

**Business Management  
Principles of Management**

**Semester: III**

**Subject Code: C31601**

**Lectures: 60**

**Objectives:**

- To Provide a Basic Understanding of Management and the Evolution of Management
- To Give a Detailed Understanding on the Functions of Management
- To Introduce the Concept of Case Study Method of Learning

**Unit 1: Introduction to Management and Evolution of Management Thought 10**

- Meaning and Definition of Management
- Management as an Academic Discipline, Economic Resource, Human Process, Team, Management of Ideas
- Contribution of FW Taylor and Henri Fayol
- Contribution by Indian Management Thinkers- CK Prahlad and Sumantra Ghoshal
- Business Leaders- Ratan Tata and Narayan Murthy

**Unit 2: Functions of Management – I 12**

- **Components of Planning**
  - Meaning, Definition and Characteristics
  - Types of Planning
  - MBO and SWOT Analysis
- **Organising**
  - Meaning, Definition and Characteristics
  - Functions
  - Organization Climate and Culture

**Unit III: Functions of Management – II 17**

- **Staffing**
  - Meaning and Definition
  - Functions in Brief
- **Directing**
  - Meaning and Definition
  - Communication-Meaning and Definition
  - Leadership-Meaning, Definition and Styles
  - Motivation and Morale-Meaning and Definition



- Theories
  - Traditional Theories-Maslow and Herzberg
  - Modern Theories-Equity and Attribution
- **Controlling**
  - Meaning and Definition
  - Management by Exception
- Behavioral Implications of Control

#### Unit IV: Case Studies in Management

09

- Introduction to Case Study method
- Case Studies in different functions of management
  - Planning
  - Organizing
  - Staffing
  - Directing
  - Controlling

\*Assignments and library hours – 12 hours

#### Reference Books:

- Gupta C B, (2013), '*Management Theory and Practices*', Sultan Chan & Sons
- Koontz Harold, Weibrich Heinz, (2012), '*Essential of Management*', McGraw Hill International
- Chandan J.N, (1999), '*Management Theory & Practice*', Vikas Publishing
- Aswathapa K, (1985), '*Essential of Business Administration*'. ,Himalaya Publishing House
- Dr. Parsad L.M,(2015), '*Principles & Practice of Management*', Sultan Chand & Sons - New Delhi
- Chandan J. S, (2010), '*Management: Concept and Strategies*', .. Vikas Publishing
- Tripathi, Reddy, (2004), '*Principles of Management*', Tata McGraw Hill
- Seth Dinesh, Rastogi Subhash, (2009), '*Global Management Solution*, Cengage Learning Asia



## Event Management

**Semester: IV**

**Subject Code: C41601**

**Lectures: 60**

### Objectives:

- To Get Insights on the Basic Concepts of Events And Event Management
- To Understand the Key Elements of Event Management
- To Develop an Insight into the Practical Aspects of Event Management

### Unit 1: Introduction to Event and Event Management

12

- Introduction and Definition of Event
- Event Designing, 5 C's of Event
- Types of Event
- Categories of Event and its Characteristics
- Objectives of Event Management
- Problems Associated with Traditional Media

### Unit 2: Key Elements of Events

10

- Event Infrastructure.- Core Concept, Core People, Core Talent and Core Structure
- Target Audience
- Clients-
  - Set Objectives for the Events
  - Negotiating Contracts With Event Organizers
  - Locating Interaction Points, Banners, Displays etc. at the Event
  - Preparing the Company's Staff for the Event
  - Post-event Follow-up
- Event Organizers
- Venue – In house and External
- Media

### Unit 3: Marketing of Event

06

- Concept of Market in Events
- Revenue Generating Customers and Non Revenue Generating Customers
- Levels of Segmentation in Events
  - Targeting
  - Segment Marketing
  - Niche marketing
- Positioning And Branding in Events
- Concept of Pricing in Events
- Concept of Ambush Marketing





**Unit 4: Execution and Evaluation of Event**

12

- Networking Components: Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Media
- Types of promotion methods used in events: Sales Promotion, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public Relations
- Activities in Event Management: Pre-event Activities, During Event Activities, Post-event Activities
- Importance of Technology in Event Management
- 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 5: Practical Application of Event Management**

08

- Forms of Revenue Generation
- Staging in Events
- Corporate Sponsorship for Promotional Events and Programs
- Sponsors of the Event
- Pitfalls in Event Planning and How to Avoid Them

**Practical Assignments on Staging Different Events in College – Group Assignment**

12

**Reference Books:**

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

