

University of Mumbai



No. AAMS (UG) / 27 of 2022-23
Mumbai-400 032,
27th May, 2022.

To,
I/c. Director,
Garware Institute of Career
Education and Development,
Vidyanagari, Kalina,
Santacruz (E),
Mumbai - 400 098.

Sub :- B.M.S (Event Management & Public Relations).

Ref :- RB/MU-2021/CR-366/T.dn-5/200, dated 2nd March, 2022.

Sir,

I am to invite your attention to Ordinances, Regulations and Syllabus relating to the B.M.S (Event Management & Public Relations) to inform you that the recommendation made by the Advisory Committee & Board of Management of Garware Institute of Career Education & Development at its Meeting held on **29th August, 2017** & resolution passed by the Board of Deans at its meeting held on **9th March, 2020 vide** item No. 22 have been accepted by the Academic Council at its meeting held on **11th October, 2017, vide** item no. 4.19 and subsequently approved by the Management Council at its meeting held **28th August, 2020 vide** item No. 06 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance 6741 & 6742 Regulations 9484, 9484-A, 9484-B, 9484-C, 9484-D, 9484-E & 9485 and the syllabus of B.M.S (Event Management & Public Relations) has been introduced and the same have been brought into force with effect from the academic year **2017-18**, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI - 400 032
27th May, 2022


(Sudhir S. Puranik)
REGISTRAR

To,
A.C/4.19/11/10/2017
M.C/06/28/8/2020

No. AAMS (UG) / 27 - A of 2022

27th May, 2022

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Commerce & Management,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-Ordinator, MKCL.


(Sudhir S. Puranik)
REGISTRAR

Copy for information and necessary action :-

1. The Deputy Registrar, College Affiliations & Development Department (CAD),
2. College Teachers Approval Unit (CTA),
3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),
4. The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA)
5. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),
6. The Deputy Registrar, Executive Authorities Section (EA)
He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
7. The Deputy Registrar, PRO, Fort, (Publication Section),
8. The Deputy Registrar, Special Cell,
9. The Deputy Registrar, Fort Administration Department (FAD) Record Section,
10. The Deputy Registrar, Vidyanagari Administration Department (VAD),

Copy for information :-

1. The Director, Dept. of Information and Communication Technology (DICT), Vidyanagari,
He is requested to upload the Circular University Website
2. The Director of Department of Student Development (DSD),
3. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,
4. All Deputy Registrar, Examination House,
5. The Deputy Registrars, Finance & Accounts Section,
6. The Assistant Registrar, Administrative sub-Campus Thane,
7. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,
8. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,
9. P.A to Hon'ble Vice-Chancellor,
10. P.A to Pro-Vice-Chancellor,
11. P.A to Registrar,
12. P.A to All Deans of all Faculties,
13. P.A to Finance & Account Officers, (F & A.O),
14. P.A to Director, Board of Examinations and Evaluation,
15. P.A to Director, Innovation, Incubation and Linkages,
16. P.A to Director, Department of Lifelong Learning and Extension (DLLE),
17. The Receptionist,
18. The Telephone Operator,

Copy with compliments for information to :-

19. The Secretary, MUASA
20. The Secretary, BUCTU.

UNIVERSITY OF MUMBAI



Proposed Syllabus for the course of BMS (EVENT MANAGEMENT & PUBLIC RELATIONS)

(Credit Based Semester and Grading System with
effect from the academic year 2017-18)

UNIVERSITY OF MUMBAI'S

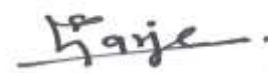


Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course O. 6741	BACHELOR OF MANAGEMENT STUDIES (EVENT MANAGEMENT & PUBLIC RELATIONS) BMS(EM&PR)
2	Eligibility for Admission O.6742	Have passed 10+2 / HSC examinations from any stream; Have successfully passed the evaluation rounds including interview.
3	Passing Marks R. 9484	50% passing marks
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters R.9485	Three years full time/ 6 semesters
6	Level	Bachelor
7	Pattern	Semester
8	Status	Revision
9	Intake Capacity	From 180 to 300
10	To be implemented from Academic Year	From academic year 2017-18

Date:

Signature :


I/c. DIRECTOR

Dr. Shivram S. Garje, I/C. Director, Garware Institute of Career Education & Development

**UNIVERSITY OF MUMBAI
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
SYLLABUS RELATING TO THE**

**BACHELOR OF MANAGEMENT STUDIES (EVENT MANAGEMENT
& PUBLIC RELATIONS) BMS(EM&PR) (FULL-TIME)**

Preamble:

Event Management is looked upon as a sunrise industry in the service sector. The word 'Event' now needs to be redefined in view of the manifold growth of the various 'happenings' in the commercial' as well as in the 'non-commercial' world. Be it private happenings or public events, everything now is done on 'big scale'. 'Image' is the key word today. This 'image' building exercise today needs a professional manager, either an individual or an organization, depending on the size of the exercise.

Secondly, the awesome growth of Event Management industry is due to the sudden spurt in Live Entertainment Shows (domestic and international), corporate events (product launches, dealers meet), various exhibitions, seminars, conferences, and carnivals, regional and national festivals.

It is in this light that event management has become one of the most strongly emerging careers in India today. Event management is considered to be a fascinating and thrilling profession that requires a lot of toil and energy. Industry experts see enormous job opportunities in this field.

The Bachelor of Event Management & Public Relations (BEM) facilitates one to learn and know the Events & Entertainment Industry at an early stage of one's career. BEM shall ensure a robust foundation for an aspiring manager of the future generation.

Course Objective

The Bachelor of Event Management & Public Relations will help students to develop the skills to design, plan, create, implement, manage, and market events. Students will examine the scope of the events industry, learn how to manage events in a sustainable manner, and evaluate event outcomes.

1. To provide intensive theoretical & practical knowledge of event management
2. To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical know how about event industry.
3. To impart Understanding of the five stages of event management: research, design, planning, coordination, and evaluation
4. To learn to how to manage time effectively, to manage human resources and volunteers
5. To have insight into hiring vendors, caterers, sound and light technicians, entertainment, and other resources
6. To be knowledgeable about risk-management procedures and tactics

7. To learn about the requirements for necessary contracts, permits, and licenses, and how to meet these requirements
8. To understand budgeting, pricing, and accounting as they relate to event design

SYLLABUS DETAILS – BACHELOR OF MANAGEMENT STUDIES (EVENT MANAGEMENT & PUBLIC RELATIONS) BMS(EM&PR) (FULL-TIME)

	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Topics	Internal Marks 60	External Marks 40	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	Total Credits
Semester - 1	1.1	Principles of Management	60	40	100	45	-	45	03
	1.2	Human Resources Management	60	40	100	45	-	45	03
	1.3	Introduction to Accounts & Finance	60	40	100	45	-	45	03
	1.4	Business Communication - I	60	40	100	45	-	45	03
	1.5	Introduction to Event Management	60	40	100	60	-	60	04
	1.6	Basics of Practical Event Management - I	100	-	100	-	120	120	04
		Total	400	200	600	240	120	380	20
Semester - 2	2.7	Marketing Management	60	40	100	45	-	45	03
	2.8	Organizational Behavior	60	40	100	45	-	45	03
	2.9	Business Communication -II	60	40	100	45	-	45	03
	2.10	Event Planning & Venue Management	60	40	100	60	-	60	04
	2.11	Event Production Process	60	40	100	45	-	45	03
	2.12	Basics of Practical Event Management	100	-	100	-	120	120	04

		- II							
		Total	400	200	600	240	120	360	20
	Subject Code	Core Subject	Assessment Patterns			Teaching Hours			
Semester - 3		Topics	Internal Marks 60	External Marks 40	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	Total Credits
	3.13	Event Resource Management	60	40	100	45	-	45	03
	3.14	Event Hospitality & Catering	60	40	100	45	-	45	03
	3.15	Event Marketing & Sponsorship	60	40	100	60	-	60	04
	3.16	Special Events – Wedding Planning & Live events	60	40	100	60	-	60	04
	3.17	Information Technology in Business Management - I	60	40	100	30	-	30	02
	3.18	Professional Industry Engagement (Practical Training)	100	-	100	-	120	120	04
		Total	400	200	600	240	120	360	20
Semester - 4	4.19	Business Environment	60	40	100	45	-	45	03
	4.20	Legal Aspects of Event Management	60	40	100	60	-	60	04
	4.21	Brand Management – Research & Development	60	40	100	45	-	45	03
	4.22	Special Events – MICE & Corporate Events	60	40	100	60	-	60	04
	4.23	Information Technology in Business Management-II	60	40	100	30	-	30	02
	4.24	Work Based Learning Route	100	-	100	-	120	120	04

		(Internship)							
		Total	400	200	600	240	120	360	20
	Subject Code	Core Subject	Assessment Patterns			Teaching Hours			
Semester - 5		Topics	Internal Marks 60	External Marks 40	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	Total Credits
	5.25	Ethics & Governance	60	40	100	45	-	45	03
	5.26	Consumer Behaviour	60	40	100	45	-	45	03
	5.27	Media Management	60	40	100	45	-	45	03
	5.28	Public Relations	60	40	100	60	-	60	04
	5.29	Skill based – Campus to Corporate	60	40	100	45	-	45	03
	5.30	Project Work I	100	-	100	-	120	120	04
		Total	400	200	600	240	120	360	20
Semester - 6	6.31	Advertising	60	40	100	45	-	45	03
	6.32	Experiential Marketing & Technology	60	40	100	60	-	60	04
	6.33	Event Cost Accounting & Finance Management	60	40	100	45	-	45	03
	6.34	Event Safety & Risk Management	60	40	100	45	-	45	03
	6.35	Soft Skills and Personality Development	60	40	100	45	-	45	03
	6.36	Project Work II	100	-	100	-	120	120	04
		Total	400	200	600	240	120	360	20
		Total	2400	1200	3600	1440	720	2160	120

Structure of Internal Assessment - 60% = 60 marks

Sr. No.	Particulars	Marks
1	One periodical class test held in the given semester	20 Marks
2	Subject specific Term Work Module/assessment modes – atleast two as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, lab practical, open book test etc and written assignments, Case study, Projects, Posters and exhibits etc for which the assessment is to be based on class presentations wherever applicable) to be selflessly assessed by the teacher/s concerned	20 Marks
3	Active participation in routine class instructional deliveries (and in practical work, tutorial, field work etc as the case may be)	10 Marks
4	Overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10 Marks

**Two or Three Guest Lectures by Experts per Semester.
One Industrial Visit per Semester for exposure to industry.**

SUBJECT-WISE SYLLABUS

BACHELOR OF MANAGEMENT STUDIES (EVENT MANAGEMENT & PUBLIC RELATIONS) BMS(EM&PR) (FULL-TIME) (To be implemented from Academic Year – 2017 - 2018)

