

## ***Learning Outcomes Based Curriculum Framework (LOCF)***

**(As per NEP 2020)**

**For IIPS- Vikram University & All Vikram University Affiliated Colleges**

### ***Two Year MBA (Event Management) Program***

**Program Objectives:** The Program objectives are to develop students as professional managers and administrators for private, public and other growing sectors of the economy. The main thrust of this program is not only to develop the academic skills of the students but also to provide new insights in the dynamic Atamnirbhar Bharat's environment. Students' life skills, students' analytical and decision making abilities in the core and in the functional areas are also brushed.

Our Core Objective is to ensure and implement the active and collaborative Learning pedagogy with the help of Creation of Effective Scenarios, Management Simulation, Case Studies, Business Games, Role Playing as also envisaged in the New Education Policy. Online/Offline Presentations are also encouraged to develop Atamnirbhar Bharat's Students' personalities.

#### **Program Outcomes :**

- A Post graduate with a Master's Degree in Business Administration (Event Management) will surely have in-depth and detailed functional knowledge of the fundamental theoretical concepts and practical issues of the dynamic, ever changing business world and cater to all sectors of the economy.
- Our PGs will have rich knowledge of General Management as well as of specific skills in planning and functional decision making like- Sales / retail / advance / strategic Marketing Perspective and other emerging marketing areas.

#### **Program Specific Outcomes:**

- Our students will learn the multiple skill sets in examining specific business situation phenomena theoretically and also from a practical perspective, and enable them to run family business/ and alone courage them to go for own business startups/family ventures/MSMEs
- The Vibrant Atamnirbhar Bharat's young generation of Management PGs will be able to contribute to the new business ideas with new business insights as well as innovative new applications of business research.
- Our Program Regulator AICTE's Mandatory Summer Internship for all the students of the Program is one of the Key Hands-on Learning System Outcome, enabling and exposing them to the ground realities of the ever changing business world as well as dynamic marketing environment.

The Professional program is divided into Four Semesters. In the First Two Semesters core conceptual / fundamental management subjects are offered to all students. In the Last Two Semesters, Specialization Subjects are extensively offered to the students. Active and collaborative Learning pedagogy with the help of Creation of Effective Event Management Scenario, Event Management Simulation, Event Management Case Studies, Business Games, Role Playing and other Online/Offline Presentations are also encouraged. Seminars/Webinars, Quizzes, Guest Lectures, Alumni Interaction with experience sharing from Industries is also explored from time to time. Periodic Internal exams, External University Assessment, Oral Quizzes, Group Discussions and even feedback of students/faculty is also being encouraged for better Quality delivery. An effective teaching-learning process, imparting life skills to students, and Social -Industry connect Research Works/ OBEs Assignments based OBL Practices are also being undertaken and encouraged.

*D. Dhanraj*      *6-1*      *Q. Dhanraj*

# SYLLABUS

**TWO YEAR MBA (EVENT MANAGEMENT) PROGRAM**

**(As per New Education Policy 2020 )**

**For IIPS- Vikram University & All Vikram University Affiliated Colleges**

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**FACULTY OF MANAGEMENT STUDIES  
VIKRAM UNIVERSITY, UJJAIN**

  
Dr. Anurag      Dr. Anurag



FACULTY OF MANAGEMENT STUDIES  
VIKRAM UNIVERSITY, UJJAIN  
TWO YEAR M.B.A. (EVENT MANAGEMENT) PROGRAM

For IIPS- Vikram University & All Vikram University Affiliated Colleges

COURSE STRUCTURE  
MBA ( Event Management) FIRST SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
							L	T
						C	L	T
1.	FT-EM- 101	Management Concept and Process	85	15	100	4	3	1
2.	FT-EM- 102	Managerial Economics	85	15	100	4	3	1
3.	FT-EM -103	Accounting for Managers	85	15	100	4	3	1
4.	FT-EM -104	Organisational Behaviour	85	15	100	4	3	1
5.	FT-EM-105	Business and Legal Environment	85	15	100	4	3	1
		<b>Total</b>			<b>500</b>	<b>20</b>	<b>15</b>	<b>5</b>

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)

MBA (Event Management)) SECOND SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
							L	T
						C	L	T
1.	FT-EM-201	Human Resource Management	85	15	100	4	3	1
2.	FT-EM-202	Financial Management	85	15	100	4	3	1
3.	FT-EM-203	Marketing Management	85	15	100	4	3	1
4.	FT-EM-204	Production and Materials Management	85	15	100	4	3	1
5.	FT-EM-205	Communication Skills	85	15	100	4	3	1
		<b>Total</b>			<b>500</b>	<b>20</b>	<b>15</b>	<b>5</b>

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)

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**MBA (Event Management) THIRD SEMESTER**

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
							C	L
1.	FT-EM-301	Event Management Planning	85	15	100	4	3	1
2.	FT-EM-302	Introduction to Event Management and PR	85	15	100	4	3	1
3.	FT-EM-303	Special Event Management	85	15	100	4	3	1
4.	FT-EM -304	Research Methodology	85	15	100	4	3	1
5.	FT-EM-305	Entrepreneurship Development	85	15	100	4	3	1
6.	FT-EM-306	Summer Internship			50	4 (VC)		
		<b>Total</b>			<b>550</b>	<b>20+(4) VC</b>	<b>15</b>	<b>5</b>

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week) (VC-Virtual Credit)

**MBA (Event Management) FOURTH SEMESTER**

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
							C	L
1.	FT-EM-401	Principles of Event & Conference Management	85	15	100	4	3	1
2.	FT-EM-402	Event Risk Management	85	15	100	4	3	1
3.	FT-EM-403	Public Relations	85	15	100	4	3	1
4.	FT-EM-404	Field Survey Presentation and Viva Voce	200	-	200	8	-	-
5.	FT-EM-405	Comprehensive Viva Voce			50	4 (VC)		
		<b>Total</b>			<b>550</b>	<b>20+(4)V C</b>		

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week) (VC-Virtual Credit)

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### Examination Scheme

1. Each paper shall consist of 85 marks in External Exam and 15 Marks for Internal Continues Evaluation.
2. Internal Continues Evaluation of 15 marks in each subject shall be as below (Institute can opt any one Scheme (Scheme A or B) for Internal Assessment):

*SCHEME-A:* Internal Assessment shall consist of two Internal Tests of 15 marks each, out of which the higher of the two shall be considered the Internal Marks obtained by the Student.

