

BHARATHIAR UNIVERSITY: COIMBATORE-641 046
MBA In EVNET MANAGEMENT & PR
 (For the CPOP students admitted during the academic year 2011-2012 only)
SCHEME OF EXAMINATIONS – CBCS Pattern

Course Title	Ins.hrs / week	Examinations				Credits
		Dur.H	CIA	Marks	Total	
SEMESTER –I						
1.1. Management Principles and Practice	5	3	25	75	100	4
1.2. Organizational Behaviors	5	3	25	75	100	4
1.3. Managerial Economics	4	3	25	75	100	4
1.4. Financial and Management Accounting	5	3	25	75	100	4
1.5. Quantitative Methods for Management	5	3	25	75	100	4
1.6. Corporate Communication	4	3	25	75	100	4
1.7. Computer Applications in Management using SAP*	2	-	-	-	-	-
SEMESTER –II						
2.1. Operations Management	5	3	25	75	100	4
2.2. Marketing Management	4	3	25	75	100	4
2.3. Financial Management	5	3	25	75	100	4
2.4. Human Resource Management	4	3	25	75	100	4
2.5. Quantitative Techniques	5	3	25	75	100	4
2.6. Research Methods for Management	5	3	25	75	100	4
2.7. Computer Applications in Management using SAP* - Practical	2	3	40	60	100	4
SMESTER – III						
3.1. Business Ethics and Global Business Environment	5	3	25	75	100	4
3.2. Management Information System	5	3	25	75	100	4
3.3. Event Planning, Sponsorship & Budgeting	6	3	25	75	100	4
3.4. Event Marketing & Branding	6	3	25	75	100	4
3.5. Event Team Management	6	3	25	75	100	4
3.6. Event Production & Logistics	6	3	25	75	100	4
3.7. Summer Placement Project Report & Viva-Voce	-	-	20	80	100	4
SEMESTER – IV						
4.1. Strategic Management: Indian Global Context	6	3	25	75	100	4
4.2. Event Catering, Law & Permissions	6	3	25	75	100	4
4.3. Advance Aspects Of Event Management	6	3	25	75	100	4
4.4. Event Coordination	6	3	25	75	100	4
4.5. Special Events	6	3	25	75	100	4
TOTAL	-	-	-	-	2500	100

* The Course will be taught during I and II Semesters.

1.1 MANAGEMENT PRINCIPLES AND PRACTICE

Unit I

Management : Science, Theory and Practice - The Evolution of Management Thought and the Patterns of Management Analysis - Management and Society : The External Environment, Social Responsibility and Ethics - Global and Comparative Management - The Basis of Global Management.

Unit II

The Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises - Decision Making - Global Planning.

Unit III

The Nature of Organizing and Entrepreneurship - Organizational Structure : Departmentation - Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing.

Unit IV

Co-ordination functions in Organisation - Human Factors and Motivation - Leadership - Committees and group Decision Making - Communication - Global Leading.

Unit V

The System and Process of Controlling - Control Techniques and Information Technology - Productivity and Operations Management - Overall Control and toward the Future through Preventive Control - Global Controlling and Global Challenges.

References :

1. Koontz & Weirich, Essentials of Management, Tata McGraw Hill.
2. VSP Rao, V Hari Krishna – Management: Text and Cases, Excel Books, I Edition, 2004
3. Stoner & Wankai, Management, PHI.
4. Robert Krcitner, Management, ATTBS.
5. Weirich & Koontz, Management - A Global perspective, McGraw Hill.
6. Helliregarl, Management, Thomson Learning, 2002.
7. Robbins.S.P., Fundamentals of Management, Pearson, 2003.

1.2 ORGANISATIONAL BEHAVIOUR

Unit I

Organisational Behaviour : History - evaluation, Challenges & opportunities, contributing disciplines, management functions and relevance to Organisation Behaviour.

Personality - Determinants, structure, behaviour, assessment, psycho-analytical social learning, job-fit, trait theories.

Unit II

Emotions and Emotional Intelligence as a managerial tool. Implications of EI on managers and their performance. Attitudes - relationship with behaviour, sources, types, consistency, work attitudes, values - importance, sources, types, ethics and types of management ethics.

Perception - Process, Selection, Organisation Errors, Managerial implications of perception.

Learning - classical, operant and social cognitive approaches. Implications of learning on managerial performance.

Unit III

Stress - Nature, sources, Effects, influence of personality, managing stress.

Conflict - Management, Levels, Sources, bases, conflict resolution strategies, negotiation.

Foundations of group behaviour : linking teams and groups, Stages of development Influences on team effectiveness, team decision making. Issues in Managing teams.

Unit IV

Organisational change - Managing planned change. Resistance to change - Approaches to managing organisational change - Organisational Development - values - interventions, change management.

Organisational politics - Political behaviour in organisation, Impression management, Self monitoring. Organisational culture - Dynamics, role and types of culture and corporate culture, ethical issues in organisational culture, creating and sustaining culture.

Unit V

Organisational Behaviour responses to Global and Cultural diversity, challenges at international level, Homogeneity and heterogeneity of National cultures, Differences between countries, The Challenges of work force diversity and managing diversity Cases.

References :

1. Robbins.S. Organisational Behaviour, X edn., Prentice-Hall, India.
2. Hellriegel Slocum, Woodman, Organisational Behaviour, IX edn., Thomson learning.
3. Umasekaran, Organisational Behaviour, Tata McGraw Hill.
4. Robbins S.P., Concepts contrivances and applications, Prentice Hall.
5. Umasekaran, Organisational Behaviour.
6. Hellriegel et.al, Organisational Behaviour, Thomson Learning.
7. McShane & Glinow, Organisational Behaviour, Tata McGraw Hill.
8. Harris & Hartman, Organisational Behaviour, Jaico, 2003.

1.3 MANAGERIAL ECONOMICS

Unit I : Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist - Fundamental concepts of Managerial Economics.

Demand Analysis - meaning, determinants and types of demand - Elasticity of demand.