Semester I

Courses	Semester I	Credits	Internal	External	TOTAL
1.1	Principles of Management	03	60	40	100
1.2	Human Resources Management	03	60	40	100
1.3	Introduction to Accounts & Finance	03	60	40	100
1.4	Business Communication - I	03	60	40	100
1.5	Introduction to Event Management	04	60	40	100
1.6	Basics of Practical Event Management - I	04	100	-	100
Total		20	400	200	600

1.1 PRINCIPLES OF MANAGEMENT

Sr. No.	Modules	No. of Lectures
1	Nature of Management	10
2	Planning and Decision Making	10
3	Organizing	10
4	Directing, Leadership, Co-ordination and Controlling	15
Total		45

Sr. No.	Modules / Units
1	Nature of Management
	● Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting, Managerial Grid. ● Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.
2	Planning and Decision Making
	● Planning: Meaning, Importance, Elements, Process, Limitations and MBO. ● Decision Making: Meaning, Importance, Process, Techniques of Decision Making.
3	Organizing
	● Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations ● Departmentation: Meaning, Basis and Significance ● Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization Vs Decentralization ● Delegation: Authority & Responsibility relationship
4	Directing, Leadership, Co-ordination and Controlling
	● Directing: Meaning and Process ● Leadership: Meaning, Styles and Qualities of Good Leader ● Co-ordination as an Essence of Management ● Controlling: Meaning, Process and Techniques ● Recent Trends: Green Management & CSR

Continuous Internal Assessment : Mid Semester test/ Project work/ Assignment

1.2

HUMAN RESOURCE MANAGEMENT

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Job Design & Analysis	15
3	Performance Appraisal & Career Planning	15
4	Participative management & Industrial Relations	5
Total		45

Sr. No.	Modules / Units
1	Introduction
	Introduction to HRM Definition, features, scope/Functions of HRM. Evolution of HRM/ Trends in HRM Difference between HRM and PM Challenges Before the HR Manager Role of the HR manager Traits/Characteristics of the workforce, Personnel Philosophy Personnel Manual Human Resource Planning: Definition of HRP Process of HRP along with brief coverage of personnel demand and supply Forecasting techniques Factors affecting HRP HRIS VRS, outsourcing, pinkslip/termination/retrenchment/downsizing/ separation Contracting and sub-contracting Promotions and transfers.
2	Job Design & Analysis
	Job analysis, Job Design and Job evaluation Job analysis- definition, method of collecting job data, merits and demerits/ limitations Job design definition, factors affecting job design , approaches to job design Job evaluation- definition, methods of job evaluation, process of job evaluation Recruitment, selection and Induction: Recruitment-Definition, sources of recruitment, merits and demerits Selection-definition process of selection, types of selection tests, types of interviews Induction/orientation- definition, methods, process Placement Training and Development Definition if training and development Methods of training Managers Process/ Procedure of conducting training programs How to evaluate effectiveness of training program Advantages of T & D
3	Performance Appraisal & Career Planning
	Performance Appraisal - Definition, Methods of appraisal for managers - traditional and modern, Process/procedure of conducting performance appraisal, Advantages of performance appraisal, Limitations of performance appraisal Compensation management, Definition of compensation Components of salary/ salary slip Fringe benefits-definition and types Performance linked incentives/incentives definition, advantages and disadvantages. Career planning and Development, Definition of career planning and career development Process /procedure Career stages/career life cycle and how to handle personnel at each stage Essentials to make career planning successful Career counselling Employee Retention techniques Succession planning
4	Participative management & Industrial Relations
	Participative management, Definition of participative management, Levels of participation, Trends in Participative management, Factors important for effective participative management, Forms of participation,

	Participation through quality circles, Empowered teams Industrial relations, Definition of industrial relations, Features of industrial relations, Importance of industrial relations, Approaches to industrial relations, Parties to industrial relations, Trade Unions, Definition of a trade union, Features of a trade union, Trade Union movement in India, Trends in TU.
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Continuous Internal Assessment : Mid Semester test/ Assignment

1.3INTRODUCTION TO ACCOUNTS & FINANCE

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Accounting Transactions	15
3	Introduction to Final Accounts	10
4	Ratio analysis and Interpretation	10
Total		45

Sr. No.	Modules / Units
1	Introduction
	Meaning and Scope of Accounting: Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting. Accounting principles: Introductions to Concepts and conventions.Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting, Sources of Finance - Short Term/Long Term, Domestic / Foreign, Equity/Borrowings/Mixed etc.
2	Accounting Transactions
	Accounting transactions: Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement. • Expenditure:Classification of Expenditure- Capital, revenue and Deferred Revenue expenditure Unusual expenses: Effects of error: Criteria test. • Receipts: Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts. • Profit or Loss: Revenue profit or loss, capital profit or loss
3	Introduction to Final Accounts
	Introduction to Trading Account, Profit and Loss Account and Balance Sheet. Introduction to Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size.

4	Ratio analysis and Interpretation
	Ratio analysis and Interpretation (based on vertical form of financial statements) including conventional and functional classification restricted to: Balance sheet ratios- Revenue statement ratios - Combined ratios - Different modes of expressing ratios:-Rate, Ratio, Percentage, Number. Limitations of the use of Ratios

Continuous Internal Assessment : Mid Semester test/ Project work/ Assignment

1.4 BUSINESS COMMUNICATION I

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	10
2	Obstacles to Communication in Business World	10
3	Business Correspondence	15
4	Language and Writing Skills	10
Total		45

Sr. No.	Modules / Units
1	Theory of Communication
	Concept of Communication: Meaning, Definition, Process, Need, Feedback , Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication Channels and Objectives of Communication: Channels -Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given) Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing
2	Obstacles to Communication in Business World
	Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4 Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as the following so as to orient

	and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour
3	Business Correspondence
	Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing, Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]
4	Language and Writing Skills
	Commercial Terms used in Business Communication Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.] Activities - Listening Comprehension – Remedial Teaching – Speaking Skills: Presenting a News Item, Dialogue and Speeches – Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. Reading Comprehension: Analysis of texts from the fields of Commerce and Management

Continuous Internal Assessment : Mid Semester test/ Presentations / Group Activities

1.5 INTRODUCTION TO EVENT MANAGEMENT

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Objectives	15
3	Procedure	15
4	Requirement	15
Total		60

Sr. No.	Modules / Units
1	Introduction
	Defining & Understanding the Events, Need & Framework of Events, Typology of Events, Historical Contexts and Precedents, Special Characteristics of Events, Code of Ethics, Size & Scope of Events Market, Determinants & Motivations, Requirement of Event Manager
2	Objective
	Event Objective, Structure of Demand for Events, Fragmentary Nature of Event Business, Various Service Providers / Organizations / Stakeholders, social, economic, political and developmental implications of running events,
3	Procedure
	Initial Planning, Visualisation, Monitoring the Budget, Critical Path, Function sheets, Timings, Checklist, Getting everyone on board, assigning tasks, deadlines, Site Selection, Location Requirements, Contracts, Transportation, Guest Arrival, Registrations, Arrival checklist
4	Requirements
	Room Requirements, Staging, Audiovisual, Lighting, Venue and Event Suppliers Checklist, Guest Demographics, The Guest List, Invitations, Food & Beverages Considerations, Entertainment, Photographers, Videographers, Staff, Work permits, Event Risk Assessment

Continuous Internal Assessment : Mid Semester test/ Assignment / Attending an event and make a report

1.6 BASICS OF PRACTICAL EVENT MANAGEMENT - I

Students will be exposed to the practical ground requirements of Event Management. Theoretical concepts shall be made more stronger by their involvement in the events industry. Student needs to document their key learning made and shall submit the same in the form of a report for all the Events they have participated.

CRITERIAS FOR EVALUATION				
1. PERFORMANCE AT THE EVENT				
Quality of work				
Readiness to perform the tasks				
Time management				
Handling of emergencies and flexibility with spontaneous occurrences				
Attendance				
2. ATTITUDE				
Adaptability (ability to accept instructions and flexible)				
Responsible				
Professionalism				
Ethics				
3. SOFT SKILLS				
Communication skills				
Interaction with colleagues and supervisor				
Interaction with the target audience				
Public Relations				
4. COOPERATION				
Towards company & peer				
Team work				
Discipline				
Responds positively to supervisor's feedback				
TOTAL MARKS				
OVERALL COMMENTS ABOUT THE STUDENT'S PERFORMANCE				

BACHELOR OF EVENT MANAGEMENT (BEM)

REFERENCE BOOKS

SEMESTER I

REFERENCE BOOKS
Principles of Management
● <i>Essentials of Management</i> Koontz H & W McGraw Hill, New York ● <i>Principles of Management</i> Ramaswamy Himalaya, Mumbai ● <i>Management Concept and Practice</i> Hannagain T McMillan, Delhi ● <i>Basic Managerial Skills for All</i> McGrath, E.H. Prentice Hall of India ● <i>Management-Text & Cases</i> VSP Rao Excel Books, Delhi Assessment Pattern ● <i>Essentials of Management</i> Massie Joseph Prentice Hall of India ● <i>Management: Principles & Guidelines</i> Thomas N. Duening & John Ivancevich Biztantra ● <i>Management Concepts and OB</i> P.S.Rao & N.V.Shah Ajab Pustakalaya ● <i>Management Concepts and Strategies</i> J S Chandran Vikas Publishing House ● <i>Principles Of Management</i> Tripathi P.C. Tata McGraw Hill
Human Resources Management
● <i>Griffin, Ricky W: Organizational Behaviour</i>, Houghton Mifflin Co., Boston. ● <i>Prasad L M, Organizational Behaviour</i>, Sultan Chand ● <i>Khanka S. S., Organizational Behaviour</i>, S. Chand ● <i>P.L. Rao-International Human Resource</i> ● <i>Ivancevich; John and Micheol T. Matheson: Organizational Behaviour and Management</i>, Business Publication Inc., Texas. ● <i>Koontz, Harold, Cyril O'Donnell, and Heinz Weihrich: Essentials of management</i>, Tata McGraw-Hill, New Delhi. ● <i>Luthans, Fred: Organizational Behaviour</i>, McGraw-Hill, New York.
Introduction to Accounts & Finance
● <i>Advanced Accountancy - R.L.Gupta and Radhaswamy</i> ● <i>Management Accounting - Brown and Howard</i> ● <i>Management Accounting - Khan and Jain</i> ● <i>Management Accounting - S.N. Maheswari</i> ● <i>Management Accounting - Antony and Recece</i> 6. <i>Management Accounting - J.Batty</i> ● <i>Cost Accounting Fundamentals: Essential Concepts and Examples (3rd Edition)</i> Steven M. Bragg (Author) ● <i>Cost Accounting and Management Essentials You... (Paperback)</i> by Vibrant Publishers, Kalpesh Ashar ● <i>Time-Driven Activity-Based Costing: A Simpler</i> by Robert S. Kaplan, Steven R. Anderson ● <i>Event Production - The Process</i> ● <i>Successful Event Planning with companion</i>, Shannon Kilkenny

