

Name of the Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5 Open Elective Course (OEC)

Name of the Course: Event Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs

Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,

Course Outcomes: On successful completion of the course, the students will be able to

- Understand the process of organizing an event.
- Understand the importance of a checklist in organizing an event.
- Familiarize with organizing corporate events
- Obtain a sense of responsibility for the multidisciplinary nature of event management.
- Learn to promote the events.

Syllabus

Module No. 1: INTRODUCTION TO EVENT MANAGEMENT (08 Hrs)

Introduction to Event Management: Meaning , Scope, Types of Events (Corporate, Private, or Charity, Indoor Events, Outdoor Events , Celebrity Events) Tools For Event Planning & Management , MICE Events, Event Operations and Services (Setting Up, Parking , Maintenance, Ticketing , Food and Beverage, Logistics) .

Module No. 2: EVENT PLANNING (08 Hrs)

Event Planning: Event Checklist, Hosting , Principles of Holding Event , Reserving Event Hall, Preparing and Designing ,The Schedule of Event Permissions, Policies , Government & Local Authorities , Phonographic , Performance License , Five Bridges Of Event Management , Characteristics of Successful Event Management

Module No. 3: CORPORATE EVENT MANAGEMENT (10 Hrs)

Corporate Event Organization : Preparing A Blueprint , Facilities Planning and Organizing (Assigning Staff , Maintenance of Inventory For The Chemicals and Equipments , Cleaning, Maintenance, Aesthetic Upkeep , Maintaining Back Areas, Public Areas and Surroundings, Floral Designing (- Assigning The Responsibilities , Event Organizer Arrangements , Corporate Event Packages , Corporate Hospitality , Well- Being of the Patrons & Participants , Entailing The Entertainment In Corporate Events and Corporate Event Reporting .

Module No. 4: MARKETING OF EVENTS (10 Hrs)

Marketing for Events: Introduction , Importance , Public relation strategies , Brainstorming sessions , writing for public relation (Reviews). Tools of promotion: Media, Types of Media (Print , Electronic, Social Media Networks). Advertising, Promotional Aids (Invitation, Brochures, Leaflets)

Module No. 5: POST EVENT FUNCTIONS (06 Hrs)

Post event functions: Basic guidelines of Budgeting , Essence of margin, Break even Analysis, Cost-Benefit Analysis, Forecasting Techniques, SWOC Analysis.

Skill Developments Activities:

- Prepare an event report with imaginary activities.

- Prepare a checklist for a birthday party.
- Prepare a Budget for Organizing an Event.
- Write a public relation letter for medical event
- Prepare a break even analysis with imaginary figures for an event.

Any other activities, which are relevant to the course.

Reference Books:

- Mark Sonderm CSEP -Event entertainment and production:publishers; wiley and sons, Inc
- Annestephen; Event management, HPH.
- K. Venkatramana -Event Management - SHBP.
- K Ramachandra and Allabaksh Principles of Event Management HPH
- Rekha and Vibha Marketing management -VBH
- Nihaasif Event management-VBH

Note: Latest edition of textbooks and reference Books may be used

Name of the Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 1.3

Name of the Course: Marketing Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,

Course Outcomes: On successful completion of the course, the students will be able to

- Understand the Concepts and Functions of Marketing.
- Analyse Marketing Environment its Impact on the Business.
- Understand the Consumer Behaviour
- Describe Marketing Mix and also strategize Marketing Mix
- Describe Service Marketing Mix.
- Use the Technology in Market Survey and Collection of Data.
- Understand the Various Acts Related to Marketing.

Syllabus

Module No. 1: FUNDAMENTALS OF MARKETING (14 Hrs)

Introduction to Marketing, Evolution of Marketing, Meaning and Definitions, Objectives, Importance and Functions of Marketing, Traditional Marketing Concept vs Modern Marketing Concept. Marketing V/S Selling, Marketing Myopia, Approaches to Marketing. Marketing of Services - Meaning, Definition, Features. Marketing Environment - Meaning, Environmental Scanning, Benefits of Environmental Scanning, Components of Marketing Environment.

Module No. 2: MARKETING MIX & LEGAL ASPECTS OF MARKETING (14 Hrs)

Marketing Mix - Introduction, Elements of Marketing Mix, Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons For Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors Influencing Pricing Policy, Methods of Pricing; Physical Distribution–Meaning, Factors Affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising, Services Marketing Mix. Legal Aspects of Marketing- Consumer Protection Act 1986, Environment Protection Act 1955, The Prevention of Food Adulteration Act 1951, The Competition Act 2002, The Packaging Rules 1977, FSSAI.