Unit II : Supply meaning and determinants - production decisions - production functions - Isoquants, Expansion path - Cobb-Douglas function, Cost concepts - cost - output relationship - Economies and diseconomies of scale – cost functions.

Unit III: Market structure - characteristics - Pricing and output decisions - methods of pricing - differential pricing - Government intervention and pricing.

UNIT IV: Profit - Meaning and nature - Profit policies - Profit planning and forecasting - Cost volume profit analysis - Investment analysis.

Unit V: National Income - Business cycle - inflation and deflation - balance of payments - Monetary and Fiscal Policies

References :

1. Joel Dean - Managerial Economics, Prentice Hall/Pearson.
2. Rangarajan - Principles of Macro Economics, Tata McGraw Hill.
3. Atmanand, Managerial Economics, Excel, 2001.
4. Athmanand.R., Managerial Economics, Excel, 2002, New Delhi.
5. Mankar.V.G., Business Economics, Macmillan, Business Book, 1999.

1.4 FINANCIAL AND MANAGEMENT ACCOUNTING

Unit I

Financial Accounting - Definition - Accounting Principles - Concepts and conventions - Trial Balance – Final Accounts (Problems) - Depreciation Methods-Straight line method, Written down value method, Sinking fund method.

Unit II

Financial Statement Analysis - Objectives - Reorganizing the Financial Statement Information - Techniques of Financial Statement Analysis: Comparative Statements, Common - Size statement, Trend Percentage - Accounting Ratios: construction of balance sheet using ratios (problems)-Dupont analysis.

Unit III

Fund Flow Statement - Statement of Changes in Working Capital - Computation of Fund from Operations - Workings for Computation of various sources and uses - Preparation of Fund Flow Statement - Cash Flow Statement Analysis- Computation of Cash from Operations Problems - Distinction between Fund Flow and Cash Flow Statement. Problems

Unit IV

Cost Accounting - Meaning - Distinction between Financial Accounting and Cost Accounting - Cost Terminology: Cost, Cost Centre, Cost Unit - Elements of Cost - Cost Sheet – Problems. Budget, Budgeting, and Budgeting Control - Types of Budgets - Preparation of Flexible and fixed Budgets, master budget and Cash Budget - Problems -Zero Base Budgeting.

Unit V

Marginal Costing - Definition - distinction between marginal costing and absorption costing - Break even point Analysis - Contribution, p/v Ratio, margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision, sales mix decision-Problems

References:

1. Advanced Accountancy - R.L.Gupta and Radhaswamy
2. Management Accounting - Brown and Howard
3. Management Accounting - Khan and Jain
4. Management Accounting - S.N.Maheswari
5. Management Accounting - Antony and Recece
6. Management Accounting - J.Batty

Questions : 80% of the questions shall be problems
20% of the questions shall be theory based.

1.5 QUANTITATIVE METHODS FOR MANAGEMENT

Unit I

Linear, Non-Linear functions – graphical representation of functions, Constants, Variables – notion of Mathematical models – concept of trade off – notion of constants – concept of Interest. Basic Concept of differentiation – integration – Optimization concepts – use of differentiation for optimization of business problem- Optimization

Unit II

Data Analysis – Uni-Variate – ungrouped and grouped data measures of central Tendencies, measures of dispersion – C V percentages (problem related to business applications). Bivariate – correlation and regression – problems related to business applications

Unit III

Probability – definitions – addition and multiplication Rules (only statements) – simple business application problems – probability distribution – expected value concept – theoretical probability distributions – Binomial, Poison and Normal – Simple problems applied to business.

Unit IV

Basic concept of index numbers – simple and weighted index numbers – concept of weights - types of index numbers – Business index number – CPT, WPI, Sensex, Nifty, Production Index, Time series – variations in Time Series for business forecasting.

Unit V

Hypothesis testing of Proportion and Mean – single and two tailed tests – errors in Hypothesis Testing – Measuring the power of Hypothesis test. Chi-Square Tests

References :

1. Statistics for Management – Richard L Levin & Daid S Rubin
2. Statistical Methods – S P Gupta
3. Statistics for Business and Economics – R P Hoods – MacMillan India Limited
4. David M. Levine, Timothy C. Krehbiel and Mark L. Berenson
“Business Statistics: A First Course”, Pearson Education Asia
5. Amir D. Aczel, Complete Business Statistics, 5th edition, Irwin McGraw-Hill.

Questions : 80% of the questions shall be problems
20% of the questions shall be theory based.

1.6 CORPORATE COMMUNICATION

Unit I:

Communication basics – Business Communication – components – Types – formal communication network – Work team communication – variables – goal – conflict resolution – non – verbal communication – Cross cultural communication – Business meetings – Business Etiquette.

Unit II:

Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations

Unit III:

Corporate Communication in Brand Promotion – Financial Communication – Crises Communication.

Unit IV:

Report writing: Characterizing & business reports – Types and forms & reports – Project proposals – collection of data – tables constitution – charts – writing the report – documenting the sources – proof reading.

Unit V:

Business Presentation: Written and oral presentation – work – team presentation – Delivering the business presentation visual aids – slides – electronic presentation – hand-outs – delivering the presentation – career planning – preparing Resume – job applications – preparation for a job interview – employment interviews – follow-up.

Suggested Readings:

1. Scot Ober, Contemporary business communication, fifth edition, biztantra.
2. Lesiler & Flat lay, Basic Business communication. Tata Mc Graw Hill.

1.7. COMPUTER APPLICATIONS IN MANAGEMENT USING SAP - PRACTICAL

Aim: To introduce the concepts of information technology and their application in management decision making.

Components of a Computer - Hardware and Software – Operations Systems – Directories and File properties.

MS OFFICE – Introduction to WORD, EXCEL and POWERPOINT

WORD – Creating a new document with templates & Wizard – Creating own document – Opening/modifying a saved document – converting files to and from other document formats – Using keyboard short-cuts & mouse – Adding symbols & pictures to documents – header and footers – Finding and replacing text – spell check and Grammar check – Formatting text - paragraph formats - adjusting margins, line space – character space – Changing font type, size – Bullets and numbering – Tables – Adding, editing, deleting tables – Working within tables – Adding, deleting, modifying rows and columns – merging & splitting cells.