- *Start Your Own Event Planning Business (Start...(Paperback), by Entrepreneur Press*

Business Communication - I

- *Agarwal, AnjuD(1989) A Practical Handbook for Consumers, IBH.*
- *Alien, R.K.(1970) Organisational Management through Communication.*
- *Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.*
- *Aswalthapa, K (1991)OrganisationalBehaviour, Himalayan Publication, Mumbai.*
- *Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.*
- *Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.*
- *Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.*
- *Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.*
- *Banerjee, Bani P (2005) Foundation of Ethics in Management Excel Books 10.Businessworld Special*
- *Collector's Issue: Ethics and the Manager*
- *Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.*
- *Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.*
- *Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper*
- *Collins College Publishers, New York.*
- *Bhargava and Bhargava 91971) Company Notices, Meetings and Regulations*
- *Black, Sam (1972) Practical Public Relations, E.L.B.S. London.*
- *BoveeCourtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York,*
- *Taxman Publication.*
- *Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H.,New Delhi.*
- *Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, The Dartwell*
- *Co., Chicago.*
- *Dayal, Ishwar(9810) Managing Large Organizations: A Comparative Study.*
- *Drucher,P.F.((1970) Technology, Management and Society, Pan Books London.*
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- *French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New delhi.*
- *27 Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective*

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- Shekhar, R.C (1997) *Ethical Choices in Business* Response Books
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- 53.. Shurter, Robert L. (1971) *Written Communication in Business*, McGraw Hill, Tokyo

Introduction to Event Management

- *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*

(To be implemented from Academic Year – 2018 - 2019)

Semester II

Courses	Semester II	Credits	Internal	External	TOTAL
2.7	Marketing Management	03	60	40	100
2.8	Organisational Behaviour	03	60	40	100
2.9	Business Communication -II	03	60	40	100
2.10	Event Planning & Venue Management	04	60	40	100
2.11	Event Production Process	03	60	40	100
2.12	Basics of Practical Event Management - II	04	100	-	100
Total		20	400	200	600

2.7 MARKETING MANAGEMENT

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	10
2	Marketing Environment, Research and Consumer Behaviour	15
3	Marketing Mix	15
4	Segmentation, Targeting and Positioning and Trends In Marketing	05
Total		45

Sr. No.	Modules / Units
1	Introduction to Marketing
	• Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.
2	Marketing Environment, Research and Consumer Behaviour
	The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis) • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research • MIS: Meaning, features and Importance • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour
3	Marketing Mix
	Marketing mix: Meaning – elements of Marketing Mix. • Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. • Branding – Packing and packaging – role and importance • Pricing – objectives- factors influencing pricing policy and Pricing strategy. • Physical distribution – meaning – factor affecting channel selection-types of marketing channels • Promotion – meaning and significance of promotion. Promotion • tools (brief)
4	Segmentation, Targeting and Positioning and Trends In Marketing
	• Segmentation – meaning, importance, basis • Targeting – meaning, types • Positioning – meaning – strategies • New trends in marketing – E-marketing, Internet marketing and marketing using Social network • Social marketing/ Relationship marketing

Continuous Internal Assessment : Mid Semester test/ Project Work /Assignment

2.8 ORGANISATIONAL BEHAVIOUR

Sr. No.	Modules	No. of Lectures
1	Introduction	05
2	Individual & Interpersonal Behaviour	15
3	Group Behaviour & Team Development	15
4	Organization Culture and Conflict Management:	10
Total		45

Sr. No.	Modules / Units
1	<u>Introduction:</u>
	Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.
2	<u>Individual & Interpersonal Behaviour</u>
	Biographical Characteristics; Ability; Values; Attitudes-Formation, Theories, Organisation related attitude, Relationship between attitude and behavior; Personality – determinants and traits; Emotions; Learning-Theories and reinforcement schedules, Perception -Process and errors. Interpersonal Behaviour: Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.
3	<u>Group Behaviour& Team Development:</u>
	Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams. Effective Thinking, Thinking Skills, Thinking Styles, Concept of Six Thinking Hats
4	<u>Organization Culture and Conflict Management:</u>
	Organizational Culture- Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation.

Continuous Internal Assessment : Mid Semester test - Case Study/ Project work

2.9 BUSINESS COMMUNICATION - II

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	15
2	Group Communication	15
3	Business Correspondence	10
4	Language and Writing Skills	05
Total		45

Sr. No.	Modules / Units
1	Presentation Skills
	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation How to make a Power-Point ,Prezi Presentation)
2	Group Communication
	Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit. Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions. Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing. Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR
3	Business Correspondence
	Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail: - Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act[Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However, students should not be tested on the theory.]
4	Language and Writing Skills
	Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarization: Identification of main and supporting/sub points Presenting these in a cohesive manner

Continuous Internal Assessment : Project work /Assignment

2.10 EVENT MANAGEMENT PLANNING & VENUE MANAGEMENT

Sr. No.	Modules	No. of Lectures
1	Event planning - Introduction	10
2	Planning for Event Expenses	10
3	Planning components required to execute an Event	10
4	Venue Management - Introduction	15
5	Venue Requirements	15
Total		60

Sr. No.	Modules / Units
1	Event planning -INTRODUCTION
	Common Planning for most of the Events, Job of an Event Planner, Defining Goals & Objectives, Financial Goals - ROI, Planning Session - High level Goal Questions, Scheduling, Assigning Roles, Creating Checklists, Outsourcing, Making a Budget, Streamlining Income and Expenses, Sponsorship,
2	Planning of Event Expenses
	Fixed Cost, Variable Cost, Additional Expenses, Indirect Costs, Break Even Points, Accounting Styles, Great Event Planning, Corporate Social Responsibility,
3	Planning components required to execute an Event
	Planning Logistics, Selecting Dates & Time, Selecting Destination, Choosing Site, Detailed list of the Requirements of Potential Site, Site Inspection, Outdoor Site, Choosing Talent - Speaker, Lecturer, Instructor, Entertainer, Signing a Contract, Room Design, Registration & Ticket Sales area, Internet access & Wi-Fi, Technical Support
4	Venue Management Introduction
	Venue - Introduction to Venue - Types of Venues - On Site & Off Site - Anatomy of a Venue - Site Surveys - Common Venue Oversights- Selecting a Venue/Site - Site Constraints & Opportunities, Checklist for Events at alternative Venues, Sample Event Venue Requirements Form, Event Site Map - Floor Plans - Guidelines for use of Event Signage -
5	Venue Requirements
	Venue Requirements - Room Requirements - Room Requirements Q&A - Staging, Audio-visual, Lighting - Staging, Audio-visual, Lighting Q&A - Lighting-Specific Q&A - Venue and Event Supplier Checklist: Room, Venue and Supplier Requirements, and Contract Terms and Conditions Green Venues & Locations - Environmental Checklist for Venues

Continuous Internal Assessment : Mid semester test /Assignment

2.11 EVENT PRODUCTION PROCESS

Sr. No.	Modules	No. of Lectures
1	Introduction	05
2	Production - Creativity & Budgets	10
3	Managing the Event Production Process I	15
4	Managing the Event Production Process II	15
Total		45

Sr. No.	Modules / Units
1	Introduction
	Reasons for Events, Categories of Special Events, Meetings and Conferences, Expositions and Trade Shows, Celebrations, Ceremonies, and Spectacles, The Players - Event Manager, Event Planner, Event Coordinator, Event Producer, The Phases of Event Organization - The Concept and Proposal Phase, The Marketing and Sales Phase, The Coordination Phase, The Execution Phase, The Follow-up Phase
2	Production - Creativity & Budgets
	Creativity - Process phases, Characteristics of a Creative person, External Environment, Creative Techniques & Methods, Drafting a Production Budget – Expense Spreadsheets, Expense Heads, Actual Expenses, Expense Audit, Managing unplanned expense, Cash Flow management, Ways to Earn Profits, Budget Layouts, Other considerations
3	Managing the Event Production Process I
	Event Risk Management, Compliances, Insurances, Site layout, Venue Management, Capacity & Standard Set ups, Logistical Issues, Production Schedules, Supervising Event Execution, Staff Coordination, Communication equipments, Pre-Show, The Show and Post-Show , Follow up - Team & Clients
4	Managing the Event Production Process II
	Production Management, During the Event Coordination Phase, Site Inspection and Venue Liaison, Site/Venue Layout, Production Schedules, Running Orders, and Scripts, During the Event Execution Phase, Supervising Event Setup, Running the Event, Supervising Event Strike, Sample Event Requirements Form for Venue/Site, Practical Examples

Continuous Internal Assessment : Mid Semester test / Assignment

2.12 BASICS OF PRACTICAL EVENT MANAGEMENT - II

Students will be exposed to the practical ground requirements of Event Management. Theoretical concepts shall be made more stronger by their involvement in the events industry. Student needs to document their key learning made and shall submit the same in the form of a report for all the Events they have participated.