*SCHEME-B:* Assignment/Participation/Seminar Presentation/Attendance etc. of 15 marks

3. A Maximum of 2 papers in One Semester, he/she will be allowed to carry the same in next semester (ATKT), and the candidate will be required to have to pass such papers before the end of Fourth Semester Examinations. However, the candidate fails in more than 4 papers in two semesters (2 papers in one semester) shall not be allowed to avail the advantage of ATKT.
4. If the candidate fails in more than 2 papers in One Semester, he/she will be declared Fail and he/she will not be given the advantage of ATKT.
5. There shall be no ATKT in Fourth Semester.
6. The minimum passing marks in individual paper is 36% (including End Term Semester Exam and Internal Continues Evaluation) and 48% marks in aggregate to qualify the semester.
7. All the provisions as stated in MBA Ordinance No.27 of Vikram University are applicable for the above program. In ace of any dispute / any matter (s) not covered in the ordinance the decision of the BOS / of the Vice Chancellor shall be final.

  
 T.D. n. Mehta  


## MANAGEMENT CONCEPTS & PROCESSES (FT-EM-101)

**OBJECTIVES:** The objective of this course is to deliver the in-depth knowledge about various concepts and processes of management to the students. It highlights the principles, functions, responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.

**OUTCOMES:** After completion of course, the students will be able to understand the various concepts, principles, functions and practices of management. Better understand the key role of managers in an organization. Learn about coordination, decision making concept and able to enhance their potential skills.

- Scientific Management Approach to Management, System Approach to Management, Human Relations Approach to Management, Principles of Management.
- The Concept of Planning, Process of Planning, Types of Plans, Management by Objectives (MBO).
- Process of Organizing – Span of Management and Levels of Authority, Delegation of Authority, Decentralization of Authority, Line and Staff Organization.
- Nature & Process of Decision Making – Group Decision Making, Guidelines for Effective Decision Making, Management by Exception.
- Concept and Process of Management Control, Types of Control, Principles of Controlling, Techniques of Management Control.

### **Suggested Readings:**

Stoner and Freeman, Management, Prentice Hall, N. Delhi.

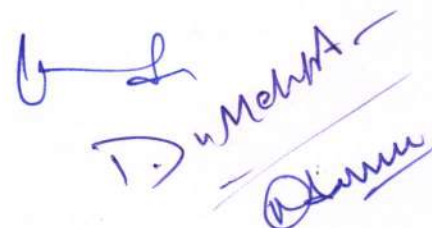
Koontz, O' Donnell & Wechrich, Essentials of Management- An International Perspective, Tata McGraw Hill, New Delhi.

Peter F. Drucker, Management - Tasks, Responsibilities and Practice, Allied Publishers, Ahmedabad.

Peter F. Drucker, The Practice of Management, Allied Publishers, Ahmedabad.

Massie, Essentials of Management, AITBS, New Delhi.

Terry and Franklin, Principles of Management, AITBS, New Delhi

  
 D. D. Mehta  
 Director



## MANAGERIAL ECONOMICS (FT-EM-102)

**OBJECTIVES:** The aim of this course is to explain the nature and scope of managerial economics, role and responsibilities of economists. Students will thoroughly understand the law of demand, law of returns, market competition, BOP, National Income and Cost Benefit Analysis.

**OUTCOMES:** After completion of course, the students will be able to understand the concepts of micro and macro economics and exposed to theoretical and practical aspects of computation of BOP and National Income and other market competition dynamics.

- Nature and Scope of Managerial Economics, Fundamental Concepts in Managerial Economics, Role and Responsibilities of Managerial Economist.
- Law & Nature of Demand, Demand Determinants, Demand Forecasting, Demand Function, Elasticity of Demand, Consumer Surplus.
- Law of Returns and Production Functions, Cost Concepts, Cost Classifications, Economies and Diseconomies of scale, Cost-Output relationships.
- Price-output decisions under different market conditions - Perfect and Imperfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Non-Price Competition.
- Input- Output Analysis, Trade Cycle, Balance of Payments, Concept and Measurement of National Income, Cost Benefit Analysis.

### **Suggested Readings:**

Adhikary, M. Business Economics., New Delhi, Excel Books.

Varshney & Maheshwari, Managerial Economics, Sultan Chand, New Delhi.

Chopra, O.P., Managerial Economics, New Delhi, Tata McGraw Hill.

Keat Paul G & Philips K.Y. Young, Managerial Economics, Prentice Hall, New Jersey.

Koutsoyiannis, A. Modern Micro Economics, New York, Macmillan.

Trivedi M L, Managerial Economics, Tata McGraw- Hill, New Delhi.

Mehta P.L., Managerial Economics : Analysis, Problems & Cases, Sultan Chand & Sons, New Delhi.

Mathur, N.D.( 2010 ), Managerial Economics, Jaipur:Shivam Book House

  
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## ACCOUNTING FOR MANAGERS (FT-EM-103)

**OBJECTIVES:** The objective of this course is to acquaint the students with basic concepts of Financial Accounting, Financial Statement Analysis, Management Accounting, Budget and Budgetary Control and HR Accounting. Further to develop understanding of Accounting for Managers for Decision Making.

**OUTCOMES:** After completion of course the students will be able to understand the basic concepts of Financial, Cost and Management Accounting. To prepare financial statement in accordance to GAAP and to develop practical skills by analyzing the financial statement as decision making for the business.

- Financial Accounting – Concept, Nature, Scope and Importance , Generally Accepted Accounting Principles, Preparation of Financial Statements.
- Financial Statement Analysis - Ratio Analysis, Funds Flow Analysis.
- Management Accounting – Concept, Nature, Need, Scope and Importance; Marginal Costing, Accounting for Decision Making, Break Even Analysis.
- Budget and Budgetary Control, Types of Budget – Flexible Budget, Cash Budget, Capital Expenditure Budgeting, Zero-Base Budgeting.
- Responsibility Accounting, Value Added Accounting, Human Resource Accounting, Inflation Accounting, Environmental Accounting

### **Suggested Readings :**

M Y Khan & P K Jain, Management Accounting, Tata McGraw- Hill, New Delhi.