EXCEL – Working with worksheets – cells – Entering, editing, moving, copying, cutting, pasting, transforming data – Inserting and deleting of cells, rows & columns – Working with multiple worksheets – switching between worksheets – moving, copying, inserting & deleting worksheets – Using formulas for quick Calculations – Working & entering a Formula – Formatting a worksheet – Creating and editing charts – elements of an Excel Chart – Selecting data to a chart – Types of chart – chart wizard – Formatting chart elements – Editing a chart – Printing charts.

POWERPOINT – Creating new presentations – Auto content wizard – Using template – Blank presentation – Opening existing presentations – Adding, editing, deleting, copying, hiding slides – Presentations – Applying new design – Adding graphics – Using headers and footers – Animations text – Special effects to create transition slides – Controlling the transition speed – Adding sounds to slides – Using action buttons.

TALLY – Introduction and Installation, Required Hardware, Preparation for installation of Tally software, installation, Working in Tally: Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.

ERP & SAP : Introduction – Need for ERP – Advantages – Major ERP Packages – SAP: Features – ABAP: Logon to SAP Environment – ABAP Dictionary – Functions – Objects – Managing SAP Application

Practicals: Simple problems to be done in WORD, EXCEL and POWERPOINT using all the above mentioned topics.

References:

OFFICE 2000 Complete – BPB

Windows 98 Complete – BPB

Windows 98 6 in one by Jane Calabria and Dorothy Burke – PHI

Using Microsoft Office 2000 by Ed, Bott – PHI

Enterprise Resource planning (ERP): Text and case studies by Murthy, C S V, HPH

Teach yourself SAP in 24 hours by George Anderson; Danielle Larocca - Pearson Education

2.1 OPERATIONS MANAGEMENT

Unit I : Operations Management – Meaning – Importance – historical contributions – System view of OM - Operation strategy and competitiveness - Functions of OM – types of production systems

Unit II : Product design and process selection – Evaluation and Selection of appropriate Production and Operations technology. Product Design and process selection. Types of layout – analysis and selection of layout – Product and / or Process layout, Cellular, Lean and Agile manufacturing systems – Computer Integrated Manufacturing Systems - Assembly line balancing.

Unit III : Production planning and control – meaning – functions – aggregate planning – master production schedule (MPS) – Material requirement planning (MRP) – BOM – Capacity requirement planning (CRP) – Techniques – problems in MRP and CRP – an introduction to MRP II and ERP – Business Process Re-engineering - Total Productive Maintenance (TPM)

Unit IV : Materials management – functions – material planning and budgeting – Value Analysis - purchase functions and procedure - inventory control – types of inventory – safety stock – order point – service level – inventory control systems – perpetual – periodic – JIT – KANBAN.

Unit V : Total Quality Management Concept - Statistical Quality Control for Acceptance Sampling and Process Control – Concepts of O.C.C. Curve – Use of the O.C. Curve – Concept of Type I and Type II error – Quality movement – Quality circles — ISO Quality Certifications and types – Quality assurance – Six Sigma concept.

References :

1. Production and Operations Management – Everest E Adam & Ebert – PHI – publication forth edition.
2. Operations Management (Theory and Problems) – Joseph G Monks – McGraw Hill Intl.
3. Production and Operations Management – S N Chary – TMH Publications
4. Production and Operations Management – Pannerselvam, PHI
5. Lee J. Krajewski and Larry P. Ritzman, “Operations Management: Process and value Chains”, 7th Edition, PHI, 2007
6. Hunawalla and Patil – production and Operations Management, Himalaya.
7. Modern Production and operations management – E.S Buffa.
8. Lee J. Krajewski and Larry P. Ritzman, “ Operations Management: Strategy and Analysis”, Addison Wesley.
9. Chase, Aquilano & Jacobs “Production and Operations Management”, Tata McGraw Hill.

Questions : 40% of the questions shall be problems
60% of the questions shall be theory based.

2.2 MARKETING MANAGEMENT

Unit I

Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Value chain - Delivery network, Marketing environment, Adapting marketing to new liberalised economy - Digitalisation, Customisation, Changing marketing practices, e-business - setting up websites; Marketing Information System, Strategic marketing planning and organization.

Unit II

Buyer Behaviour, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development, Product Mix and Product line decisions, Branding and Packaging, Price setting - objectives, factors and methods, Price adapting policies, Initiating and responding to price changes.

Unit III

Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS; Market logistics decisions.

Unit IV

Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. Direct marketing - Growth, Benefits and Channels; Telemarketing; Salesforce objectives, structure, size and compensation.

Unit V

Identifying and analysing competitors, Designing competitive strategies for leaders, challengers, followers and nichers : Customer Relationship marketing - Customer database, Data warehousing and mining. Attracting and retaining customers, Customerism in India, Controlling of marketing efforts.

Global Target market selection, standardization Vs adoption, Product, Pricing, Distribution and Promotional Policy.

References :

1. Marketing Management - Philip Kotler - Pearson Education/PHI 12th Edition, 2006.
2. Marketing Management - Rajan Saxena - Tata McGraw Hill, 2002.
3. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy & S. Namakumari - Macmillan India, 2007.
4. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, Pearson Education, 11th Edition, 2007.
5. Basic Marketing - Perreault and McGarthy - Tata McGraw Hill, 2002.
6. Case and Simulations in Marketing - Ramphal and Gupta - Golgotia, Delhi.
7. Case Studies in Marketing - R.Srinivasan - PHI.
8. Marketing concepts and cases – Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, TMH 13th Edition, New Delhi, 2007.
9. Marketing Management – S.Jayachandran - TMH, 2003.

2.3 FINANCIAL MANAGEMENT

Subject Description :

Financial Management emphasizes the functions of financial management explaining the investment, finance, dividend and working capital function along with the practical management problems.

Goals:

To enable the students to learn the basic functions, principles and concepts of finance in management.

Objectives:

On successful completion of the course the students should have:

To learn the various functions of financial management along with the application.

