16. Sports/NSS/NCC
8. 17. Field project.
9. 18. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.