Bhattacharya S K and Dearden J. Accounting for Management : Text and Cases, Vikas, New Delhi.

Ashok Sehgal, Advanced Accounting, Taxmann Publication, New Delhi.

Hingorani, N L. and Ramanathan, A.R. Management Accounting., New Delhi, Sultan Chand.

Sharma & Gupta, Management Accounting & Financial Management, Kalyani Publishers, New Delhi.

Jagdish Prakash & Nageshwar Rao "Prabandh Lekhankan" Prayag Pustak Sadan ,Allahabad

Ravi M Kishore, Financial Management, Taxmann Publication, New Delhi.

Vij, Madhu. Financial and Management Accounting. New Delhi, Anmol Publications.

Bhattacharyya, "Financial Accounting" Prentice Hall of India Ltd, New Delhi

Kothari, Rajesh, Godha Abhishek, "Management Accounting-Concept & Applications, Macmillan ,New Delhi

  
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## ORGANIZATIONAL BEHAVIOUR (FT-EM-104)

**OBJECTIVES:** The objective of this course is to understand the human behavior within the organizational environment so that they can improve their HR skills for attainment of their goals.

**OUTCOMES:** After completion of course the, students will be able to understand and apply the theories of OB under HR practices. Analyse the key issues relating to Human elements such as Perception, Learning, Motivation and Leadership etc.

- Organizational Behaviour : Definition, Concept, Significance, Level of Organisational Behavior, Managerial Skills Influencing OB
- Personality: Meaning, Determinants, Types, Theories of Personality – Trait Theory and Freud theory.
- Attitude: Definition, Meaning. Components of Attitude.
- Perception: Meaning, Elements, factors Influencing Individual Perception Process.
- Learning: Meaning, Effectiveness of Learning.
- Motivation: Meaning, Types, Theories of Motivation, Maslow's Theory of Need, Herzberg Two factors Theory, Vroom's Expectancy Theory.
- Leadership: Meaning, Styles of Leadership, Theories of Leadership- Charismatic Leadership Theory, -Trait Theory, Contingency Theory
- Management of Conflict: Meaning, Types, Sources, Levels, Process of Conflict.
- Group: Meaning, Types of Group, Group dynamics, Group Decision Making.

### Suggested Readings:

Luthans Fred, Organisational Behaviour., New York, McGraw Hill.

Robbins S.P., Organisational Behaviour, New Delhi, PHI.

Meshane & Vonglinow, Organisational Behaviour, Tata McGraw- Hill, New Delhi

Staw, B.M. Psychological Dimensions of Organisational Behaviour, Englewood Cliffs, New Jersey, Prentice Hall Inc.

Davis Keith, Human Behaviour at Work, TMH, New Delhi

Pareek Udai, Organisational Behaviour, Oxford, IBH, Mumbai

Hersey Paul and Blanchard, Management of Organisational Behaviour, Prentice Hall of India, New Delhi.

Uma Shekharan, Organisation Behaviour, TMH, New Delhi.

John W. New Strom, "Organisational Behaviour, Tata McGraw, New Delhi


## BUSINESS AND LEGAL ENVIRONMENT (FT-EM-105)

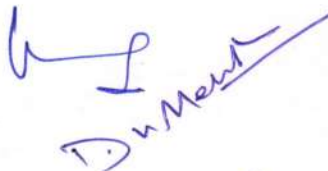
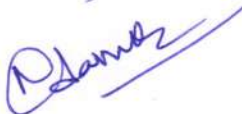
**OBJECTIVES:** The objective of this course is to understand the laws related to business environment activities which influences the corporate sector. To develop BLE focus and to develop a practical approach towards Business legal framework among the students with various laws and practices.

**OUTCOMES:** After completion of course, the students would be able to understand and legal system or laws related to business activities. They will develop the relationship between various laws and economic activities for the attainment of business goals.

- Business Environment: Nature, Scope and its relevance in Business Decision Making,
- Political, Social, Cultural & Economic and Technological Environment.
- WTO Provisions, Trading Block, Industrial Ecology and Recycling Industry, Industrial Pollution – Air, Water, Land Pollution and Business ethics.
- The Indian Contract Act 1872, Essentials of a Valid contract, Void agreements,
- Performance of Contracts & its remedies.
- The Sale of Goods Act 1930 : Formation of a contract, Rights of an unpaid seller,
- The Companies Act, 1956 : Nature and Types of Companies. Formation. Memorandum and Articles of Association,
- Prospectus ,Allotment of Shares.

### Suggested Readings:

- Francis Cherumilam, Business Environment  
 Adhikari, M., Economic Environment of Business  
 Sampat Mukerjee, Economic Environment of Business  
 Dwijendra Tripathi, Business Politics in India  
 Shukla M B, "Business Environment-Text & Cases" Taxmann ,NewDelhi  
 Gupta, D., Indian Government & Politics  
 Ruppuswamy, B., Social Changes in India  
 N D Kapoor, Mercantile Law, Sultan Chand, New Delhi.  
 Chawla, Bhasin & Garg, Mercantile Law, Kalyani Publishers, New Delhi.  
 Ramaiya, A. Guide to the Companies Act. Nagpur, Wadhwa.  
 V S Datey, Business & Corporate Laws, Taxmann, New Delhi

  
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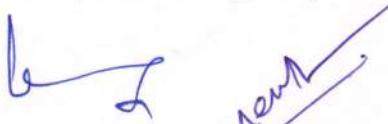


## Human Resource Management (FT-EM-201)

**OBJECTIVES:** The objective of this course is to help the students to understand the various dimensions of Human Resources which can be connected to HR Dynamics/concepts and helpful in formulating the HR policies and practices..

**OUTCOMES:** After completion of course, the students would be able to understand the theories/ concepts and HR practices covered under the field of HRM. Understand the differences between training and development, selection and recruitment, role of HR manager etc.