CRITERIAS FOR EVALUATION				
1. PERFORMANCE AT THE EVENT				
Quality of work				
Readiness to perform the tasks				
Time management				
Handling of emergencies and flexibility with spontaneous occurrences				
Attendance				
2. ATTITUDE				
Adaptability (ability to accept instructions and flexible)				
Responsible				
Professionalism				
Ethics				
3. SOFT SKILLS				
Communication skills				
Interaction with colleagues and supervisor				
Interaction with the target audience				
Public Relations				
4. COOPERATION				
Towards company & peer				
Team work				
Discipline				
Responds positively to supervisor's feedback				
TOTAL MARKS				
OVERALL	COMMENTS	ABOUT	THE	STUDENT'S PERFORMANCE

BACHELOR OF MANAGEMENT STUDIES

(EVENT MANAGEMENT & PUBLIC RELATIONS)

REFERENCE BOOKS

SEMESTER II

REFERENCE BOOKS
Marketing Management
● <i>Marketing Management: A South Asian Perspective</i> Kotler, Keller, Koshy and Jha, Pearson/ Prentice Hall ● <i>Marketing Concepts and Cases</i> Etzel, Stanton, Walker and Pandit Tata McGraw Hill ● <i>Marketing Management</i> Russel S. Winer, Pearson Education ● <i>Principles of Marketing</i> Kotze Boone Thomson ● <i>Marketing Management</i> S H HKazmi Excel ● <i>Marketing Management</i> Kerin Hartley Tata McGraw Hill ● <i>Marketing Management</i> Ramaswamy and Namakumari Macmillan India ● <i>Peterson Marketing Strategic Problems</i> Roger Kerin/ Robert A Prentice Hall ● <i>Marketing</i> Roger A Kerin, Steen W. Harley Tata McGraw Hill ● <i>Marketing Planning and Strategy</i> Thomson
Organisational Behaviour
● <i>Griffin, Ricky W: Organizational Behaviour</i>, Houghton Mifflin Co., Boston. ● <i>Prasad L M, Organizational Behaviour</i>, Sultan Chand ● <i>Khanka S. S., Organizational Behaviour</i>, S. Chand ● <i>P.L. Rao-International Human Resource</i> ● <i>Ivancevich; John and Micheol T. Matheson: Organizational Behaviour and Management</i>, Business Publication Inc., Texas. ● <i>Koontz, Harold, Cyril O'Donnell, and Heinz Weihrich: Essentials of management</i>, Tata McGraw-Hill, New Delhi. ● <i>Luthans, Fred: Organizational Behaviour</i>, McGraw-Hill, New York.
Business Communication -II
● <i>Agarwal, AnjuD(1989) A Practical Handbook for Consumers</i>, IBH. ● <i>Alien, R.K.(1970) Organisational Management through Communication</i>. ● <i>Ashley,A(1992) A Handbook Of Commercial Correspondence</i>, Oxford University Press. ● <i>Aswalthapa, K (1991)OrganisationalBehaviour</i>, Himalayan Publication, Mumbai. ● <i>Atreya N and Guha (1994) Effective Credit Management</i>, MMC School of Management, Mumbai. ● <i>Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing</i>. ● <i>Balan,K.R. and Rayudu C.S. (1996) Effective Communication</i>, Beacon New Delhi.

- Bangh, LSue, Fryar, Maridell and Thomas David A. (1998) *How to Write First Class Business Correspondence*, N.T.C. Publishing Group USA.
- Banerjee, Bani P (2005) *Foundation of Ethics in Management Excel Books 10. Businessworld Special Collector's Issue: Ethics and the Manager*
- Barkar, Alan (1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd., New Delhi.
- Basu, C.R. (1998) *Business Organisation and Management*, T.M.H. New Delhi.
- Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, Harper Collins College Publishers, New York.
- Bhargava and Bhargava (1971) *Company Notices, Meetings and Regulations*
- Black, Sam (1972) *Practical Public Relations*, E.L.B.S. London.
- Bovee Courtland, L and Thrill, John V (1989) *Business Communication*, Today McGraw Hill, New York, Taxman Publication.
- Burton, G and Thakur, (1995) *Management Today- Principles and Practices*. T.M.H., New Delhi.
- Darrow, Richard, Forrsta, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, The Dartwell Co., Chicago.
- Dayal, Ishwar (1981) *Managing Large Organizations: A Comparative Study*.
- Drucher, P.F. (1970) *Technology, Management and Society*, Pan Books London.
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● Merrihue, William (1960) <i>Managing by Communication</i>, McGraw Hill, New York. 41.Mishra Rajiv K (2006) ● <i>Code of Conduct for Managers</i> Rupa Company ● Monippalli, M.M. (1997), <i>The Craft of Business Letter Writing</i>, T.M.H. New Delhi. ● Montagu, A and Matson, Floyd (1979) <i>The Human Connection</i>, McGraw Hill, New York. ● Murphy, Herta and Hilde Brandt, Herbert W (1984) <i>Effective Business Communication</i>, McGraw Hill, New York. ● Parry, John (1968) <i>The Psychology of Human Communication</i>. ● Parson, C.J. and Hughes (1970) <i>Written Communication for Business Students</i>, Great Britain. ● Peterson, Robert A and Ferrell, O.C (2005) <i>Business Ethics: New Challenges for Business Schools and Corporate Leaders</i> Prentice Hall of India Pvt., Ltd ● Phillip, Louis V. (1975) <i>Organizational Communication- The Effective Management</i>, Columbus Grid Inc. 49.. - Ross, Robert D. (1977) <i>The Management of Public Relations</i>, John Wiley and Sons, U.S.A. ● Sadri Sorab, Sinha Arun and Bonnerjee Peter (1998) <i>Business Ethics: Concepts and Cases</i> Tata McGraw Hill Public Company Limited ● Shekhar, R.C (1997) <i>Ethical Choices in Business Response Books</i> ● Stephenson, James (1988) <i>Principles and Practice of Commercial Correspondence</i>, Pilman and Sons Ltd. London. ● 53..Shurter, Robert L. (1971) <i>Written Communication in Business</i>, McGraw Hill, Tokyo
Event Planning & Venue Management
● <i>Start And Run Event planning business</i> by Cindy lemaire Mardi foster-walker - Self-Counsel Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678 ● <i>Start Your Own Event Planning Business: Your Step-by-Step Guide to Success</i> - Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011 ● <i>Event Planning Ethics and Etiquette</i> - Publisher: John Wiley & Son, Publication ● <i>The Complete Guide to Successful Event Planning</i> by ShennonKilkenny ● <i>The Complete Idiot's Guide to Meeting and Event Planning</i>, Second Edition ● <i>An Introduction to Special Events & Special Event Production</i> ● <i>Event Management - A professional & Developmental Approach</i> - DrAshutoshChaturvedi ● <i>Event Exposed : Managing & Designing Special Events</i> - Lena Malout ● <i>The Complete Guide to Successful Event Planning</i>
Event Production Process
● <i>Event Entertainment and Production</i> - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc ● <i>Special Event Production</i> - Doug Matthews ● <i>The Complete Guide to Successful Event Planning</i> - Shannon Kilkenny ● <i>Event Planning & Management</i> - Diwakar Sharma ● <i>Freelancers Guide to Corporate Event Design</i> ● <i>Event Marketing & Management</i> - Sanjaya Singh Gaur ● <i>Events Design & Experience</i> - Graham Berridge

BACHELOR OF MANAGEMENT STUDIES
(EVENT MANAGEMENT & PUBLIC RELATIONS)

(To be implemented from Academic Year – 2019 - 2020)

Semester III

Cour ses	Semester III	Credits	Internal	External	TOTAL
3.13	Event Resource Management	3	60	40	100
3.14	Event Hospitality & Catering	4	60	40	100
3.15	Event Marketing & Sponsorship	3	60	40	100
3.16	Special Events – Wedding Planning & Live events	4	60	40	100
3.17	Information Technology in Business Management - I	2	60	40	100
3.18	Professional Industry Engagement (Practical Training)	4	100	-	100
Total		20	400	200	600

3.13 EVENT RESOURCE MANAGEMENT

Sr. No.	Modules	No. of Lectures
1	Entertainment	10
2	Setups	15
3	Logistics	10
4	Invitees	10
Total		45

Sr. No.	Modules / Units
1	Entertainment
	Types of Entertainment, Purpose for Entertainment, Content in Entertainment, Analyzing Performance – Music, Dance, Theater and other athletic performances, Working with the performer’s – Mindset, Amenities, Communications, The Special Case: Celebrities
2	Setups
	Setup Considerations for Décor – Prior to the Event and At the Event, Staging & Seating needs, Knowing Rigging, Objectives of Event Lighting, Video & Projection, Introduction to Audio, Types of Special Effects - Streamers, Confetti, Fog, Smoke, Lasers, etc., Technological Terms - Audio Visual Services & Equipment’s Risk and Safety
3	Logistics
	Tackling Basic Logistics for Large Events, Accommodating Home-Office Visits, Banquet Room Set up, Hiring Caterers versus Self Catering, Learning Environment Seating Options, Removing Distractions & Potential Hazards, Accommodating Guests with Disabilities
4	Invitees
	Extending and Responding to Invitations, Protocol for Formal Invitations, Unraveling the What-to-Wear Dilemma, Interpreting Business Dress & Formal Attire, Creating Name Tags, Badges, and Security Passes, Theater Etiquette and Auditorium Seating, Rock Concerts and Music in the Park, At- Home Entertaining, Family Focused Events, Speaker Preparation, Gratitude & Appreciation

Continuous Internal Assessment : Mid Semester test / Assignment

3.14 EVENT HOSPITALITY & CATERING

Sr. No.	Modules	No. of Lectures
1	Hospitality Industry	15
2	Catering Services	10
3	Operations	10
4	Hospitality & Catering for Travel	10
Total		45

Sr. No.	Modules / Units
1	Hospitality Industry
	The World of Hospitality -The Travel and Tourism Industry in Perspective Catering As An Event Management Tool, A Temporal Art, Location, Equipment, Utilities, Time Constraints, Service Styles, and Event Service Styles & When to Use Them, Logistical Considerations, Logistics laws for Effective Catered Events
2	Catering Services
	Catering Industry, Catering Segments, Questions Caterers need to ask, Types of Catering, Creativity and the Caterer, The Seven Functions of Catering - Planning, Execution of Tasks, Organising the Event, Equipments, Implementation, Controlling & Risk Management, Beverage Management,
3	Operations
	Hospitality and Service, Spirit of Service, Lodging Sector, Hotel Operations and Careers, Food and Beverage Sector, Restaurant Operations and Careers
4	Hospitality & Catering for Travel
	The Cruise Sector, Cruise Operations, The Entertainment & Gaming Sector, Conventions and Event Planning, The Peaceful Traveler

Continuous Internal Assessment : Mid Semester test / Project Work/ Assignment

3.15 EVENT MARKETING & SPONSORSHIP

Sr. No.	Modules	No. of Lectures
1	Introduction to Event Marketing	10
2	Understanding Event Marketing	10
3	Aspects of Event Marketing	15
4	E-event Marketing	15
5	Marketing Strategies	10
Total		60

Sr. No.	Modules / Units
1	Introduction to Event Marketing
	Understanding Marketing of Events, Events as Marketing Strategies, Intercommunications Context of the Modern Marketing, Events as a Marketing Tool, Events within the Marketing Mix, Advantages of Events to the Brand Marketer, Matching Event Traits with the personality of your company, Ways to Improve Event Marketing Experiences, Scope of Event Marketing Activities
2	Understanding Event Marketing
	The Evolution of Event Marketing, Consumer Socialisation in the Twentieth Century, Need for Event Marketing Strategy, Strategies for Stakeholders, Internal Event Marketing, Event Strategy Formulation, SWOT Analysis, The Why, Who, When, Where & What of Event Marketing
3	Aspects of Event Marketing
	The Six P's of Event Marketing, Perspective of the Event Sponsor, Event Sponsorship Practicalities, Sponsorship in a Communication Context, Synergy between Sponsor & Event, Identifying Potential Sponsors, In-Kind Sponsorship, Cause-Related Event Marketing
4	E-event Marketing
	Focus on E-Event Marketing, Technological Convergence, Web Page Requirements, Web Page Involvement, Web Page Accessibility, Contextualising Online Marketing, Web Analytics, Innovation in Social Networks, Online Tactics, Online Advertising, The Breadth and Scope of Experiential Marketing
5	Marketing Strategies
	Aspects of Festival & Entertainment Events Marketing, Considerations for Marketing First-Time Events, Stunts, Street Promotions, and Guerrilla Marketing, The Celebrity Factor, Appraising Event Performance, Corporate Event Marketing, Social Event Marketing, Future Trends in Event Marketing

Continuous Internal Assessment : Mid Semester test / Project Work

3.16 SPECIAL EVENTS - WEDDING PLANNING & LIVE EVENTS

Sr. No.	Modules	No. of Lectures
1	About Wedding Industry	10
2	Aspects of Wedding Planning	15
3	Work Flow	10
4	About Live Entertainment	15
5	Managing Show	10
Total		60

Sr. No.	Modules / Units
1	Wedding Industry
	About Wedding Industry, Why Wedding Planner Required, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Wedding arrangements, budgeting
2	Aspects of Wedding Planning
	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,
3	Work Flow
	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
4	Live Entertainment
	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
5	Managing Show
	Live Show arrangements, budgeting, live Show Flow, Creating Blue Print, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show.