To learn capital budgeting and cost of capital.

To understand capital structure, dividend policy and working capital management.

Unit I

Objectives and functions of Financial Management - Role of Financial Management in the organisation - Risk-Return relationship- Time value of money concepts - Indian Financial system - Legal, Regulatory and tax framework. Sources of Long term finance - Features of Capital market development in India - Role of SEBI in Capital Issues.

Unit II

Capital Budgeting - methods of appraisal - Conflict in criteria for evaluation - Capital Rationing - Problems - Risk analysis in Capital Budgeting.

Unit III

Cost of Capital - Computation for each source of finance and weighted average cost of capital - EBIT -EPS Analysis - Operating Leverage - Financial Leverage - problems.

Unit IV

Capital Structure Theory - Net Income Approach - Net Operating Income Approach - MM Approach - Dividend Policy - Types of Dividend Policy - Dividend Policy and share valuation - CAPM.

Unit V

Working Capital Management - Definition and Objectives - Working Capital Policies - Factors affecting Working Capital requirements - Forecasting Working Capital requirements (problems) - Cash Management - Receivables Management and - Inventory Management - Working Capital Financing - Sources of Working Capital and Implications of various Committee Reports.

References :

1. Richard A. Brealey, Stewart C. Myers, "Principles of Corporate Finance" McGraw Hill, New York.
2. James C. Van Horns, "Financial Management & Policy" Prentice Hall of India (P) Ltd., New Delhi.
3. John J. Hampton, "Financial Decision Making – Concepts, Problems and Cases" Prentice Hall of India (P) Ltd., New Delhi (1994).
4. Prasanna Chandra, "Financial Management–Theory&Practice", Tata McGraw Hill, New Delhi (1994).
5. B J Camsey, Eugene F. Brigham, "Introduction to Financial Management", The Gryden Press.
6. I.M. Pandey, "Financial Management", Vikash Publishing, New Delhi.

2.4 HUMAN RESOURCE MANAGEMENT

Unit I : Human Resource Function

Human Resource Philosophy - Changing environments of HRM - Strategic human resource management - Using HRM to attain competitive advantage - Trends in HRM - Organisation of HR departments - Line and staff functions - Role of HR Managers.

Unit II : Recruitment & Placement

Job analysis : Methods - IT and computerised skill inventory - Writing job specification - HR and the responsive organisation.

Recruitment and selection process : Employment planning and forecasting - Building employee commitment : Promotion from within - Sources, Developing and Using application forms - IT and recruiting on the internet.

Employee Testing & selection : Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview.

Unit III : Training & Development

Orientation & Training : Orienting the employees, the training process, need analysis, Training techniques, special purpose training, Training via the internet.

Developing Managers : Management Development - The responsive managers - On-the-job and off-the-job Development techniques using HR to build a responsive organisation. Management Developments and CD-Roms - Key factor for success.

Performance appraisal : Methods - Problem and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice.

Managing careers : Career planning and development - Managing promotions and transfers.

Unit IV : Compensation & Managing Quality

Establishing Pay plans : Basics of compensation - factors determining pay rate - Current trends in compensation - Job evaluation - pricing managerial and professional jobs - Computerised job evaluation.

Pay for performance and Financial incentives : Money and motivation - incentives for operations employees and executives - Organisation wide incentive plans - Practices in Indian organisations.

Benefits and services : Statutory benefits - non-statutory (voluntary) benefits - Insurance benefits - retirement benefits and other welfare measures to build employee commitment.

Unit V : Labour relations and employee security

Industrial relation and collective bargaining : Trade unions - Collective bargaining - future of trade unionism. Discipline administration - grievances handling - managing dismissals and separation.

Labour Welfare : Importance & Implications of labour legislations - Employee health - Auditing HR functions, Future of HRM function.

References:

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
2. H.John Bernardin & Joyee E.A.Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
3. David A. DeCenzo & Stephen P.Robbins, Personnel/Human Resource Management, Third

2.5 QUANTITATIVE TECHNIQUES

AIM

To enable the students to learn the techniques of operation Research and resources Management and their application in business management.

Unit I

Mathematical Models – deterministic and probabilistic – simple business examples – OR and optimization models – Linear Programming – formulation – graphical solution – Dual of linear programming problem – Economic interpretation

Unit II

Transportation model – Initial Basic Feasible solutions – optimum solution for non – degeneracy model – Trans-shipment Model – Assignment Model

Unit III

Network Model – networking – CPM – critical path – Time estimates – critical path – crashing, Resource levelling, Resources planning. Waiting Line Model – Structure of model – M/M/1 for infinite population.

Unit IV

Inventory Models – Deterministic – EOQ – EOQ with Price Breaks – Probabilistic Inventory Models - Probabilistic EOQ model

Unit V

Simulation – types of simulation – Monte Carlo simulation – simulation problems.
Decision Theory – Pay off tables – decision criteria – decision trees.

References :

1. Operations Research – An Introduction – Hamdy A Tata
2. Operations Research – Kanti Swarup, Gupta And Man Mohan
3. Operations Research – Dr. J.K. Sharma Macmillan Indian Ltd.
4. Operations Research – R. Panneerselvam, 2nd Edition, PHI, 2007
5. Operations Research, Concepts and cases – Fredrick S Hillier and Herald J Lieberman, 8th Edition, TMH, 2003
6. Hamdy A Taha, “An Introduction to Operations Research, Prentice Hall, Sixth edition, 2000
7. Ronald L. Rardin, “Optimization in Operations Research”, Pearson Education
8. J. K. Sharma, “ Operations Research: Theory and Applications”, Macmillan , 1997
9. U.K. Srivastava, G.V. Shenoy, S. C. Sharma, “ Quantitative Techniques for Managerial Decision”, Second Edition, Prentice Hall of India

Questions : 80% of the questions shall be problems
20% of the questions shall be theory based.

2.6 .RESEARCH METHODS FOR MANAGEMENT

Subject Description :

Research Methods of Management is emphasizing on the methodology of research and its application in managerial decision making, explaining hypothesis, meaning and types, sampling design along with the various parametric and non-parametric test.