- Introduction: Concepts and Functions of Human Resource Management, Role of Human Resource Managers, Meaning and Process of Human Resource Planning, Job Analysis.
- Job Evaluation: Meaning, Objectives and Methods of Job Evaluation. Wage, Salary and Employee Benefits: Meaning of Wages/ Salary, Minimum Wages, Fair Wages and Living Wages. Meaning and Description of Fringe Benefits (Fringes / Employee Benefits / Perquisites), Meaning and Types of Incentives, Factors Affecting Fixation / Revision of Wages / Salary and Fringe Benefits, Methods of Wage Fixation / Wage Revision, Methods of Wage Payment, Meaning of Bonus and Objectives of Paying Bonus.
- Employee Recruitment: Meaning, Sources and Methods of Employee Recruitment. Employee Selection: Meaning and Process of Scientific Methods of Employee Selection. An Overview of Various Tests and Interview Methods for Employee Selection. Process of Induction of the New Employees.
- Training and Development: Meaning of Training and Development, Process of Employee Training, Methods of Training Need Identification, Methods of Training Delivery, Need and Methods of Training Evaluation, Meaning and Goals of HRD, An Overview of Various sub- systems (Process Mechanisms of HRD), Interlinkage of Various HRD Sub-systems.
- Performance Appraisal: Meaning, Objectives, Process and Methods of Performance Appraisal, Errors in Performance Appraisal.
- Trade Unionism: Meaning of Trade Union, Registration and Rights of Trade Unions, An Overview of Trade Unions in India,
- Industrial Relations: Meaning of Industrial Relations and Industrial Disputes, Reasons for Industrial Disputes in India, System of Prevention and Settlement of Industrial Disputes in India.
- Grievance Handling: Meaning and Causes of Grievances, Process of Grievance Handling, Model Grievance Handling Procedure.
- Management of Discipline: Meaning of Misconduct, An Overview of Various forms of Misconduct, Procedure of Conducting Domestic Inquiry against Indiscipline Employees.

  
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**Suggested Readings:**

- Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi.
- De Cenzo, D.A. & Robbins S P. Human Resource Management, New York, John Wiley.
- Ivancevich, Human Resource Management, TMH, New Delhi.
- Holloway, J. ed. Performance Measurement and Evaluation. New Delhi, Sage.
- Rao and Das R.P., Cases in Human Resource Management, Himalaya Publishing House.
- Monappa, A. & Saiyadain M. Personnel Management., New Delhi, Tata Mc-Graw Hill.
- Rao V.S.P., Human Resource Management, Text and Cases, Excel Books, New Delhi.
- Dwivedi, R.S. HRM in Indian Organisation, New Delhi, Galgotia.
- Pareek, Udai. Designing & Managing Human Resource System, New Delhi, Oxford Pub. Co.
- Stone, Lloyed and Leslie W.Rue, Human Resource and Personnel Management Richard D. Irwin, Lllionis.

  
D. W. Menon  
Ramesh



## FINANCIAL MANAGEMENT (FT-EM-202)

**OBJECTIVES:** The objective of the course is to understand the concepts of Business Finance and it also aims at learning of financial tools and developing the skills of financial analysis and financial decisions.

**OUTCOMES:** After completion of the course, students will be able to understand the theories/ concepts of Financial Management, sources of finance and to make financial decision. To analyse the financial statements through CFS, FFS and Ratio Analysis.

- Financial Management: Nature, Scope and Objectives, Finance Functions, Profit Maximization v/s Wealth Maximization, Financial Forecasting. Retail Finance and its importance.
- Leverages: Operating, Financial and Combined Leverage; Investment and Capital Structure Decisions; Payback period, Accounting Rate of Return, Internal Rate of Return and Time value of money methods.
- Cost of Different Sources of Raising Capital; Equity Capital, Debt capital, Retained Capital, Preference Capital, Term Loan and Lease Financing. Optimum Capital Structure.
- Factors Influencing Dividend Policy, Dividend Theories, Forms of Dividend Policies, Types of Dividend, Dividend Payment Practices in India.
- Management of Working Capital - Concept of Working Capital, need and influencing factors, Estimation of Working Capital, Inventory and Receivables Management.

### Suggested Readings:

- Hampton, John. Financial Decision Making. Englewood Cliffs, New Jersey, Prentice Hall Inc.
- Van Horner, James C. Financial Management and Policy, New Delhi, Prentice Hall of India.
- Ross, Westerfield & Jordan, Fundamental of Corporate Finance, TMH, New Delhi.
- J.C. Van Horne, Fundamentals of Financial Management, PHI, New Delhi.
- Weston Brigham, Managerial Finance, McGraw Hill, New York
- I.M. Pandey, Financial Management, Vikas Pub.House, New Delhi.
- P. Chandra, Financial Management, TMH, New Delhi.
- Khan & Jain, Basic Financial Management, TMH, New Delhi
- Ravi M Kishore, Financial Management, Taxmann Publication, New Delhi.
- Maheshwari, S.N., Financial Management, Principles & Practices, Sultan Chand & Sons, New Delhi.
- Rajesh Kothari & Bobby Dutta, Contemporary Financial Management, Macmillan, New Delhi.



## MARKETING MANAGEMENT (FT-EM-203)

**OBJECTIVES:** The objective of this course is to impart the students' exposure of modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

**OUTCOMES:** After completion of the course, students will be able to understand the dimensions of marketing with using management in to the business. Correlate the marketing theories with practical situations. Develop new marketing mix strategies for the up-coming market.

- Marketing: Concept, Nature and scope. Marketing Environment
- Marketing Information & Research, Market Segmentation and Targeting, Buying Behaviour. Understanding Consumer & Industrial Markets
- Product Decisions, Pricing Decisions (Elementary idea Only).
- Channel Management, Promotion Management (Elementary idea Only).
- Marketing Control. Specific Marketing Issues : Rural Marketing, Retail Marketing, Marketing of E-Business, Consumerism, Globalisation.

