



**Business Management
Principles of Management
[Core Course]**

| | | | |
|----------------------|-------------------|-----------------------------|---------------------|
| Semester: III | Credits: 3 | Subject Code: C32101 | Lectures: 48 |
|----------------------|-------------------|-----------------------------|---------------------|

Course Outcomes:

At the end of this course, the learner will be able to:

- Relate to the characteristics and importance of Management
- Identify and assess the role of managers
- Demonstrate basic managerial skills and abilities
- Identify the various perspectives of Developments in Management
- Identify and evaluate the role of Indian Ethos in managerial practices
- Relate to the core concepts of the Functions of Management
- Appraise the Trends in Management practices

Unit 1: Introduction to Management

10

- Meaning and Definitions
- Nature and Features of Management
- Importance of Management
- Levels of Management
- Role of Managers
- Management of Virtual Organizations
- Professional Management in India

Unit 2: Developments of Management Thought

12

- Introduction
- Pioneers of/Contributions to Management Thought
 - Traditional Thinkers: Frederick Taylor, Henry Fayol
 - Modern Management Gurus: Peter Drucker, Stephen Covey
 - Business Leaders: Ratan Tata, Jeff Bezos
- Indian Management Ethos
 - Meaning and Features
 - Need and Relevance of Indian Ethos
 - Role of Indian Ethos in Managerial Practices

Unit 3: Functions of Management

16

- Planning
 - Meaning and Nature

| Board of Studies | Name | Signature |
|-------------------------|------------------------|--------------------|
| Chairperson (HoD) | Dr. Rama Venkatachalam | <i>Rama Venkat</i> |



| | |
|---|--|
| <ul style="list-style-type: none"> ○ Importance and Limitations ○ Types of Planning ○ Decision Making-Meaning, Types and Relationship between planning and decision making ● Organizing <ul style="list-style-type: none"> ○ Concept and Nature ○ Steps in Organizing Process ○ Formal v/s Informal Organizations ○ Organization Climate - Concept, Dimensions and Impact ○ Organization Culture - Concept, Steps and Impact ● Staffing <ul style="list-style-type: none"> ○ Meaning and Elements ○ Need and Importance ○ Functions in Brief ● Directing <ul style="list-style-type: none"> ○ Meaning, Nature and Significance ○ Elements of Directing ○ Leadership - Meaning and Importance. Transactional and Transformational Leadership ○ Motivation and Morale - Meaning and Importance ● Controlling <ul style="list-style-type: none"> ○ Meaning, Nature, Significance ○ Human Resistance to Control - Causes and Remedies ○ Steps in the Process of control | |
|---|--|

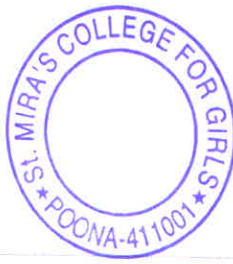
| | |
|---|-----------|
| Unit 4: Trends in Management Practices | 10 |
| <ul style="list-style-type: none"> ● Knowledge Management <ul style="list-style-type: none"> ○ Concept, Process, Significance and Pitfalls ● Learning Organisations <ul style="list-style-type: none"> ○ Nature, Advantages Methods of creating Learning Organizations ● Excellence in Management <ul style="list-style-type: none"> ○ Concept of managerial effectiveness ○ McKinsey's 7-S Framework ○ Management Excellence in Indian Industry ● Disaster Management <ul style="list-style-type: none"> ○ Meaning, Need and Importance ○ Types ○ Disaster Management in India | |

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

Recommended Basic Reading:

- Tripathi, P.C. *Principles of Management*. Tata Mc Graw Hill Publication: Mumbai; 2017.

| Board of Studies | Name | Signature |
|-------------------|------------------------|-----------|
| Chairperson (HoD) | Dr. Rama Venkatachalam | |



- Callie Daum. *Principles of Management Essentials You Always Wanted To Know*. Vibrant Publisher: Mumbai; 2019.

Recommended Reference Books:

- Harold Koontz, Heinz Wehrich. *Essentials of Management*. McGraw hill. New Delhi; 2015.
- Chandan, J.S. *Management Concepts and Strategies*. Vikas Publishing House: New Delhi; 2016.
- Dr. Chansarkar, B.A. *Cases in Indian Management*. Himalaya Publishing House Pvt. Ltd.: Mumbai; 2017.
- Prasad, L.M. *Principles and Practices of Management*. Sultan Chand and Sons: New Delhi; 2019.
- Seth Dinesh, Rastogi Subhash C. *Global Management Solutions*. Cengage Learning: 2009.
- Stephen P. Robbins, Mary Coutler. *Management*. Pearson: 2019.

| Board of Studies | Name | Signature |
|-------------------|------------------------|-----------|
| Chairperson (HoD) | Dr. Rama Venkatachalam | |



Business Management
Event Management
[Core Course]

| | | | |
|---------------------|-------------------|-----------------------------|---------------------|
| Semester: IV | Credits: 3 | Subject Code: C42101 | Lectures: 48 |
|---------------------|-------------------|-----------------------------|---------------------|

Course Outcomes:

At the end of this course, the learner will be able to:

- Relate to the core concepts of Event Management
- Identify and assess the role of Event managers
- Demonstrate skills for Event designing
- Identify the key elements of Event Management
- Relate the core concepts of Event marketing
- Identify and evaluate the Event execution
- Analyse the Event evaluation process
- Understand the concept of Disaster management during events

Unit 1: An Introduction to Event Management

12

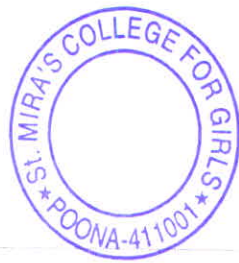
- Event Management – Concept
- Event Designing- 5 Cs of Event
- Types of Event
- Objectives of Event Management
- Activities in Event Management
- Sustainable-event Management
- Event Management Information System

Unit 2: Key Elements of Events

12

- Event Infrastructure.- Core Concept, Core People, Core Talent and Core Structure
- Target Audience
- Clients
- Event Organizers
- Venue – In house and External
- Media
- Costing as key element-
 - Typical Event Costs
- Break Even Analysis

| Board of Studies | Name | Signature |
|-------------------------|------------------------|------------------|
| Chairperson (HoD) | Dr. Rama Venkatachalam | |



| | |
|--|-----------|
| Unit 3: Marketing, Execution and Evaluation of Events | 14 |
| <ul style="list-style-type: none"> • Concept of Market in Events • Five Ps of Event Marketing- Product, Promotion, Price, Public Relations, Place • Revenue Generating Customers and Non-Revenue Generating Customers • Positioning and Branding in Events • Activities in Event Management: Pre-event Activities, During Event Activities, Post-event Activities • The Basic Evaluation Process: Establishing Tangible Objectives and Sensitive in Evaluation, Measuring Performance, Correcting derivations, Critical Evaluation Points in Events • Risk versus Return Matrix | |

| | |
|---|-----------|
| Unit 4: Disaster Management during Events | 10 |
| <ul style="list-style-type: none"> • Crowd Management <ul style="list-style-type: none"> ○ Concept ○ Steps • Crowd in Panic <ul style="list-style-type: none"> ○ Causes of Panic ○ Environmental Impact ○ Problematic Differences • Evacuation <ul style="list-style-type: none"> ○ Reasons for Evacuation ○ Evacuation Techniques ○ Evacuation Team • Emergency Evacuation <ul style="list-style-type: none"> ○ Planning ○ Evacuation Sequence | |

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

Recommended Basic Reading:

- Prof. Dc Vashishth. *Simplified Events*. Orange Books Publication: 2020.
- Anukrati Sharma, Shruti Arora. *Event Management and Marketing: Theory, Practical Approaches and Planning*. Bharti Bhavan Publication: 2018.

Recommended Reference Books:

- Andrea Driessen; *The Non-Obvious Guide to Event Planning*, Ideapress Publishing, 2017.
- Sandhya. A. Kale; *Event Management*, Chandralok Prakashan, Edition 1st 2016.

| Board of Studies | Name | Signature |
|-------------------|------------------------|-----------|
| Chairperson (HoD) | Dr. Rama Venkatachalam | |



- Dr. Bhiwandiwalla Hoshi, Chaudhari Bhavana; *Event Management*, Nirali Prakashan, 2015.
- Gaur Sanjaya Singh, Saggere Sanjay V., *Event Marketing and Management*, Vikas Publishing House, 2010.
- Wagen Lynn Van Der, Carlos Brenda R: *Event Management for Tourism Cultural, Business and Sporting Events*, Pearson, 2009.
- Singh Sita Ram; *Event Management*, APH Publishing Corporation, 2009.

Websites:

- <https://backup.pondiuni.edu.in/sites/default/files/event-mgt-260214.pdf>
- <https://eduwebcollege.com/wp-content/uploads/2019/06/Conference-Event-Management-Self-Study-Guide.pdf>

| Board of Studies | Name | Signature |
|-------------------------------|------------------------|----------------------------------|
| Chairperson (HoD) | Dr. Rama Venkatachalam | <i>Rama Venkat</i> 13/6/21 |
| Faculty | Ms. Jyoti Chintan | <i>Jyoti Chintan</i> 13/6/21 |
| Faculty | Dr. Dimple Buche | <i>Dimple Buche</i> 13/6/21 |
| Faculty | Ms. Rajni Singh | <i>Rajni Singh</i> 13/6/21 |
| Faculty | Ms. Shanthi Fernandes | <i>Shanthi Fernandes</i> 13/6/21 |
| Subject Expert (Outside SPPU) | Dr. K. Rajagopal | <i>K. Rajagopal</i> 13/6/21 |
| Subject Expert (Outside SPPU) | Prof. Sumita Joshi | <i>Sumita Joshi</i> 13/6/21 |
| VC Nominee | Dr. Shubhangi Joshi | <i>Shubhangi Joshi</i> 13/6/21 |
| Industry Expert | Mr. Sanjay Kulkarni | <i>Sanjay Kulkarni</i> 13/6/21 |
| Alumni | Ms. Shivani Sinha | <i>Shivani Sinha</i> 13/6/21 |

| Board of Studies | Name | Signature |
|-------------------|------------------------|--------------------|
| Chairperson (HoD) | Dr. Rama Venkatachalam | <i>Rama Venkat</i> |