Module No. 3: CONSUMER BEHAVIOUR (08 Hrs)

Meaning, Definition: Consumer, Consumer Behaviour, Factors Influencing Consumer Behaviour, Consumer Decision Process, Types of Buying Motives, Theories of Consumer Buying Behaviour, Consumer Socialization, Factors Influencing Consumer Socialization

Module No. 4: MARKETING STRATEGIES (08 Hrs)

Market Segmentation- Meaning, Definition, Significance of Market Segmentation, Basis for Segmentation of Consumer Market and Business Segmentation. Target Marketing: Steps in Target Marketing, Market Targeting Strategies. Market Positioning: Importance of Marketing Positioning, Basis for Developing Positioning Strategy

Module No. 5: MARKET RESEARCH and INNOVATIONS (12 Hrs)

Market Research- Meaning Definition, Objectives, Characteristics. Types of Marketing Research, Methods in Market Research, Marketing Research Tools and Techniques – Consumer Engagement Softwares' & online data collection forms (Quest Back, Key Survey, Klout, Kred, Survey Monkey, Sparrow Survey, Typo Form Etc.)

Innovations In Marketing: Meaning, Definition, Characteristics and Challenges- Green Marketing, Online Marketing, Digital Marketing, Content Marketing, Social Media Marketing, Disruptive Marketing.

Skill Developments Activities:

- Two cases on the above syllabus should be analyzed and recorded in the skill development book.
- Design a logo and tagline for a product of your choice
- Develop an advertisement copy for a product.
- Prepare a chart for distribution networks for different products.
- Prepare a Survey Report on Consumer Behaviour

Any other activities, which are relevant to the course.

Reference Books:

- Philip Kotler, Marketing Management, Prentice Hall.
- Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
- William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
- Bose Biplab, Marketing Management, Himalaya Publishers.
- J.C. Gandhi, Marketing Management, Tata McGraw Hill.
- Ramesh and Jayanti Prasad: Marketing Management, I.K. International
- Sontakki, Marketing Management, Kalyani Publishers.
- P N Reddy and Appanniah, Marketing Management
- E – Commerce, P T Joseph, 4th Edition, 2013, PHI learning Pvt.Ltd.

Note: Latest edition of textbooks and reference Books may be used

5.1 ENTREPRENEURSHIP DEVELOPMENT

Course Outcome: To enable students to understand the basic concepts of entrepreneurship and preparing a business plan to start a small industry.

Unit 1: ENTREPRENEURSHIP 10 Hrs

Introduction – Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise – Functions of Entrepreneur - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur – Qualities of an Entrepreneur – Types of Entrepreneur

Unit 2: SMALL SCALE INDUSTRIES 12 Hrs

Meaning & Definition – Product Range - Capital Investment - Ownership Patterns – Meaning and importance of Tiny Industries, Ancillary Industries, Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSI's and the steps taken to solve the problems - Policies Governing SSI's.

Unit 3: FORMATION OF SMALL-SCALE INDUSTRY 14 Hrs

Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. Steps involved in the formation of a small business venture: location, clearances and permits required, formalities, licensing and registration procedure. Assessment of the market for the proposed project – Financial, Technical, Market and Social feasibility study.

Unit 4: PREPARING THE BUSINESS PLAN (BP) 10 Hrs

Meaning – importance – preparation – BP format: Financial aspects of the BP, Marketing aspects of the BP, Human Resource aspects of the BP, Technical aspects of the BP, Social aspects of the BP. Common pitfalls to be avoided in preparation of a BP.

Unit 5: PROJECT ASSISTANCE 10 Hrs

Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI - Non-financial assistance from DIC, SISI, AWAKE, KVIC - Financial incentives for SSI's and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates: Role and Types.

5.6 LIFE & GENERAL INSURANCE

Course Outcome: The objective is to enable the students to understand various aspects of Life & General Insurance.

Unit 1: INTRODUCTION TO LIFE INSURANCE 12 Hrs

Introduction to Life Insurance - Principles of Life Insurance - Life insurance products, pensions and annuities - Life insurance underwriting - Need for selection - Factors affecting rate of mortality - Sources of data - Concept of extra mortality - Numerical methods of undertaking - Occupational hazards.

Unit 2: LEGAL ASPECTS OF LIFE INSURANCE 12 Hrs

Legal Aspects of Insurance - Indian contract Act, special features of Insurance contract. Insurance laws, Insurance Act, LIC Act, IRDA Act.

Unit 3: CLAIM MANAGEMENT & RE-INSURANCE 10 Hrs

Claim Management - Claim Settlement - Legal Framework - Third party Administration, Insurance ombudsman - Consumer Protection Act - ReInsurance in Life Insurance - Retention Limits - Methods of Re-insurance.