Goals:

To familiarize the students with methodology of research and its application in managerial decision making situations.

Objectives:

On successful completion of the course the students should have:

Understood the scope and significance of research in business decisions. Studied and understood sampling techniques along with hypothesis testing. Understood various scaling techniques and measurement scales .

Unit I

Research - meaning - scope and significance - Types of research - Research Process - Characteristics of good research - Scientific method - Problems in research - Identifying research problem – concepts, constructs and theoretical framework.

Unit II

Hypothesis:- meaning - sources - Types - formulation Research design - Types - case study - features of good design - measurement - meaning - need Errors in measurement - Tests of sound measurement Techniques of measurement - scaling Techniques - meaning - Types of scales - scale construction techniques.

Unit III

Sampling design - meaning - concepts - steps in sampling - criteria for good sample design - Types of sample designs - Probability and non-probability samples. Data collection:- Types of data - sources - Tools for data collection methods of data collection - constructing questionnaire - Pilot study - case study - Data processing:- coding - editing - and tabulation of data - Data analysis.

Unit IV

Test of Significance:- Assumptions about parametric and non-parametric tests. Parametric Test - T test, F Test and Z test - Non Parametric Test - U Test, Kruskal Wallis, sign test. Multivariate analysis-factor, cluster, MDS, Discriminant ananlysis. (NO Problems). SPSS and its applications.

Unit V

Interpretation - meaning - Techniques of interpretation - Report writing:- Significance - Report writing:- Steps in report writing - Layout of report - Types of reports - Oral presentation - executive summary - mechanics of writing research report - Precautions for writing report - Norms for using Tables, charts and diagrams - Appendix:- norms for using Index and Bibliography.

References:

1. Rao K.V. Research methods for management and commerce - sterling
2. Zigmund, Business Research Methods
3. Donald R. Cooper and Pamela S. Schindler - Business Research Methods - Tata McGraw

3.1 BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT

Unit I

Business and society - Social responsibility - Environmental Pollution and control. Business and culture - Business and Government - Political system and its influence on business - Business environment - The concept and significance - constituents of business environment

Unit II

Managing Ethics - Frame work of organizational ethic theories and sources, ethics across cultures, factors influencing business ethics, ethical decision making, ethical values and stakeholders, ethics and profit, Corporate governance Structure of boards, reforms in boards, compensation issues, ethical leadership for improved Corporate governance and better business education.

Unit III

Introduction - The Globalization of the World Economy – The Changing Nature of Indian and International Business - National differences in political, legal and culture- The Global Trade and Investment Environment- International trade Theory : Introduction - An Overview of Trade Theory - Mercantilism -Absolute Advantage - Comparative Advantage - Heckscher-Ohlin Theory - The New Trade Theory - National Competitive Advantage - Porter's Diamond. The Revised Case for Free Trade - Development of the World - Trading System - WTO & development of World trade - Regional grouping of countries and its impact..

Unit IV

Foreign Direct Investment : Introduction - Foreign Direct Investment in the World Economy - Horizontal Foreign Direct Investment - Vertical Foreign Direct Investment. Benefits and advantages to host and home countries. The Global Monetary System ,The Foreign Exchange Market : Introduction - The Functions of the Foreign Exchange Market.

Unit V

The Strategy and Structure of International Business

The Strategy of International Business : Introduction - Strategy and the Firm - Profiting from Global Expansion - Pressures for Cost Reductions and Local Responsiveness - Strategic Choice. Mode of Entry and Strategic Alliances : Introduction - Entry Modes - Selecting and Entry Mode - Strategic Alliances - Making Alliances Work, Exporting, Importing and Counter trade : Introduction - The Promise and Pitfalls of Exporting - Improving Export Performance - Export and Import Financing - Export Assistance – Counter trade.

References :

1. Kitson.A and Campbell.R - The Ethical Organisation, Palgrave, 2001
2. Davis & Keith William C. Frederik - Business and society
3. Francis Cherunilam - Business Environment
4. Pruti S. - Economic & Managerial Environment in India
5. Shaikh Saleem – Business Environment, Pearson Education, 2006
6. Hill.C.W., International Business : Competing in the Global market place, Irwin-McGraw
7. Hill, 1999.
8. Philip R.Cateora, International Marketing, Irwin McGraw Hill, 9th edn.
9. Shivaramu, International Business, Macmillan India.
10. Francis Cherunilam, International Business, Wheeler Publications.

3.2 MANAGEMENT INFORMATION SYSTEM

Unit I

Foundations of Information Systems: A framework for business users - Roles of Information systems - System concepts - Organisation as a system - Components of Information Systems - IS Activities - Types of IS.

Unit II

IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction Processing Systems- Information Reporting System - Information for Strategic Advantage.

Unit III

DSS and AI: DSS models and software: The decision making process - Structured, Semi Structured and Unstructured problems; What if analysis, Sensitivity analysis, Goal-seeking Analysis and Optimizing Analysis. Overview of AI, Neural Networks, Fuzzy Logic Systems, Genetic Algorithms - Expert Systems.

Unit IV

Managing Information Technology: Managing Information Resources and technologies - IS architecture and management - Centralised, Decentralised and Distributed - EDI, Supply chain management & Global Information technology Management.

Unit V

Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - Societal challenges of Information technology.

References

1. James A O'Brien, "Management Information Systems", Tata McGraw Hill, Fourth Edition, 1999.
2. Effy Oz, "Management Information Systems", Vikas Publishing House, Third Edition, 2002.
3. Kenneth C Laudon and Jane P Laudon, "Management Information System", 9th Edition, PHI, New Delhi, 2006.
4. Waman S Jawadekar, "Management Information System Text and cases", Third Editions, Tata McGraw-Hill, 2007.
5. R. Srinivasan, "Strategic Management", 11th edition, Prentice Hall of India, New Delhi.
6. M. Senthil, "Management Information System", 2003.