Continuous Internal Assessment : Mid Semester test / Project Work

3.17 INFORMATION TECHNOLOGY FOR BUSINESS MANAGEMENT I

Sr. No.	Modules	No. of Lectures
1	Introduction to IT Support in Management	05
2	Office Automation using MS-Office	10
3	Email, Internet and its Applications	10
4	E-Security	05
Total		30

Sr. No.	Modules / Units
1	Introduction to IT Support in Management
	• Information Technology concepts Concept of Data, Information and Knowledge Concept of Database • Introduction to Information Systems and its major components. Types and Levels of Information systems. Main types of IT Support systems Computer based Information Systems (CBIS) , Office Automation System(OAS), Transaction Processing System(TPS), Management Information System(MIS), Decision Support Systems (DSS), Executive Information System(EIS) Knowledge based system, Expert system • Success and Failure of Information Technology. • IT Development Trends. Major areas of IT Applications in Management • Concept of Digital Economy and Digital Organization. • Study of Different Operating Systems.
2	Office Automation using MS-Office
	• Learn Word: Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of SmartArt, Bookmark and Hyperlink. Mail Merge Feature. • Spreadsheet application (e.g. MS-Excel) Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical Using Advanced Functions : Use of VLookup/HLookup Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver
3	Email, Internet and its Applications
	• Introduction to Email Writing professional emails Creating digitally signed documents. • Use of Outlook : Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook-. Introduction to Bulk Email software • Concepts of Internet, Intranet, Extranet Networking Basics,

	Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses) Study of LAN, MAN, WAN • DNS Basics. Domain Name Registration, Hosting Basics.
4	E-Security
	• Threats to Computer systems and control measures. Types of threats Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management • IT Risk Definition, Measuring IT Risk, Risk Mitigation and Management • Information Systems Security • Security on the internet Network and website security risks Website Hacking and Issues therein. Security and Email • E-Business Risk Management Issues Firewall concept and component, Benefits of Firewall • Understanding and defining Enterprise wide security framework • Distinction between Real Time, On – line and Batch Processing System. Real Time Applications viz. Railway / Airway / Hotel Reservation System, ATMs, EDI Transactions - definition, advantages, examples; ECash, Security requirements for Safe E-Payments Security measures in International and Cross Border financial transactions • Threat Hunting Software

Continuous Internal Assessment : Mid Semester test / Practicals

3.18 PROFESSIONAL INDUSTRY ENGAGEMENT - PRACTICAL TRAINING

Students will be exposed to the practical ground requirements of Event Management. Theoretical concepts shall be made more stronger by their involvement in the events industry. Student needs to document their key learning made and shall submit the same in the form of a report for all the Events they have participated.

CRITERIAS FOR EVALUATION
1. PERFORMANCE AT THE EVENT
Quality of work
Readiness to perform the tasks
Time management
Handling of emergencies and flexibility with spontaneous occurrences
Attendance
2. ATTITUDE
Adaptability (ability to accept instructions and flexible)
Responsible
Professionalism
Ethics
3. SOFT SKILLS
Communication skills
Interaction with colleagues and supervisor
Interaction with the target audience
Public Relations
4. COOPERATION
Towards company & peer
Team work
Discipline
Responds positively to supervisor's feedback
TOTAL MARKS
OVERALL COMMENTS ABOUT THE STUDENT'S PERFORMANCE

BACHELOR OF MANAGEMENT STUDIES

(EVENT MANAGEMENT & PUBLIC RELATIONS)

REFERENCE BOOKS

SEMESTER III

REFERENCE BOOKS
Event Resource Management
● <i>Event Entertainment and Production</i> - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc ● <i>Special Event Production</i> - Doug Matthews ● <i>The Complete Guide to Successful Event Planning</i> - Shannon Kilkenny ● <i>Human Resource Management for Events</i> - Lynn Van der Wagen (Author)
Event Hospitality & Catering
● <i>Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition</i> By Donald Getz. ● <i>Event Correlation: What You Need to Know for It Operations Management</i> by Michael Johnson. ● <i>Hospitality Management: An Introduction 2nd Edition</i> Tim Knowles ● <i>Professional Catering</i> by Stephen B. Shiring ● <i>Services Marketing- S.M. Jha – Himalaya Publishing House.</i> ● <i>Services Marketing – Ravishankar – Excel Books</i>
Event Marketing & Sponsorship
● <i>The Event Marketing Handbook – Saget Allison – 2006</i> ● <i>Event Marketing - The Wiley Event Management Series - Leonard H. Hoyle</i> ● <i>Event Marketing and Event Promotion Ideas - Eugene Loj</i> ● <i>Event Marketing second edition</i> by C.A. Preston ● <i>"Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, R"</i>Schmitt, Bernd H.
Special Events – Wedding Planning & Live Events
● <i>Wedding Planning For Dummies, Second Edition</i> by Marcy Blum ● <i>The Everything Wedding Organizer: Checklists, Charts, And Worksheets for Planning the Perfect Day! (Everything: Weddings)</i> by Shelly Hagen ● <i>The Ultimate Wedding Planner & Organizer</i> by Alex Lluch ● <i>A Comprehensive Indian Wedding Planner</i> - Sarbjit K. Gill (Author) ● <i>Professional Event Coordination (Wiley Desktop Editions) - Julia Rutherford Silvers (Author)</i>

Information Technology in Business Management - I

- *Information Technology for Management, 6TH ED (With CD) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)*
- *Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch*
- *Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)*
- *Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, Lisa J. Carnahan*
- *Electronic Commerce - Technologies & Applications. Bharat, Bhaskar*

BACHELOR OF MANAGEMENT STUDIES
(EVENT MANAGEMENT & PUBLIC RELATIONS)

(To be implemented from Academic Year – 2019 - 2020)

Semester IV

Courses	Semester IV	Credits	Internal	External	TOTAL
4.19	Business Environment	3	60	40	100
4.20	Legal Aspects of Event Management	4	60	40	100
4.21	Brand Management – Research & Development	3	60	40	100
4.22	Special Events – MICE & Corporate Events	4	60	40	100
4.23	Information Technology in Business Management-II	2	60	40	100
4.24	Work Based Learning Route (Internship)	4	100	-	100
Total		20	400	200	600

4.19 Business Environment

Sr. No.	Modules	No. of Lectures
1	Introduction to Business Environment	15
2	Political and Legal environment	15
3	Social and Cultural Environment, Technological environment and Competitive Environment	15
Total		45

Sr. No.	Modules / Units
1	Introduction to Business Environment
	● Business: Meaning, Definition, Nature & Scope, Types of Business Organizations Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment ● Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis. ● Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society ● Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)
2	Political and Legal environment
	● Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy ● Impact of business on Private sector, Public sector and Joint sector ● FDI: Meaning, FDI concepts and functions, need for FDI in developing countries, Factors influencing FDI, FDI operations in India, ● Sun-rise sectors of India Economy. Challenges of Indian economy.
3	Social and Cultural Environment, Technological environment and Competitive Environment
	● Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business ● Technological environment: Features, impact of technology on Business ● Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies

Continuous Internal Assessment : Mid Semester test / Project Work

4.20 LEGAL ASPECTS OF EVENT MANAGEMENT

Sr. No.	Modules	No. of Lectures
1	Introduction to Law & Contract	15
2	Services Related Law	15
3	Permissions	15
4	Starting Own Company	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Law & Contract
	Introduction To Law & Contract Act - The Indian Contract Act, Acceptance, Consideration, Essentials of a Valid contract, Free Consent, Coercion, Undue Influence, Fraud, Misrepresentation, Mistake. Tax Tips In Events - Important terms, assessment year, previous year, assessee, residence in India, important point with reference to income from business, salaries, income tax slabs.
2	Services Related Law
	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, Meaning of Client, Advertising, Valuation of Taxable Services, Scope of Taxable Service.
3	Permissions
	Permissions required for holding an event, general details, police permission, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society (IPRS) 208, Phonographic Performing License (PPL) Entertainment Tax, Permissions for Open Ground Events, auditorium show, some events attract entertainment tax, some don't, general, the be Acts of all these laws can be obtained from, Permissions/Law for using animals, Approvals for Fire Usage, Insurance
4	Starting Own Company
	Forming Your Own Event Company, Statutory Requirements, Marketing your own event company, Event Company set – up.

Continuous Internal Assessment : Mid Semester test / Project Work

4.21 BRAND MANAGEMENT – RESEARCH & DEVELOPMENT

Sr. No.	Modules	No. of Lectures
1	What is a Brand	10
2	Brand Positioning	10
3	Research	15
4	Leveraging Brands	10
Total		45

Sr. No.	Modules / Units
1	What is a Brand
	Concept of a brand – Evolution, perspectives, anatomy, types of brand names, brand name associations, Brands Vs Products, Advantages of Brands to consumers & firms. Brand elements: Components & choosing brand elements, Branding challenges & opportunities.
2	Brand Positioning
	BRAND Positioning – Basic concepts – alternatives – risks – Brands & consumers – Strategies for positioning the brand for competitive advantage. Brand Image, Brand associations & image, Brand identity – perspectives, levels, and prisms. Managing Brand image – stages – functional, symbolic & experiential brands.
3	Research
	Marketing Research: MIS; & Consumer Behavior: The micro environment of business (management structure; marketing channels; markets in which a firm operates; competitors and stakeholders. Macro Environment: political factors; economics; socio economic factors; technological factors (pest analysis) Marketing Research: Importance of Marketing Research; Types of Marketing Research; Product Research; sales research; consumer research; promotion research. Consumer behavior: basic stimulus response model; influence on consumers decision making process; high involvement and low involvement products; influences on buying behavior: cultural factors, social factors, personal factors, and psychological factors (Maslow's Hierarchy); Methods of sales forecasting
4	Leveraging Brands
	Leveraging Brands – Brand extensions, extendibility, merits & demerits, Line extensions, line trap – Co-branding & Licensing Brands .