### Suggested Readings:

- Philip Kotler, Marketing Management Analysis, PHI, New Delhi.  
Stanton & Futrell, Fundamentals of Marketing, McGraw Hill, New York.  
McCarthy, Basic Marketing, Universal Book Sellers, New Delhi.  
Philip Kotler & Armstrong Jr., Principles of Marketing : PHI, New Delhi.  
Rajiv Lal, Quelch & Kasturirangan, Marketing Management- Text and Cases, TMH, New Delhi.  
Czinkota & Kotabe, Marketing Management, Vikas Publications, New Delhi  
Jayachandram S, Marketing Management, Text & Cases, Excel Books, New Delhi.  
Suresh K, Green Marketing, ICFAI University Press, Hyderabad.  
Saxena Rajan, Marketing Management, Tata Mcgraw Hill, New Delhi.

  
T. V. N. K. S.  
Rajana



## PRODUCTION AND MATERIALS MANAGEMENT (FT-EM-204)

**OBJECTIVES:** The objective of this course is to help the students to understand the concepts of production function, inventory control, quality control and application of technical models and techniques for solving production/materials management related problems. Encourage the learners with brain storming new product design ideas.

**OUTCOMES:** After completion of the course, students will be able to understand the basic functions and their applications of production. Practical approaches to Plant location, layouts, product design, capacity planning, materials purchase/classification/codification decisions and processes. Develop new production ideas w.r.t. Startups/MSMEs and apply TQM practices.

- Nature, Significance , Scope ,Role ,Functions of Production Management, Relationship with other Management Functions, Different Production Systems
- Plant Location, Plant Layout, Product Design & New product Development, Capacity Planning Process & Decisions.
- Scheduling and Sequencing – Conceptual Framework, Industrial Safety Management, Waste Management and Scrap Disposal, JIT Approach.
- Materials Management – Principles, Value Analysis, Variety Reduction, Material Handling, Classification and Codification.
- Work Measurement Techniques – Work Study and Method Study- Conceptual Framework of Statistical Quality Control (SQC) & TQM, Maintenance Management, TPM.

### Suggested Readings:

Adam, E E & Ebert, R.J. "Production & Operation Management., New Delhi, PHI.

Amrine Harold T. etc. Manufacturing Organisation and Management. Englewood Cliffs, New Jersey, PHI Inc.

Buffa, E.S. Modern Production Management, John Wiley (New York).


Chary S.N. Production and Operations Management, New Delhi, TMH.

Dobler, Donald. W & Lee Lamar "Purchasing & Materials Management, New York, Mc Graw Hill.

Dilworth, James B. Operations Management : Design, Planning & Control for Manufacturing & Services, Singapore, Mc Graw Hill.

Moore, FG & Hendrick, T.E. – Production / Operations Management, Homewood, Illinois, R.D. Irwin.

Manocha R.C., Production and Operations Management, Excel Books, New Delhi.



## COMMUNICATION SKILLS (FT-EM-205)

**OBJECTIVES:** The objective of the course is to help the students to acquire the basics of interpersonal communication, business communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

**OUTCOMES:** After completion of the course, students will be able to understand and effectively communicate within/ out of the organizations. To make capable use of basic formats of business writing letters/ reports/ proposals.

- Importance and Nature of Business Communication, Process of Communication Channels and Media of Communication, Communication Networks, Effectiveness of Communication.
- Barriers and Gateways in Communication; Written Communication; Writing Business Reports, Resume Development.
- Communication in meetings, Oral presentation skills, Public speaking, Facing Job-Interview.
- Listening Skills, Conversation Skills, Non-verbal Communication, Legal aspects in Business Communication.
- Feedback Skills, Counseling Skills, Negotiation Skills, Communication on Disciplinary Matters.

### Suggested Readings:

- Bowman, Joel P and Branchaw, Bernadine P. "Business Communication : From Process to Product", Dryden Press, Chicago.
- Rao ,Nageshwar and Das R.P."Communication Skills" Himalaya Publishing House, Mumbai
- Kitty O- Locker, Business & Administrative Communication, TMH, New Delhi.
- Murphy, Herta A and Peck, Charrles E. "Effective Business Communications", Tata Mc Graw Hill, New Delhi.
- Pearce, C Glenn etc. "Business Communication : Principles and Applications", John Wiley, New York.
- Mehta D and Mehta N. K "A Handbook of Communication Skills Practices" Radha Publications ,New Delhi
- K.K. Sinha, Business Communication, Galgotia Publishing House, New Delhi.
- Mehta N.K., Mehta, D., Malviya R.N., Communication Skills, DPS Publishong House , New Delhi




## EVENT MANAGEMENT PLANNING (FT-EM-301)

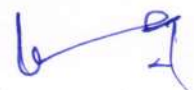

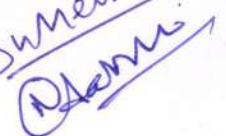
**OBJECTIVES:** The objective of the course is to help the students to acquire the basics of interpersonal communication, business communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

**OUTCOMES:** After completion of the course, students will be able to understand and effectively communicate within/ out of the organizations. To make capable use of basic formats of business writing letters/ reports/ proposals.

- Understand event- type of events, reason and need for events, role of event Management Company. Introduction to planning – Meaning & Defining planning, Characteristics of Good Planner, SWOT Analysis, Five W's
- Understand Process – Meaning, Need, And Benefits of a Process, Steps for Creating Process, Planning event – Determining the purpose of your event, Types of Events for Your Business, What's the Goal of Your Event?, Understanding Your Event's Audience,
- Events for Amping Up Marketing and Sales, Events to Start or Enhance Awareness, Events to Increase Productivity, Crossover Events, Identifying the Scope and Size of the Event, Social Versus Business Aspects, Outlining Your Needs, Set your Event Vision, Assessment of information, Design objectives for your events.
- Event Planning Process, Creation of Concept – Brain storming for concept, Creativity, Budgeting of Event- The Budget's Purpose, Budget Line Items, Other Costs to Consider, Angling for Income, Drafting a Budget, Activating a Budget, Keeping a Budget on Track, The Master Plan Creation of Blue print, Event Calendar, Creation of Check list, Event Flow, Time Frames and Dead Lines.
- Staffing and Vendors, Logistic and Staging, Breaking Down the Event, Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility.