3.3 EVENT PLANNING, SPONSORSHIP & BUDGETING

Unit – I

Event Planning – Importance of Event Planning, benefits of Event Planning, Event Planning Phases - Pre Event, Event Execution, Post Event, Event Planning Tools, Blue print of Event, Event Calendar, Event check list.

Unit – II

Event Sponsorship – Understand Sponsorship, Understand – Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of sponsorship – for event organizer, for sponsor, Type of Sponsorship, Making sponsorship database, making sponsorship proposal, Closing a sponsorship, Research of sponsorship, Converting sponsorship into partnership.

Unit – III

Financial Management - Concept of Finance, Corporate Finance, Finance Functions and other functions, Structures of the Financial System, Meaning and Objectives, A's of Financial Management, Scope and Functions of Financial Management, Financial Planning and Forecasting.

Unit – IV

Costing - Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Point, B.E.P. Analysis, B.E.P. Analysis As Applied To Event Management And Tactical Decisions, Managing Cash Flow In Events - Significance, types of Expenses, Accounting Pattern, Evaluation.

Unit – V

Budget And Events - Introduction, Making the Budget, do's, don'ts, Contingency, Monitoring the budget, Budget Review, Income Categories for an Event, Expenses, Venue, Outdoor Venues, Indoor venues, Budget for Sets, Security, Sound & Lights, Generators, walkie – talkie, Pyros, Advertising / PR, Print, Hoardings, Buses, Public Relations, Performers.

REFERENCES :

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

3.4 EVENT MARKETING & BRANDING

Unit – I

Introduction To Marketing - Definition & Functions of Marketing, Core concepts of marketing – a) Need, Want, Desire, Benefits, Demand, Value, Exchange, b) Goods – Services Continuum, Product, Market c) Customer Satisfaction, Customer Delight. d) Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relational.

Unit – II

Market Segmentation - Definition, Need & Benefits. Bases for market Segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria, Evaluating & Selecting Target Markets, Concept of Target Market and Concept of positioning – Value Proposition & USP.

Unit – III

Marketing Mix - Definition of each of the Four P's. Components of each P. Extended 7Ps for services. Significance in the competitive environment. Marketing Planning - Contents of Marketing Plan - Developing Marketing Plan for variety of goods and services.

Unit – IV

Event Marketing - The objectives of Event Marketing, Advertising as a part of marketing. Brand name, Product Design, Post-self support. Event Promotion, Tools of Promotion, Advertising, Public Relations, Tips on writing a New Release, What is a Media kit, Direct Marketing, Word of Mouth, Hospitality, Websites, The Promotion Schedule, Planning a Promotion Campaign for an Event.

Unit - V

Media Promotion And Advertising - Key issues to consider, Media Buying Considerations, Who will you be working with for the Broadcasting of the event, Reaching your Customers, Broadcast Guarantees, Consumer and Trade Promotion: Get the Most Brand for your Buck, On site Promotion, Trade Promotion, Other Considerations, Be Creative. Promotion And Publicity Tips, Event Promotion - Tools of Promotion, Advertising, Public Relations, Data collection, List ideas.

REFERENCE:

- a. Kevin Lane Keller, Strategic Brand Management, PHI/Pearson, New Delhi.
- b. Kapferer, Strategic Brand Management, Kogan Page, New Delhi.
- c. Harsh Varma, Brand Management, Excell Books, New Delhi.
- d. Event Marketing second edition by C.A. Preston
- e. Experiential Marketing by Schmitt, Bernd H.

3.5 EVENT TEAM MANAGEMENT

Unit – I

The Event Management Process, The Five W's How to produce consistently effective events, Making the perfect match through needs assessment and Analysis, The event manager needs assessment, Is it Feasible, Planning Effective Events, Timing, Space,

Unit – II

The site Inspection, Site Inspection Checklist Criteria, Capacity, Catering, Equipment, Financial, Location Proximity, Medical First Aid, Registration, Site inspection check list Criteria: Regulation, Safety and Security, Utilities, Weight, Developing the Diagram, Tempo.

Unit – III

All About Teams - The Nature of Teams, A Brief History of Team Building, Management Commitment, Key Benefits of Teams, Key Drawbacks, Types of Teams, Organizational policy-making Teams, Task Force or cross-Functional Teams, Department Improvement Teams, Quality Circles, Self-Directed Work Teams,

Unit – IV

The Basics of Team Functioning: Forming a Team, Getting Started on Team Building, Determining Level of Authority, Authority Options, Establishing Team Membership, Determining Optimal Team Size, Orienting New Members, Using Member Substitutions. Forming The Event Team - The core group should comprise the following positions, Committees for Each Chairperson, Event chairperson, Event Checklist, Recheck before Event,

Unit – V

Establishing The Event Calendar - Plan, For a year- long Campaign or Major Event Mnth1, Mnth2, Mnth3, Mnth4, Mnth5, Mnth6, One week before the Event, Day of The Event, Within 2 weeks After the Event, Midsize Event, Six to Eight Weeks Before the Event, Four Week before THE Event, One week before the Event, Day of the Event, Four Week before The Event, Sample Responsibility/ Status Report, Three weeks before the Event, One week before The Event, Day of the Event, Sample Staging Guideline.

REFERENCES :

1. Successful Event Management - A Practical Handbook by Anton Shone, Bryn Parry
2. Successful Team Management [Paperback] - Nicky Hayes (Author) Crew Resource Management, Second Edition by Barbara G. Kanki, Robert L. Helmreich and Jose Anca
3. The Complete Guide to Careers in Special Events by Gene & Special Events by Joe Goldblatt & Professional Event Coordination

3.6 EVENT PRODUCTION & LOGISTICS

Unit - I

Budgeting, Mailing Invites, style of invites, Promotion & Publicity, Catering, what to discuss with your caterer, Venue, Music, Lighting & Sound / Stage Design / Décor, for the lights, for the sound, Choreographers, Stylists, hair style & make up, Theme, A Show Coordinator, The Audience, The Plan, Duration, The Merchandise, Models, Staging, Dressing Space, Anchoring, Rehearsal.