Continuous Internal Assessment : Mid Semester test / Project Work

4.22SPECIAL EVENTS – MICE & CORPORATE EVENTS

Sr. No.	Modules	No. of Lectures
1	Special events	15
2	Exhibition Management	15
3	Conference Management	15
4	Corporate Events	15
Total		60

Sr. No.	Modules / Units
1	Special events
	Special events – what are special events? Reasons for special events? Categories of special events, The players in special events, Tips for producing special events. MICE – Meaning, Industry, Important statistics, India as MICE Destination, MICE Services, Types of MICE Services India offers
2	Exhibition Management
	Exhibition Management –Exhibitions Industry, requirement of exhibitions, Job Responsibilities of exhibition organizer, exhibition arrangements, exhibition budgeting, Understanding exhibition Customer, Understanding exhibition Flow, exhibition safety, Creating Blue Print, Designing exhibition Plan, Understanding entertainment requirements, Celebrity management in exhibition.
3	Conference Management
	Conference Management – About conference management Industry, Planning conference, Job Responsibilities of conference management company, congruence arrangements, budgeting, Live Show Flow, Creating Blue Print, Designing conference Plan, Understanding technical requirements.
4	Corporate Events
	Corporate Events – Corporate Events, planning corporate event, Job Responsibilities of corporate event organizer, arrangements, budgeting, Understanding Customer, Understanding Flow, safety, Creating Blue Print, Designing Plan, Understanding entertainment requirements, Celebrity management in corporate events, Understanding need of entertainment in corporate events.

Continuous Internal Assessment : Mid Semester test / Project Work

4.23 INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT II

Sr. No.	Modules	No. of Lectures
1	Creating Presentations	05
2	Using Design Tools I	10
3	Using Design Tools II	10
4	Using Cloud	05
Total		30

Sr. No.	Modules / Units
1	Creating Presentations
	Presentation Software - Microsoft Power Point, Prezi Creating a presentation with slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects, Slide Transitions, Timed Presentations.
2	Using Design Tools I
	Introduction to Basics of Photoshop
3	Using Design Tools II
	Introduction to Basics of Corel Draw
4	Using Cloud
	Using cloud services for maintaining data, spreadsheets and documents

Continuous Internal Assessment : Mid Semester test / Project Work

4.24 WORK BASED LEARNING ROUTE (INTERNSHIP)

EVALUATION DIRECTIONS - To be completed by the primary internship site supervisor.

Thank you for working with National Academy student intern. As you wrap up the internship experience, please take about 30 minutes to provide an evaluation of the student performance and growth during the internship. These evaluation results will be shared with the student, faculty supervisor, and the placements department at National Academy. We also encourage you to have a closing conversation directly with your student intern to invite an opportunity for dialogue and to provide direct feedback about the internship to help the student continue to grow personally and professionally. If you have any questions or concerns, please contact us.

Supervisors Information

Name: _____
Title: _____
Telephone: _____
E-Mail: _____
Company Name: _____
Address: _____

Students Information

Name: _____
Academic Semester: _____
Year (i.e. 2015): _____
Internship Work Title & Description: _____

To be completed at the end of the student's internship. Please provide your candid evaluation of the student's learning and performance in each of the following areas.

Please use the following scale:

- 1 = Did not meet expectation
- 2 = Below average in meeting expectation
- 3 = Meets expectation
- 4 = Above average in meeting expectation
- 5 = Exceptional in meeting expectation
- N/A = Not applicable or cannot assess

1. Application/Integration and Building of Knowledge

	1	2	3	4	5	N/A
Demonstrates competence in and applies knowledge of academic discipline.						
Contributes ideas, information, and resources.						
Learns new concepts, ideas, and methods easily.						

2. Communication Skills

	1	2	3	4	5	N/A
Demonstrates level of oral communication skills necessary for the job.						
Speaks up appropriately and communicates information in groups and one-to-one.						
Makes effective formal presentations.						

3. Problem Solving/Decision Making Skills

	1	2	3	4	5	N/A
Recognizes problems and seeks solutions.						
Adopts new strategies readily when current approach is not effective.						
Evaluates own ideas, seeks out evidence and viewpoints of others.						

4. Initiative & Self-Management Skills

	1	2	3	4	5	N/A
Is self-motivated and can work independently with little direct supervision.						
Completes work despite obstacles/problems.						
When given feedback, takes action to improve/change.						

5. Technical Skills

	1	2	3	4	5	N/A
Has the technical skills required for position.						
Shows willingness to learn new technology.						

6. Interpersonal & Teamwork Skills

	1	2	3	4	5	N/A
Contributes positively to work team.						
Effectively relates to and cooperates with coworkers.						
Takes appropriate leadership roles and shows leadership ability.						

7. Professionalism

	1	2	3	4	5	N/A
Demonstrates professional demeanor with clients or customers.						
Shows trustworthiness and confidentiality.						
Demonstrates/practices ethical behavior						

Please include any comments related to the above ratings.

Supervisor's Signature:_____

Date Survey Completed (mm/dd/yyyy):_____

BACHELOR OF MANAGEMENT STUDIES (EVENT MANAGEMENT & PUBLIC RELATIONS)

REFERENCE BOOKS

SEMESTER IV

REFERENCE BOOKS
Business Environment
● Morrison J, <i>The International Business Environment</i>, Palgrave ● Francis Cherunilam, <i>Business Environment</i>-Himalaya Publishing House, New Delhi ● K. Aswathappa, <i>Essentials of Business Environment</i>, Himalaya Publishing House, New Delhi ● MISHRA AND PURI, <i>Indian Economy</i>, Himalaya Publishing House, New Delhi ● <i>Business Environment</i> Raj Aggarwal Excel Books, Delhi ● <i>Strategic Planning for Corporate</i> Ramaswamy V McMillan, New Delhi ● <i>Business and society</i> - Lokanathan and Lakshmi Rajan, Emerald Publishers. ● <i>Economic Environment of Business</i> - M. Adhikary, Sultan Chand & Sons.
Legal Aspects of Event Mangement
● <i>Event Studies - Theory, Research and Policy for Planned Events</i>, 2nd Edition By Donald Getz. ● <i>Event Correlation: What You Need to Know for It Operations Management</i> by Michael Johnson. ● <i>Hospitality Management: An Introduction</i> 2nd Edition Tim Knowles ● <i>Professional Catering</i> by Stephen B. Shiring ● <i>Services Marketing</i>- S.M. Jha – Himalaya Publishing House. ● <i>Services Marketing</i> – Ravishankar – Excel Books. ● <i>Indian Contract Act</i> ● <i>Shop & Establishment Act</i>
Brand Management – Research & Development
● Kevin Lane Keller, <i>Strategic Brand Management</i>, PHI/Pearson, New Delhi. ● Kapferer, <i>Strategic Brand Management</i>, Kogan Page, New Delhi. ● Harsh Varma, <i>Brand Management</i>, Excell Books, New Delhi. ● Majumdar, <i>Product Management in India</i>, PHI. ● Sengupta, <i>Brand Positioning</i>, Tata McGraw Hill. Rameshkumar, <i>Managing Indian Brands</i>, Vikas

Special Events – MICE & Corporate Events
● <i>Festival and Special Event Management - by Johnny Allen, William O'toole, Robert Harris</i> ● <i>Event Management: A Professional and Developmental Approach by DimitriTassiopoulos</i> ● <i>Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey</i> ● <i>Meetings, Expositions, Events & Conventions - 3rd Edition - George Fenich - Mar 2011</i>
Information Technology in Business Management-II
● <i>Information Technology for Management, 6TH ED (With CD) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)</i> ● <i>Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch</i> ● <i>Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective (Ch-13,Ch-14)</i> ● <i>Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, Lisa J. Carnahan</i> ● (E-Book : https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=reader&hl=en&pg=GBS.PR7.w.2.1.0) ● <i>Electronic Commerce - Technologies & Applications. Bharat, Bhaskar</i> ● https://play.google.com/books/reader?id=F1zbUaBtk7IC&printsec=frontcover&output=reader&hl=en&pg=GBS.PP1

BACHELOR OF MANAGEMENT STUDIES
(EVENT MANAGEMENT & PUBLIC RELATIONS)

(To be implemented from Academic Year – 2019 - 2020)

Semester V

Cour ses	Semester V	Credits	Internal	External	TOTAL
5.25	Ethics & governance	3	60	40	100
5.26	Consumer Behaviour	3	60	40	100
5.27	Media Management	3	60	40	100
5.28	Public Relations	4	60	40	100
5.29	Skill based – Campus to Corporate (Practical)	3	60	40	100
5.30	Project Work I	4	100	-	100
Total		20	400	200	600

5.25 ETHICS & GOVERNANCE

Sr. No.	Modules	No. of Lectures
1	Introduction to Ethics and Business Ethics	10
2	Ethics in Marketing, Finance and HRM	15
3	Corporate Governance	10
4	Corporate Social Responsibility (CSR)	10
Total		45

Sr. No.	Modules / Units
1	Introduction to Ethics and Business Ethics
	a) Ethics • Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial • Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition b) Business Ethics • Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics • Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences • Myths about Business Ethics • Ethical Performance in Businesses in India
2	Ethics in Marketing, Finance and HRM
	a) Ethics in Marketing: • Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements b) Ethics In Finance: • Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 c) Ethics in Human Resource Management: • Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership
3	Corporate Governance
	Concept, History of Corporate Governance in India, Need for Corporate Governance • Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance • Theories- Agency Theory, Shareholder Theory, Stakeholder Theory

	and Stewardship Theory • Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading
4	Corporate Social Responsibility (CSR)
	• Meaning of CSR, Evolution of CSR, Types of Social Responsibility • Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract • Need for CSR • CSR Principles and Strategies • Issues in CSR • Social Accounting • Tata Group's CSR Rating Framework • Sachar Committee Report on CSR • Ethical Issues in International Business Practices • Recent Guidelines in CSR • Society's Changing Expectations of Business With Respect to Globalisation • Future of CSR