### REFERENCES :

1. Start And Run Event planning business by Cindy lemaire Mardi foster-walker - Self-Counsel Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678
2. Start Your Own Event Planning Business 3/E: Your Step-by-Step Guide to Success -Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011
3. Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publicatio



## INTRODUCTION TO EVENT MANAGEMENT & PR (FT-EM-302)

**OBJECTIVES:** The objective of the course is to help the students to acquire the basics of interpersonal communication, business communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

**OUTCOMES:** After completion of the course, students will be able to understand and effectively communicate within/ out of the organizations. To make capable use of basic formats of business writing letters/ reports/ proposals.

- Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures
- Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.
- Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.
- Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events
- Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives Media – Types of Media, Media relations, Media Management PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR

### REFERENCES :

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




## SPECIAL EVENT MANAGEMNT (FT-EM-303)

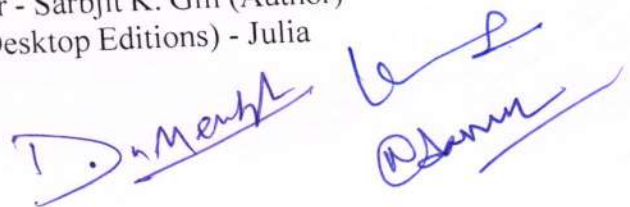
**OBJECTIVES:** The objective of the course is to help the students to acquire the basics of interpersonal communication, business communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

**OUTCOMES:** After completion of the course, students will be able to understand and effectively communicate within/ out of the organizations. To make capable use of basic formats of business writing letters/ reports/ proposals.

- Conceptual Framework of Special Events, Types of Special Events, About Wedding Industry, Why Wedding Planner Required, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Wedding arrangements, budgeting.
- Understanding Rituals and Customer, Understanding Wedding Flow, Creating Blue Print, Designing Wedding Plan, Understanding entertainment requirements, Celebrity management in wedding, Wedding work flow, Points to note down, Date & Time of Wedding ceremonies, Venue address and venue no's,
- Cost of Travelling, different modes of travelling, catering services checklist for wedding, wedding checklist, creating paperwork according to wedding, Crew requirement for wedding, crew work distribution, briefing of crew members, setting goals for crew heads, execution of the wedding flow, final inspection of according to process.
- About Live Events, Live entertainment Show Industry, Understanding the requirement of live shows, Planning Live Show, Job Responsibilities of Live Show Planner.
- Live Show arrangements, budgeting, live Show Flow, Creating Blue Print, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show.

### REFERENCES :

1. Wedding Planning For Dummies, Second Edition by Marcy Blum
2. The Everything Wedding Organizer: Checklists, Charts, And Worksheets for Planning the Perfect Day! (Everything: Weddings) by Shelly Hagen
3. The Ultimate Wedding Planner & Organizer by Alex Lluh
4. A Comprehensive Indian Wedding Planner - Sarbjit K. Gill (Author)
5. Professional Event Coordination (Wiley Desktop Editions) - Julia Rutherford Silvers (Author)



## RESEARCH METHODOLOGY (FT-EM-304)

**OBJECTIVES:** The objective of this course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and learn business research planning using scientific methods

**OUTCOMES:** After completion of the course, students will be able to understand the concept of research methods/research test types and their applications into the business for research and development.

- Concepts of Research, Scientific Approach to Research, Types of Social Science Research, Research Process and Planning for Research, Defining Research Problem. Research Designs.
- Sources / Methods of Collecting Primary and Secondary Data, Schedules & Questionnaires, Interview, Observation, Scaling Techniques etc.
- Methods of Data Analysis: Application of Mean, Mode, Median, Geometric Mean, Harmonic Mean, Coefficient of Correlation, Regression Analysis, ANOVA Analysis, t-test, z-test, f-test, chi-square test.
- Research Report Writing. Elementary Idea about Statistical Software Packages

### Suggested Readings:

K.R. Sharma, Research Methodology, National Publishing House, Jaipur.

Kothari.C.R., Research Methodology, Vishwa Prakashan , Delhi

Bannerjee,S & Roy R "Fundamentals of Research Methodology" Kitab Mahal ,Allahabad

Asthana BN "Elements of Statistics" S Chand, New Delh

*1. D. Menth*  
*R. Bannerjee*



## ENTREPRENEURSHIP DEVELOPMENT (FT-EM-305)

**OBJECTIVE:** The aim of this course is to provide the insight knowledge about entrepreneurship and make students familiar with entrepreneur's traits, Qualities Business startup/MSMEs issues and prepare business plans accordingly..

**OUTCOMES:** After completion of the course, students will be able to understand the basic concept of entrepreneurship with more realistic examples. The can apply the theoretical knowledge as entrepreneurs with their practical business plan and startup approach.

- Concept of Entrepreneurship. Process of Entrepreneurship. Entrepreneurial Motives. Enablers of Entrepreneurial Intentions. Entrepreneurial Competencies. Characteristic Features of Corporate Entrepreneurship. Differences between Entrepreneurship and Intrapreneurship.
- Concept of Social Entrepreneurship. Differences between Normal Entrepreneurs and Social Entrepreneurs. Need and Benefits of Social Enterprise. Differences between Social Enterprises and Social Responsibility of Business. Ethical Issues in Entrepreneurship.
- Benefits of Women Entrepreneurship Status of Women Entrepreneurship. Entrepreneurship. Challenges in Women Entrepreneurship. Barriers and Facilitators of Women Entrepreneurship.
- Relationship among Creativity, Innovation and Entrepreneurship. Environmental Scanning for New Venture Creation. Developing Business Plan for New Venture Creation. Market Orientation and Marketing Skills for Entrepreneurs. Marshalling Resources for New Venture Creation.
- Characteristic Features of Family Business. Advantages of Family Business, Problems in Managing Family Business. Global Opportunities for Entrepreneurs.