Unit 4: INTRODUCTION TO GENERAL INSURANCE 12 Hrs

Introduction to General Insurance. Principles of General Insurance. Types of General Insurance - Personal general insurance products (Fire, Personal Liability, Motors, Miscellaneous Insurance). Terminology, clauses and covers. Risk assessment, underwriting and ratemaking. Product design, development and evaluation. Loss of Provincial control.

Unit 5: INSURANCE INDUSTRY 10 Hrs

Insurance Industry - Brief History - Pre Nationalization and post nationalization - Current scenario.- Re-Insurance - Functions, Methods of Re-Insurance.

Name of the Program: Master of Commerce

Name of the Course: 2.5 EMERGING TRENDS IN ENTREPRENEURSHIP

Course Credits

No. of Hours per Week

Total No. of Teaching Hours

4 Credits

4 Hrs

60 Hrs

Course Outcomes: On successful completion of the course, the students will gain in-depth knowledge on venture creation and development of business plan. The students are exposed to successful entrepreneurship stories and encourage them to start their own enterprise.

Syllabus:

Module 1: Entrepreneurship: Introduction - Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise - Differences between Entrepreneurship, Entrepreneur & Enterprise - Functions of Entrepreneur - Types of Entrepreneurs - Role of Entrepreneur for Economic Development - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur - Differences between Manager and Entrepreneur - Qualities of an Entrepreneur - Types of Entrepreneurs. Entrepreneurship Development- Need - Problems - National and State Level Institutions, Recent Government policies and programmes in the promotion of entrepreneurial environment.

Module 2: Entrepreneurship Development and Leadership: Types of start-ups; Entrepreneurial class theories; Entrepreneurial training; EDP programmes; Characteristics of entrepreneurial leadership, Components of entrepreneurial leadership; International Entrepreneurship- Opportunities and challenges; Entrepreneurial challenges; Source of innovative ideas; Entrepreneurship and creativity; Techniques for generating ideas, Impediments to creativity, Contemporary Entrepreneurship - Gig Economy Entrepreneurs, Niche Entrepreneurs, Digital Nomadism, Disruptive Technology Entrepreneurs and New age Entrepreneurs.

Module 3: New Venture Planning: : Introduction to Venture, Meaning & Definition, Objectives, Characteristics, Types, Stages, Methods to Initiate Ventures; Acquisition-Advantages of acquiring an ongoing venture and examination of key issues; Franchising- how a franchise works, franchising law, evaluating of franchising opportunities; Developing a marketing plan- customer analysis, sales analysis and competition analysis, steps in marketing research; Business plan-benefits of drivers, perspectives in business plan preparation, elements of a business plan; Business plan failures, Challenges in Indian Market for Ventures and Franchisees.

Module 4: Financing Venture: Financing stages; Sources of finance; Venture capital; Angel Investment, Crowd Funding; Criteria for evaluating new venture proposals; Evaluating Venture Capital- process.

Module 5: Issues for Ventures: Legal issues - Forming Business Entity, considerations and criteria, requirements for formation of a Private/Public Limited Company, Intellectual Property Protection- Patents, Trademarks and Copyrights - Importance for start-ups, legal acts governing business in India; Opportunities and challenges for starts ups in India/Ethical Issues.

Suggested Books/Articles/Links for References:

1. Vasant Desai: The Dynamics of Entrepreneurship Development and Management, HPH
2. Mark. J. Dollinger, Entrepreneurship - Strategies and Resources, Pearson Edition.
3. Satish Taneja: Entrepreneur Development, HPH.
4. UdaiPareek and T.V. Rao, Developing Entrepreneurship
5. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems, SIET, Hyderabad
6. Srivastava, A Practical Guide to Industrial Entrepreneurs, Sultan Chand.
7. Government of India, Report of the committee on small and medium entrepreneurs.

8. VidyaHattangadi ; Entrepreneurship, HPH.
9. N.V.R. Naidu : Management and Entrepreneurship, I.K. International
10. Bharusali, Entrepreneur Development,
11. K. Venkataramanappa, Entrepreneurial Development, SHB Publications
12. Anil Kumar : Small Business and Entrepreneurship, I.K. International
13. Rekha & Vibha – Entrepreneurial Management, VBH.
14. Entrepreneurship Development and Communication Skills Hardcover – 1 January 2012
by R R Chole (Author), P S Kapse (Author), P R Deshmukh (Author).
15. Khanka S S : “Entrepreneurial Development”
16. Dr P T Vijayashree & M Alagammai ; “Entrepreneurial Development and Small
Business Management”
17. V Desai ; “Dynamics of Entrepreneurial Development and Management”
18. Desai ; “Entrepreneurial Development”
19. Steven Rogers and Roza E Makonnen ; “Entrepreneurial Finance, Third Edition: Finance
and Business Strategies for the Serious Entrepreneur”

Note: Latest edition of text books may be used.