Unit - II

Pre-Production Checklist - Stage Lighting Needs, Projection, Sound, Will You Need A Public Address System? How Many Microphones? Tape Playback? Will You Require Tables, Risers, Podia Or Other Equipment? How Much Time Do You Need At The Venue? Are There Any Intermissions? Photography, Stage Manager / Technical Director, Stage Hands, Tickets, Fire Code & Safety Regulations.

Unit – III

Event Logistics - Elements of the Logistic System, Supply, Event Site Logistics, and Event Shut Down. Site Selection, Layout & Design - Introduction, Selecting the Site, Facts, Some of the issues are, steps & questions, Layouts & Designs, Facts, steps & questions, Site Map or Plan, Facts, steps & questions, Audiovisual, Lighting, Sound, Special Effects & Video, Event Technology & its Purposes, for selecting the appropriate resources, matching technology to style & purpose, Some Audiovisual Technologies in use Today, Microphone, Usage, Overhead Projector, Liquid Crystal Display Panel (LCD Panel), Projection Screens, Slide Projector, Video Projector, Cost Savings,

Unit – IV

Lighting, Applications for lighting, chase light or rope lights, dimmer or control board, Ellipsoidal Spotlight, Follow Spotlight, Pin spot, Intelligent Lighting, Par Cam Lighting Instrument, Strobe Light, Ultraviolet or Black Light, Cost Savings, Sound, Cassette Player, Compact Disk Player (CD Player), Digital Audio Tape (DAT) Machine, Equalizer, Mixer, Perimeter Zone Microphone (PZM), Sound Console or Rack, Stage or Ear Monitor, Wireless Microphone, Sound Opportunities, Production, Post Production, Sound Scaping, Sound Ideas, Goof Proof Sound, Cost Savings, Special Effects, Event's Goals & Objectives, Balloon Drop, Special Effects & their Applications, Confetti Cannon, Dry Ice, Flash Pot, Fog, Hologram, Indoor Pyrotechnics, Laser, Outdoor Pyrotechnics, Pyrotechnic Set Places, Wind Machine, Cost Savings, Video, Video Uses & Typical Equipment, conclusion.

Unit – V

Set Designing - What is a Set / Stage? Designing Procedure, Methods of Designing, Abstract Stage Design, Material Stage Design, Theme Based Design, Requirement Based Design, Elements of Design, The Balancing Act, SET it as per the event, Floor Plan.

REFERENCES:

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0
2. Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
3. The Complete Guide to Successful Event Planning - Shannon Kilkenny
4. Human Resource Management for Events - Lynn Van der Wagen (Author)
5. The Art of Professional Connections by Gloria Petersen

3.7 SUMMER PLACEMENT PROJECT REPORT & VIVA VOCE

4.1 STRATEGIC MANAGEMENT: INDIAN AND GLOBAL CONTEXT

Objectives: Students are expected to integrate their knowledge gained in various functional areas to make business decisions, from the general manager's point of view in the global and Indian context. Teaching and Examination: Students are expected to keep abreast of the contemporary business practices by reading the business practices by reading the business magazines and management journals. Case studies, application project Seminars and group exercises will supplement the class lectures.

Unit I

Corporate Strategic Planning - Mission - Vision of the firm - Development, maintenance and the role of leader - Hierarchical levels of planning - Strategic planning process. Strategic management Practice in India. Competitive advantage of Nations and its implication on Indian Business.

Unit II

Environment Analysis & Internal Analysis of Firm:

General environment scanning, competitive & environment analysis - to identify opportunities & threat - Assessing internal environment through functional approach and value chain - identifying critical success factors - to identify the strength & weakness - SWOT audit - core competence - Stockholders' expectations, Scenario-planning - industry analysis.

Unit III

Strategy Formulation

Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification - limits - means and forms. Strategic management for small organisations, nonprofit organisations and large multi product and multiple market organisations.

Unit IV

Tools of Strategy : Planning and evaluation :

Competitive cost dynamics - experience curve - BCG approach - cash flow implication -IA-BS

matrix - A.D.Littles Life-cycle approach to strategic planning - Business portfolio balancing - Assessment of economic contribution of strategy - Strategic funds programming.

Unit V

Strategy implication & Control:

Various approaches to implementation of strategy - Matching organisation structure with Strategy - 7S model - Strategic control process - Du Pont's control model and other Quantitative and Qualitative tools - Balanced score card - M.Porter's approach for Globalisation - Future of Strategic Management.

References :

1. Pearce & Robinson, Strategic Management, All Indian Travellers N D.
2. A.C.Hax and NS, Strategic Management: An Integrative Perspective, Majifu, Prentice Hall.
3. Michael Porter, Competitive strategies.
4. John A Pearce II and Richard B Robinson, "Strategic Management: Formulation, Implementation and Control", 9th Edition, TMH, 2007
5. Michael Porter, Competitive Advantage of Nations.
6. Samul C. Certo and J.Paul Peter, Strategic Management, Second Edn. Concepts & Application, McGraw Hill.
7. Gregory G.Dess and Alex Miller, Strategic Management, McGraw Hill.
8. Gerry Johnson & Kevan scholes, Exploring Corporate Strategy: Text & Cases, Prentice Hall India.
9. Jauch.L., Rajive Gupta & William.F.Glueck, Business Policy and Strategic Management, Frank Bros&Co., 2003.
10. Fred R.David, Strategic Management Concepts & Cases, Pearson, 2003.
11. R. Srinivasan, Strategic Management, II edition, Prentice Hall of India, New Delhi.

4.2 EVENT CATERING, LAW & PERMISSIONS

Unit – I

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.

Unit – II

Catering Ideas, The living Buffet, The Human Buffet Table, Old Black Magic, Dessert Parade, Incredible Edible Centerpiece, ice –cold logo,selecting the best caterer, Catering Coordination.

Unit - III

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.

Unit - IV

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.

Unit - V

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. Forming Your Own Event Company - Self Marketing your own event company, Event Company set – up.