### Suggested Readings:

- Raj Shankar – “Entrepreneurship Theory and practice”. Vijay Nicole Imprints Pvt td, Chennai 2012
- Kuratko. F.D. & Hodgetts.M.R., “Entrepreneurship Theory, Process, Practice (6thed), Thomson South Western Pub, Singapore.
- Desai Vasant , “ Dynamics of Entrepreneurship Development and Management, Himalaya Pub House, Mumbai, 2008.
- Khanka, S.S. , “Entrepreneurship Development,” S.Chand and Co.Ltd, New Delhi, Revised Ed, 2012
- Mohanty.S.K., “Fundamentals of Entrepreneurship”, PHI Learning Pvt Ltd, Delhi,
- 2012. Proceedings of EDI „s of Xth Biennial Conference on Entrepreneurship, Vol.I & II, Bookwell Publishers, Delhi. (2013)
- Proceedings of EDI „s of XIth Biennial Conference on Entrepreneurship, Vol.I& II, Bookwell Publishers, Delhi. (2015)





**SUMMER INTERNSHIP  
(FT-EM-306)**

**OBJECTIVES:** The objective of the summer internship program is to encourage the skills development of MBA (Financial Administration) students (in Financial Administration functional area. To encourage practical thinking and application of management/ functional knowledge.

**OUTCOMES:** Live direct/ hands-on, on the spot field exposure with the different formats of business organizations. Helpful in developing problem solving approach, innovative thinking in all possible formats of organization, backed-up with improvement in communication and presentation skills as well as appropriate understanding of team work approach.

Summer Internship is mandatory to encourage the skills development of MBA Students (in all/any specialized functional area(s). In order to encourage practical thinking and application of Management knowledge (knowledge of Business Ethics and Social Responsiveness, Critical Thinking Business Analysis, Problem solving and Innovation, Business Environment and Domain Knowledge, Effective Communication Leadership and Team Work), Student shall be required to undertake 6-8 weeks practical training in an Organization (Irrespective Of Size) connected with Industry/Trade or Commerce, NGO, Social Work, any Government body/MSME/SSI/Business/Partnership Firm/ Sole-Proprietor Firm, Startup /Service Sector/Any other type of Private sector organization / Undertaking / Business Enterprise / Franchisee/Business House/Export House etc. The student shall be solely and purely assessed/evaluated only on the basis of performance of presentation based on Practical thinking/ Application of Management Knowledge/ Communication/Negotiation/Managerial skills learnt during training/internship. This Oral Presentation shall constitute as a part of the MBA Full Time III semester examination and shall carry 50 marks. The Assessment/ Evaluation will be done by a Panel consisting of Head of Department and One Internal Faculty in case of University Department and Head/Director of the Institute and One External Examiner to be appointed by the Examination Committee of the University, in case of All Affiliated Colleges of the University.

The student shall be required to submit a Self Declaration Form certifying his/her of completing the Summer Internship as per the directions stated above. It shall be the sole responsibility of the student as regards truthiness of the Certificate and Institute and Director (Head)/ Faculty of the Institute (Department) shall in no way be responsible for it. If at any stage the Self Declaration given by the candidate is found false/untrue, appropriate measures as provided in the Rules / Regulations of the University shall be taken. If a student fails to undergo the Summer Internship and appear in Presentation, he/she will be awarded ATKT in the above Subject.

In case of special circumstances / natural calamities / pandemic condition, offline / online summer internship / summer internship presentation may also be arranged / conducted subject to the approval of competent authority.

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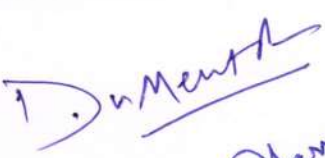



## PRINCIPLES OF EVENT AND CONFERENCE MANAGEMENT (FT-EM-401)

**OBJECTIVES:** The objective of the course is to help the students to acquire the basics of interpersonal communication, business communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

**OUTCOMES:** After completion of the course, students will be able to understand and effectively communicate within/ out of the organizations. To make capable use of basic formats of business writing letters/ reports/ proposals.

- Concept of Event and Conference Management, Principles and Classification of Events and Conference Management, Media In Event Management - Television Broadcasting, the growth of the segment can be significantly aided by, introduction of service tiers & addressability, introduction of direct-to-home (DTH) television, Cable Television, introduction of service tiers & addressability, licensing, content, technological up gradation, Television Software, expansion, institution of consistent accounting practices, Music, Radio, Live Entertainment & Event Management.
- Time Management In Events Learn to say NO, Plan 10 minutes Every Day, Prioritize, Psychologists say there are only two forms of human motivation, Under commit & Overcommit, Use One Time Management System, Find a Mentor, Get Organized, If you Can't do it Today Don't look at it Today, Turn "To Do's" Into Appointments, Get motivated, Computer Efficiency.
- The Biggest Mistakes Most Event Managers Make.... And How To Avoid Them, Failing to Identify Meeting Objectives, Failing to Budget Properly, Failing to Select the right Facility, Failing to hire the Right Speaker / Entertainer, Failing to identify and Secure a prospect list in advance, Failing to prepare a marketing Plan, Failing to secure strong contracts, Failing to Create the right environment, Failure to Secure the right audio / visual, Failure to market the event Properly.
- Communicating With The Customer, Sales tools, sales tools selection, a coordinated programme, personal sales calls, sales call objectives, the presentation, following up, Telephone Sales, Direct Mail, effective direct mail advertising, Collateral Materials, Brochures & Folders, the role of advertising, Advertising Agencies.

- Select destination / locations for you, venue / accommodation selection, events, event preparation, pre-event, on events and post events, Hospitality services, Communication, gifts, Special tours, Transportation fleet, incentives, convention, Some important Statistics, India as a MICE Destination, Types of MICE services India offers, educational tours, events, conference & conventions, corporate meetings and business trips, incentive tours.

#### REFERENCES

1. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition  
By Donald Getz.
2. Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
3. Crew Resource Management, Second Edition by Barbara G. Kanki, Robert L. Helmreich and Jose Anca

*D. Matthews*  
*Barbara G. Kanki*



## EVENT RISK MANAGEMENT (FT-EM-402)

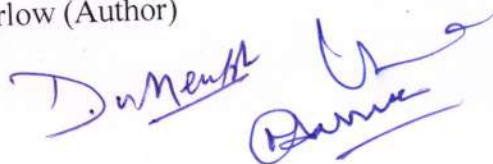
**OBJECTIVES:** The objective of the course is to help the students to acquire the basics of interpersonal communication, business communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

**OUTCOMES:** After completion of the course, students will be able to understand and effectively communicate within/ out of the organizations. To make capable use of basic formats of business writing letters/ reports/ proposals.