Continuous Internal Assessment : Mid Semester test / Project Work

5.26 CONSUMER BEHAVIOUR

Sr. No.	Modules	No. of Lectures
1	Introduction To Consumer Behaviour:	05
2	Individual- Determinants of Consumer Behaviour	15
3	Environmental Determinants of Consumer Behaviour	15
4	Consumer decision making models and New Trends	10
Total		45

Sr. No.	Modules / Units
1	Introduction To Consumer Behaviour
	• Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour-Types Of Consumer Behaviour • Profiling the consumer and understanding their needs • Consumer Involvement • Application of Consumer Behaviour knowledge in Marketing • Consumer Decision Making Process and Determinants of Buyer • Behaviour, factors affecting each stage, and Need recognition.
2	Individual- Determinants of Consumer Behaviour
	• Consumer Needs & Motivation (Theories - Maslow, Mc Clelland). • Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. • Self Concept – Concept • Consumer Perception • Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude • Formation & Change. • Attitude - Concept of attitude

3	Environmental Determinants of Consumer Behaviour
	• Family Influences on Buyer Behaviour, • Roles of different members, needs perceived and evaluation rules. • Factors affecting the need of the family, family life cycle stage and size. • Social Class and Influences. • Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences Ingroup versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process. • Cultural Influences on Consumer Behaviour Understanding cultural and subcultural influences on individual, norms and their role, customs, traditions and value system.
4	Consumer decision making models and New Trends
	Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making • Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles • E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying

Continuous Internal Assessment : Mid Semester test / Project Work

5.27 MEDIA MANAGEMENT

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Print Media	10
3	Broadcast Media	10
4	Media Planning	15
Total		45

Sr. No.	Modules / Units
1	Introduction
	Introduction – Media Business-Media Classification- Mass Media –Niche Media- Addressable Media and Interactive Media-Media-Intrusiveness.
2	Print Media
	Print-Media-Newspaper-Principles of Newspaper Business-Classified Ads, Display Ad's Display Ad's – Coverage and Audience Measurement-Sales and Pricing-magazines Directories.
3	Broadcast Media
	Broadcast Media-Radio-Television-out of Home Media-outdoor Advertising-Cinema and Video – Non-Traditional Media
4	Media Planning

	An overview of Media planning-problems of media planning –Developing media plan - Market Analysis and Target- Interactive and Digital Media. Establishing media objectives - Developing and Implementing –Evaluation and Follow up- Computers in Media Planning- Characteristics of Media.
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Continuous Internal Assessment : Mid Semester test / Project Work

5.28 PUBLIC RELATIONS

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Process	15
3	Understanding the Profession	15
4	Ethics & Challenges	15
Total		60

Sr. No.	Modules / Units
1	Introduction
	Purpose & Philosophy Of Public Relations, What Public Relations Is, Objectives Of Public Relations, The Primary Purpose Of Public Relations, Hostility, Prejudice, Apathy, Ignorance, Emergence Of Public Relations, Public Relations Today, Public Relations And Propaganda, Defining Objectives And Planning A Programme.
2	Process
	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.
3	Understanding the Profession
	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.
4	Ethics & Challenges
	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.
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Continuous Internal Assessment : Mid Semester test / Project Work

5.29 SKILL BASED - CAMPUS TO CORPORATE (PRACTICAL)

Sr. No.	Modules	No. of Lectures
1	Etiquette Elaborated	10
2	Attire Aspects	05
3	E-communication	15
4	Aptitude Appetizer	15
Total		45

Sr. No.	Modules / Units
1	Etiquette Elaborated
	Corporate etiquette -Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes) – Video clippings to watch and noting down the critical aspects pertaining to etiquettes.
2	Attire Aspects
	Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.
3	E-communication
	Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory – Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using skype – work with social networking sites such as linkedin, facebook, tumblr, twitter etc
4	Aptitude Appetizer
	Quantitative vs verbal aptitude — practice – shortcut routes – increasing one's aptitude as an event manager - basic logical, verbal & quantitative practice

Continuous Internal Assessment : Mid Semester test / Project Work

5.30 PROJECT WORK I

The examiner's assessment of a degree project shall be based on the following general criteria:

- 1. Understanding**
- 2. Process**
- 3. Results, analysis and interpretation**
- 4. Oral presentation and communication**
- 5. Written presentation**

The five assessment criteria are assessed using the following scale:

- 0 - Non-existent**
- 1 - Unsatisfactory**
- 2 - Sufficient**
- 3 - Good**
- 4 - Excellent**

BACHELOR OF MANAGEMENT STUDIES

(EVENT MANAGEMENT & PUBLIC RELATIONS)

REFERENCE BOOKS

SEMESTER V

REFERENCE BOOKS
Ethics & Governance
● <i>Laura P. Hartman, Joe DesJardins, Business Ethics, Mcgraw Hill, 2nd Edition</i> ● <i>A. C. Fernando, Business Ethics – An Indian Perspective, Pearson, 2010</i> ● <i>Joseph DesJardins, An Introduction to Business Ethics, Tata McGraw Hill, 2nd Edition</i> ● <i>Richard T DeGeorge, Business Ethics, Pearson, 7th Edition</i> ● <i>Dr.A.K. Gavai, Business Ethics, Himalaya Publishing House, 2008</i> ● <i>S.K. Mandal, Ethics is Business and Corporate Governance, McGraw Hill, 2010</i> ● <i>Laura Pincus Hartman, Perspectives in Business Ethics, McGraw Hill International Editions, 1998</i>
Consumer Behaviour
● <i>Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). Consumer Behaviour. (10th ed.). Pearson.</i> ● <i>Solomon, M.R. (2009). Consumer Behaviour – Buying, Having, and Being. (8th ed.) New Delhi: Pearson .</i> ● <i>Blackwell, R.D., Miniard, P.W., & Engel, J. F. (2009). Consumer Behaviour. New Delhi: Cengage Learning.</i> ● <i>Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A. (2007). Consumer Behaviour – Building Marketing Strategy. (9th ed.). Tata McGraw Hill.</i> ● <i>Loudan, David L and Bitta, A.J. Della Consumer Behaviour</i> ● <i>Kotler, P. & Keller, K. L. (2012). Marketing Management (Global Edition) (14th ed.). Pearson</i> ● <i>Nair, Suja R- Consumer Behaviour in Indian Perspective</i>
Media Management
● <i>Principles of Advertising and IMC – Tom Duncan-Tata McGraw-Hill-Second Edition.</i> ● <i>Advertising and Promotion – an IMC Perspective – Kruti shah and Alan D'souza- Tata McGraw –Hill.</i> ● <i>Mehra - Newspaper Management.</i> ● <i>Rucker and Williams - Newspaper Organization and Management</i>
Public Relations
● <i>Advertising and Promotion – Geroage E- Belch & Michael. A. Belch- Tate McGraw- Hill – Sixth Edition.</i> ● <i>Advertising and Promotion – Kruti shah and Alan D'souza Tata McGraw -Hill</i> ● <i>Principles of Advertising and IMC – Tom Duncan-Tata McGraw-Hill-Second Edition.</i>

BACHELOR OF MANAGEMENT STUDIES
(EVENT MANAGEMENT & PUBLIC RELATIONS)

(To be implemented from Academic Year – 2019 - 2020)

Semester VI

Courses	Semester VI	Credits	Internal	External	TOTAL
6.31	Advertising	3	60	40	100
6.32	Experiential Marketing & Technology	4	60	40	100
6.33	Event Cost Accounting & Finance Management	3	60	40	100
6.34	Event Safety & Risk Management	3	60	40	100
6.35	Soft Skills & Personality Development	3	60	40	100
6.36	Project Work II	4	100	-	100
Total		20	400	200	600

6.31 ADVERTISING

Sr. No.	Modules	No. of Lectures
1	Introduction to Advertising	10
2	Strategy and Planning Process in Advertising	10
3	Creativity in Advertising	10
4	Budget, Evaluation, Current trends and careers in Advertising	15
Total		45

Sr. No.	Modules / Units
1	Introduction to Advertising
	• Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising –consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising • Theories of Advertising : Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance • Ethics and Laws in Advertising : Puffery, Shock Ads, Subliminal Advertising, Weasel Claim, Surrogate Advertising, Comparative Advertising Code of Ethics, Regulatory Bodies, Laws and Regulation – CSR, Public Service Advertising, Corporate Advertising, Advocacy Advertising • Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising
2	Strategy and Planning Process in Advertising
	Advertising Planning process & Strategy : Introduction to Marketing Plan, Advertising Plan- Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools • Role of Advertising in Marketing Mix : Product planning, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC • Advertising Agencies – Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation
3	Creativity in Advertising
	Introduction to Creativity – definition, importance, creative process , Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads. • Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc – • Creating the TV commercial – Visual Techniques, Writing script, developing

	storyboard, other elements (Optical, Soundtrack, Music) • Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness • Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy, Copy Research
4	Budget, Evaluation, Current trends and careers in Advertising
	• Advertising Budget – Definition of Advertising Budget, Features, Methods of Budgeting • Evaluation of Advertising Effectiveness – Pre-testing and Post testing Objectives, Testing process for Advertising effectiveness, Methods of Pretesting and Post-testing, Concept testing v/s Copy testing • Current Trends in Advertising : Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), retail advertising, lifestyle advertising, Ambush Advertising, Global Advertising – scope and challenges – current global trends • Careers in Advertising : careers in Media and supporting firms, freelancing options for career in advertising, role of Advertising Account Executives, campaign Agency family tree – topmost advertising agencies and the famous advertisements designed by them

Continuous Internal Assessment : Mid Semester test / Project Work

6.32 EXPERIENTIAL MARKETING & TECHNOLOGY

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Using Social Media creatively	15
3	Using Technology for Events I	15
4	Using Technology for Events II	15
Total		60

Sr. No.	Modules / Units
1	Introduction
	Experiential Marketing : The differentiator - The Experience as the Brand - Experiential Marketing Frameworks - Experiential Marketing Campaigns - Developing Experiential Marketing Campaigns - Reaching the Target Audience - Measuring Campaign Effectiveness - The Consumer Experience - Marketing the Event - Activations
2	Using Social Media creatively
	Online Public Relations - Social Media Landscape - Internet as a Media - Online PR building blocks - Social Media and PR strategy - Online Influences on present PR practices
3	Using Technology for Events I
	Innovative uses of Technology in Events - Wearables- RFID - Personalisation and a Transition Towards Platforms - Mobile Payments - Ticketing & Registration Software - API Integrations - Social Media
4	Using Technology for Events II
	Personalised Experience - Passive Attendee to Active Participant - Live Streaming - Wearable Technology - VR & AR Technology - Display Technology - Robots & Drones - 3D Printing - Kiosks - Virtual Events - Hybrid Events - Event Apps - Crowdsourcing content - Data Collection - Data and User Privacy