REFERENCES

1. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition
By Donald Getz.
2. Event Correlation: What You Need to Know for It Operations Management
by Michael Johnson.
3. Professional Catering by Stephen B. Shiring
4. Hospitality Management: An Introduction 2nd Edition Tim Knowles ISBN13:
9780582312715

4.3 ADVANCE ASPECTS OF EVENT MANAGEMENT**Unit – I**

Media In Event Management - Television Broadcasting, the growth of the segment can be significantly aided by, introduction of service tiers & addressability, introduction of direct-to-home (DTH) television, Cable Television, introduction of service tiers & addressability, licensing, content, technological up gradation, Television Software, expansion, institution of consistent accounting practices, Music, Radio, Live Entertainment & Event Management.

Unit – II

Time Management In Events Learn to say NO, Plan 10 minutes Every Day, Prioritize, Psychologists say there are only two forms of human motivation, Under commit & Overcommit, Use One Time Management System, Find a Mentor, Get Organized, If you Can't do it Today Don't look at it Today, Turn "To Do's" Into Appointments, Get motivated, Computer Efficiency.

Unit – III

The Biggest Mistakes Most Event Managers Make.... And How To Avoid Them, Failing to Identify Meeting Objectives, Failing to Budget Properly, Failing to Select the right Facility, Failing to hire the Right Speaker / Entertainer, Failing to identify and Secure a prospect list in advance, Failing to prepare a marketing Plan, Failing to secure strong contracts, Failing to Create the right environment, Failure to Secure the right audio / visual, Failure to market the event Properly.

Unit – IV

Communicating With The Customer, Sales tools, sales tools selection, a coordinated programme, personal sales calls, sales call objectives, the presentation, following up, Telephone Sales, Direct Mail, effective direct mail advertising, Collateral Materials, Brochures & Folders, the role of advertising, Advertising Agencies.

UNIT - V

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

REFERENCES

1. The Event Manager's Bible - The complete Guide to planning and organising a voluntary or public event by D G Conway.
2. The Event Manager's Bible - The complete Guide to planning and organising a voluntary or public event by D G Conway.
3. Event Studies - Theory, research and policy for planned events by Donald Getz

4.4 EVENT COORDINATION**Unit – I**

Planning Structure - Analyzing the meeting or events, Assembling your Team, Meeting / Event Coordinator, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures, Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Programmed. Event Design - Getting it all together, Purpose of the Meeting or Event, The Audience, Selecting Topics, formats & Speakers or Participants, Time Allotment, Budget, Programmed Design tips, Atmosphere, adult learning styles, attention spans, retention levels, Materials, Formats, Time Allowances.

Unit – II

Site Selection - Getting it all together, The Hotel Market, The Prospectus, Site Inspections, Reference Checks, Negotiation, Site Selection Tips, Convention Bureaus, Holidays, Unions & Other Hidden Costs, Guest/Sleeping Rooms, Meeting/Event Rooms, Food & Beverages, the Hotel Market, Planning Meeting with Safety & Security in Mind, Defining terms: Safety, life safety, Security, Reasonable care, Protecting Properly, safe storage, educating delegates, international meetings.

Unit – III

Marketing & Promotion - Getting it all together, Types of Meetings & Events, Compulsory events, incentive meetings / events, Conglomerate Meetings, annual meetings, Public Meetings & Seminars, Marketing Considerations, penetrating, timing, selling, Types of Promotional Materials, Program Books Ads, Marketing & Promotion Tips, Promotional Information, Postage Requirements, Packaging, Proof reading, multiple mailings, mailing lists.

Unit – IV

Graphic Design & Printing - Getting it all together, Types of Pieces, Graphic Design, The Printing Process, Design & Printing tips, Style of Type, Preparation of Copy, Paper & Envelops, Postal Regulations, Mailing Services & Labels, color Selection, Special Effects, Finishing, types of Printing Companies, The Printing Budget. Food & Beverages - Getting it all together, Number

& Types of Events, Type of Food, Guarantees, Record Keeping, Ticket Exchanges. Audiovisual & Other Media - Getting it all together, Audiovisual Presentations, Planning considerations, site selection, on-site considerations, Audiovisual tips, Screens, Microphones, Video, Session Taping, Slide Presentations, Audiovisual Companies, Teleconferencing, the technology, uses, implications for meeting coordinating, Other High – Tech Options, lasers, closed-circuit television, electronic writing boards, digital media.

Unit – V

On – Site Management - The Role of the Meeting / Event Coordinator on-site, Outsourcing - Getting it all together, In-house Versus Outside Services, Types of Outside Services, Outsourcing Tips, How to find Meeting / Event Management Firms, Choosing a Firm, Selling your Project to the Coordinator, The Negotiation Process, The Contract, The End & Beginning.

REFERENCES :

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

4.5 SPECIAL EVENTS

Unit – I

Wedding Planning – About Wedding Industry, Why Wedding Planner Required, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner, Wedding arrangements, budgeting, Understanding Rituals and Customer, Understanding Wedding Flow, Creating Blue Print, Designing Wedding Plan, Understanding entertainment requirements, Celebrity management in wedding.

Unit – II

Live Events – About Live Show Industry, Planning Live Show Job Responsibilities of Live Show Planner, Live Show arrangements, budgeting, Live Show Flow, Creating Blue Print, and Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show.

Unit – III

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.

Unit – IV

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.

Unit – V

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.

REFERENCES

1. Festival and Special Event Management - by Johnny Allen, William O'toole, Robert Harris
2. Event Management: A Professional and Developmental Approach by Dimitri Tassiopoulos
3. Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey
4. Meetings, Expositions, Events & Conventions - 3rd Edition - George Fenich - Mar 2011 - ISBN13: 9780132719919
5. Wedding Planning For Dummies, Second Edition by Marcy Blum
6. The Everything Wedding Organizer: Checklists, Charts, And Worksheets for Planning the Perfect Day! (Everything: Weddings) by Shelly Hagen
7. The Ultimate Wedding Planner & Organizer by Alex Lluch
8. A Comprehensive Indian Wedding Planner - Sarbjit K. Gill (Author)
9. Professional Event Coordination (Wiley Desktop Editions) - Julia Rutherford Silvers (Author)