- Introduction To Risk Management, The Critical Elements Of Risk Management For Events, Research And Discuss Contemporary Trends In The Use Of Risk Management At Events Design And Develop Systems And Procedures That Minimise Risk For Events.
- Legal Risks, Physical Risks, Financial Risks, Moral And Ethical Risks, Objective Of Risk Management, A Risk Management Programme, Key Elements Of A Risk Management Programme.
- Risk Management Policy Statement and Objectives, Risk Identification, Assessment and Control, Implementation, Specific Risk Management for Event Managers, Risk Management and Event Planning, What Risks Do Event Management Organisations Face, What is meant by risk management
- What Are Some Benefits Of Good Risk Management, The Risk Management Process, Scope Of Application, Risk Identification, Defining The Risk, What Is At Risk, What Will The Consequences, Ways To Help Identify Risks, Risk Evaluation, Quantitative, Semi-Quantitative, Is The Risk Acceptable Or Unacceptable.
- Risk Treatment, Avoid The Risk, Reduce The Risk, Transfer The Risk, Finance The Risk, Retain The Risk, When Should Risk Management Be Applied, How Should Risk Management Be Applied, Risk And Safety Audits, What Is An Audit, What Can An Audit Tell Us, What Are The Benefits Of An Audit, How Does The Process Work, Risk Audit For Event Management Organisations.

### REFERENCES

1. Special Event Security Planning & Management - by Branch Walton, Don Philpott
2. Event Risk Management and Safety - by Peter E. Tarlow, Joe Goldblatt, Joe Goldblatt
3. Event Risk Management and Safety - Peter E. Tarlow (Author)





## PUBLIC RELATIONS (FT-EM-403)

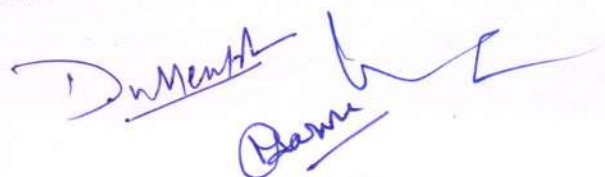
**OBJECTIVES:** The objective of the course is to help the students to acquire the basics of interpersonal communication, business communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

**OUTCOMES:** After completion of the course, students will be able to understand and effectively communicate within/ out of the organizations. To make capable use of basic formats of business writing letters/ reports/ proposals.

- Purpose & Philosophy Of Pr, What Pr Is, Objectives Of Public Relations, The Primary Purpose Of Pr, Hostility, Prejudice, Apathy, Ignorance, Emergence Of Public Relations, Public Relations Today, Public Relations And Propaganda, Defining Objectives And Planning A Programme.
- Four Steps Public Relations Process, Defining PR Problems, Planning And Programming, Taking Action And Communicating, Evaluating The Program, Elements Of Public Relations, Human Relations, Empathy, Persuasion, Dialogue, Objectives Of Public Relations.
- Public Relations As A Profession, Overview, Profession, Codes Of Professional Conduct, Functions Of Public Relations Department, Policy, Publicity, Product Publicity, Relations With The Government, Community Relations, Shareholders Relations, Promotion Programmes, Donations, Employee Publications, Guest Relations, Establishment Of Relations With The Public, The Need For Public Relations, Scope Of Public Relations, Professional Code-Public Relations.
- Ethics And Challenges Of Public Relations, International Public Relations Association (Ipra) Code Of Conduct, The European Code Of Professional Conduct, All About Marketing, Advertising, Functions Of Advertising, Pr As A Component Of Communication And Strategies, Strategic Management, Theories Of Communication, Mass Communication Theory And Research. Functional Approach To Mass Communication Theory, Human Action Approach.
- Models Of Communication, Communication Models, The Advantages Of Models, Limitations Of Models, Classical Communication Models, Transmission Model And Its Criticism, Report Writing, Copyright And Other Legal Issues.

### REFERENCES

1. "Advertising and Promotion" – George E- Belch & Michael. A. Belch- Tate McGraw-Hill – Sixth Edition.
2. "Advertising and Promotion" – Kruti shah and Alan D'souza Tata McGraw -Hill
3. "Principles of Advertising and IMC" – Tom Duncan-Tata McGraw-Hill-Second Edition.





**FIELD SURVEY PRESENTATION AND VIVA VOCE  
(FT-EM-404)**

The student will be required to make detailed survey on the topic related to Media Management. This will be Field Survey and may consist of Working in and On Any Business/Non Business Organization, Study of Phenomenon, Related topic and survey. After completion of the Field Survey, the student is required to make presentation of the Field Survey done. The survey presentation will be presented for assessment before the Assessment Committee consisting of a Panel of Head of Department and One Internal Faculty in case of University Department and Head/Director of the Institute and One External Examiner to be appointed by the Examination Committee of the University, in case of All Affiliated Colleges of the University.

**COMPREHENSIVE VIVA-VOCE  
(FT-EM-405)**

**OBJECTIVE:** To assess the theoretical/ conceptual as well as personality based communication skills/ behavioral competence of the students, so as to evaluate the subjects taught in the entire two year program.

**OUTCOME:** Extensively beneficial in the assessment of students' decision making skills, interview skills, and face to face effective communication skills and understanding their domain knowledge testing. Helpful in encouraging their application testing abilities of theory with conceptual clarity.

The Comprehensive Viva-Voce Examination would assess the theoretical, practical as well as behavioral competence of the candidate. The evaluation is panoramic covering the subjects taught in the entire two-year program to examine the managerial skills the candidate is supposed to possess.

The Assessment/ Evaluation will be done by a Panel consisting of Head of Department and One Internal Faculty in case of University Department and Head/Director of the Institute and One External Examiner to be appointed by the Examination Committee of the University, in case of All Affiliated Colleges of the University.

In case of special circumstances / natural calamities / pandemic condition, offline / online Comprehensive viva-voce may also be arranged / conducted subject to the mutual consent of external examiner / internal examiner, as per directives issued time to time.

*D. M. Mehta*  
*Chairman*