Continuous Internal Assessment : Mid Semester test / Project Work

6.33 EVENT COST ACCOUNTING & FINANCE MANAGEMENT

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Cost-Volume-Profit Analysis	15
3	Cost Allocation	10
4	Cash Flow Management & Finance Management	15
Total		60

Sr. No.	Modules / Units
1	Introduction
	Introduction to Event Cost Accounting, Cost Accounting Terms, Objects, Event Costs Classifications, Fixed Cost, Variable Cost, Opportunity Cost, Direct Cost, Indirect Cost, Period Cost, Relevant Cost, Sunk Cost, Marginal Cost, etc., Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads,
2	Cost-Volume-Profit Analysis
	Making of a Cost Statement and Profit Calculations, Understanding Contribution, Calculating Break Even Points and Target Income, Cost-Volume-Profit Analysis, Sensitivity Analysis, B.E.P. Analysis as Applied to Event Management And Tactical Decisions.
3	Cost Allocation
	Allocating Costs to an Event, Basis of Allocation, Allocating cost of Support Departments, Cost Control, Direct & Indirect Variances, Event Based Costing, Preparing the Budget, Developing System to Track Expenses, List of Expense Categories, Bifurcating Actual Expenses, Monitoring Expenses,
4	Cash Flow Management & Finance Management
	Managing Cash Flows, Making a Profit, Markup of Suppliers Cost, Hourly Fees, Budget Layout for Private and Large Public Event, Event Revenue Streams, Using Sponsorship and other sources of finances Accounting Styles, Cash Accounting, Accrual Accounting, Event Profit Centre, Event Business Set up, Market Analysis, Types of Business Firms - Proprietary, Partnership, LLP, others, Managing Finances

Continuous Internal Assessment : Mid Semester test / Project Work

6.34 EVENT SAFETY & RISK MANAGEMENT

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Operational Considerations	15
3	Crowd Management	15
4	Legal Aspects	05
Total		45

Sr. No.	Modules / Units
1	Introduction
	Event Safety & Planning - Creating an accessible event and a risk management plan - Venue stability -Creating an accessible event - risk management - emergency management -Medical first aid & public health considerations
2	Operational Considerations
	Operational considerations - public building approvals - management of alcohol - drug related issues - reducing impact on the surroundings
3	Crowd Management
	Review of Crowd Disasters- Planning for Crowd Management strategy & arrangements - Execution of Plan - Role of Media - Role of Science & Technology
4	Legal Aspects
	Legal Provisions - Capacity Building - Roles & Responsibilities of Important stake holders - Outline for Crowd management plan for event & venues

Continuous Internal Assessment : Mid Semester test / Project Work

6.35 SOFT SKILLS & PERSONALITY DEVELOPMENT

Sr. No.	Modules	No. of Lectures
1	Self Analysis & Goal Setting	10
2	Attitude & Creativity	10
3	Motivation & Leadership	10
4	Time Management & Decision Making	10
5	Stress Management	05
Total		45

Sr. No.	Modules / Units
1	Self Analysis & Goal Setting
	SWOT Analysis, Who am I, Attributes, Importance of Self Confidence, Self Esteem, Wish List, SMART Goals, Blue print for success, Short Term, Long Term, Life Time Goals.
2	Attitude & Creativity
	Factors influencing Attitude, Challenges and lessons from Attitude, Etiquette, Out of box thinking, Lateral Thinking.
3	Motivation & Leadership
	Factors of motivation, Self talk, Intrinsic & Extrinsic Motivators., Skills for a good Leader, Assessment of Leadership Skills, Conflicts in Human Relations – Reasons Case Studies, Approaches to conflict resolution.
4	Time Management & Decision Making
	Time Management Value of time, Diagnosing Time Management, Weekly Planner To do list, Prioritizing work, Importance and necessity of Decision Making, Process and practical way of Decision Making, Weighing Positives & Negatives
5	Stress Management
	Causes of Stress and its impact, how to manage & distress, Circle of control, Stress Busters. Emotional Intelligence What is Emotional Intelligence, emotional quotient why Emotional Intelligence matters, Emotion Scales. Managing Emotions.

Continuous Internal Assessment : Mid Semester test / Project Work/Assignment

6.36 PROJECT WORK II

The examiner's assessment of a degree project shall be based on the following general criteria:

- 1. Understanding**
- 2. Process**
- 3. Results, analysis and interpretation**
- 4. Oral presentation and communication**
- 5. Written presentation**

The five assessment criteria are assessed using the following scale:

- 0 - Non-existent**
- 1 - Unsatisfactory**
- 2 - Sufficient**
- 3 - Good**
- 4 - Excellent**

BACHELOR OF MANAGEMENT STUDIES

(EVENT MANAGEMENT & PUBLIC RELATIONS)

REFERENCE BOOKS

SEMESTER VI

REFERENCE BOOKS
Advertising
● <i>Belch, Michael, "Advertising and Promotion: An integrated marketing communications perspective" Tata Mcgraw Hill 2010</i> ● <i>Mohan, Manendra "Advertising Management Concept and Cases", TataMcgraw Hill 2008</i> ● <i>Kleppner, Russell J; Thomac, Lane W , "Advertising Procedure", Prentice Hall 1999</i> ● <i>Shimp, Terence, "Advertising and promotion :An IMC Approach", Cengage Learning 2007</i> ● <i>Sharma, Sangeeta and Singh, Raghuvir "Advertising planning and Implementation", Prentice Hall of India 2006</i> ● <i>Clow , Kenneth E and Baack, Donald E "Inetegrated Advertising Promotion and Marketing Communication", PearsonEdu 2014</i> ● <i>Duncan, Tom, "Principles of Advertising and IMC", TataMcgraw Hill Pub 2006</i>
Experiential Marketing & Technology
● <i>The Complete Idiots Guide to Meeting & Event Planning</i> ● <i>The Complete Guide to Successful Event Planning</i> ● <i>Experiential Marketing - A practical Guide to Brand experiences - ShazSmilansky</i> ● <i>Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions (The Wiley Event Management Series)</i>
Event Cost Accounting & Finance Management
● <i>Advanced Accountancy - R.L.Gupta and Radhaswamy</i> ● <i>Management Accounting - Brown and Howard</i> ● <i>Management Accounting - Khan and Jain</i> ● <i>Management Accounting - S.N. Maheswari</i> ● <i>Management Accounting - Antony and Recece 6. Management Accounting - J.Batty</i> ● <i>Cost Accounting Fundamentals: Essential Concepts and Examples (3rd Edition) Steven M. Bragg (Author)</i> ● <i>Cost Accounting and Management Essentials You... (Paperback) by Vibrant</i>

<i>Publishers, Kalpesh Ashar</i> ● <i>Time-Driven Activity-Based Costing: A Simpler by Robert S. Kaplan, Steven R. Anderson</i> ● <i>Event Production - The Process</i> ● <i>Successful Event Planning with companion, Shannon Kilkenny</i> ● <i>Start Your Own Event Planning Business (Start...(Paperback), by Entrepreneur Press</i>
Event Safety & Risk Management
● <i>Event Safety risk assessment & event management plan - The District Council of Elliston</i> ● <i>Guidelines for concerts, events and organised gatherings - Government of Western Australia - Department of Health</i> ● <i>Managing Crowd at Events & Venues of Mass Gathering - National Disaster Management Authority of India</i>
Soft Skills & Personality Development
● <i>Covey Sean, Seven Habit of Highly Effective Teens, New York, Fireside Publishers, 1998.</i> ● <i>Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.</i> ● <i>Thomas A Harris, I am ok, You are ok , New York-Harper and Row, 1972</i> ● <i>Daniel Coleman, Emotional Intelligence, Bantam Book, 2006</i>

GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT

Ordinances, Regulations and Syllabus Relating to

**BACHELOR OF MANAGEMENT STUDIES
(EVENT MANAGEMENT & PUBLIC RELATIONS) BMS(EM&PR)
(FULL-TIME)**

R – 9484-A Standard of Passing :-

- 1) The minimum percentage required for passing will be 50% in each paper (Internal & External).

R – 9484-B PASSING STANDARD AND PERFORMANCE GRADING :

The PERFORMANCE GRADING of the learners shall be on the ten point scale be adopted uniformly for all courses.

MARKS	GRADE POINTS	GRADE
75 TO 100	7.5 TO 10.0	O
65 TO 74	6.5 TO 7.49	A
60 TO 64	6.0 TO 6.49	B
55 TO 59	5.5 TO 5.99	C
50 TO 54	5.0 TO 5.49	D
0 TO 49	0.0 TO 4.99	F (FAILS)

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner:

$SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner :

$CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

R – 9484-C PASSING STANDARD FOR ALL COURSES :

Passing 50% in each subject /Course combined Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination taken together. i.e. (Internal plus External Examination)

R - 9484-D

- A. Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- B. A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

R – 9484-E ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

OR

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III
- F. A learner shall be allowed to keep term for Semester V wherever applicable if he/she passes each of Semester I, Semester II, Semester III and Semester IV.

OR

- G. A learner shall be allowed to keep term for Semester V wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, and Semester IV.
- H. The result of Semester VI wherever applicable OR final semester shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV , Semester V wherever applicable.

OR

- I. A learner shall be allowed to keep term for Semester VI wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, Semester IV and Semester V.

New ordinances 6741 & 6742 relating to the
BMS (Event Management & Public Relations)

- i) **Necessity of starting these courses:** - The University of Mumbai's Garware Institute of Career Education & Development plans to introduce three years Full time BMS (Event Management & Public Relations). Event Management is looked upon as a sunrise industry in the service sector. Event Management has gained importance due to the sudden spurt in Live Entertainment shows (domestic and international), corporate events, exhibitions, seminars, conferences, regional and national festivals. The BMS (EM&PR) course will help students to develop the skill to design, plan, create, implement, manage and market events.
- ii) **Whether UGC has recommended to start the said courses:** - UGC encourages the incorporation of skill oriented and value added courses to develop skilled manpower.
- iii) **Whether all the courses have commenced from the academic year 2017-18:** - Yes, it would be commencing from the Academic year 2017-18.
- iv) **The Courses started by the University are self-financed, whether adequate number of eligible permanent Faculties are available?** - Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
- v) **To give details regarding duration of the course and is it possible to compress the course? :-** The duration of the course in Three years (Six Semester). It cannot be further compressed.
- vi) **The intake capacity of each course and no. of admissions given in the current academic year (2017-18):** - The intake capacity of this course 300 students each batch and admitted 133 students.
- Vii) **Opportunities of Employability / Employment available after undertaking these courses:** - The students completing this course have tremendous scope in national and international market. They are in demand for big events like exhibitions, seminars, conferences, events etc.



I/c. DIRECTOR