UNIT I

UNIT II

UNIT III
The Nature of Organizing and Entrepreneuring - Organizational Structure Departmentation - Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing.

UNIT IV

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:
3. Stoner & Wankai, Management, PHI.
4. Robert Krcitner, Management, ATTBS.
UNIT I
Organizational Behavior: History - evaluation, Challenges & opportunities, contributing disciplines, management functions and relevance to Organization Behavior. Personality - Determinants, structure, behavior, assessment, psycho-analytical social learning, job-fit, trait theories.

UNIT II

UNIT III

UNIT IV
Organizational change - Managing planned change. Resistance to change - Approaches to managing organizational change - Organizational Development - values - interventions, change management. Organizational politics - Political behavior in organization, Impression management, Self monitoring. Organizational culture - Dynamics, role and types of culture and corporate culture, ethical issues in organizational culture, creating and sustaining culture.

UNIT V
Organizational Behavior 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:
5. Umasekaran, OrganisationalBehaviour.
UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events

UNIT – V
Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives Media – Types of Media, Media relations, Media Management PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR

REFERENCES :

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. -
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
UNIT – I
Understand event- type of events, reason and need for events, role of event Management Company. Introduction to planning – Meaning &Defining planning, Characteristics of Good Planner, SWOT Analysis, Five W’s

UNIT – II

UNIT – III
Events for Amping Up Marketing and Sales, Events to Start or Enhance Awareness, Events to Increase Productivity, Crossover Events, Identifying the Scope and Size of the Event, Social Versus Business Aspects, Outlining Your Needs, Set your Event Vision, Assessment of information, Design objectives for your events.

UNIT -IV
Event Planning Process, Creation of Concept – Brain storming for concept, Creativity, Budgeting of Event- The Budget's Purpose, Budget Line Items, Other Costs to Consider, Angling for Income, Drafting a Budget, Activating a Budget, Keeping a Budget on Track, The Master Plan Creation of Blue print, Event Calendar, Creation of Check list, Event Flow, Time Frames and Dead Lines.

UNIT - V

REFERENCES :

Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication
UNIT – I
Producing a great show – phases of staging an Event, Pre Production Checklist, Event Logistic – understand logistic, categories of logistic, elements of logistic system, event site logistic, event shut Down Site Selection, Layout and design.

UNIT – II
Supply of Facilities – Audiovisuals, Purpose of visual presentation, Visual sources, 53 mm slides, Overhead projectors, Pre – recorded videos, Live videos and IMAG, Computer generated Signal Processing, Distribution Amplifiers, Scalers, Scan Converters, Switchers, Projection Equipment, Slide Projectors, Overhead Projectors,

UNIT – III

UNIT – IV
Lightings– objectives of event lightings - visibility, relevance, composition, mood– Quality of lights – Intensity, distribution, color, direction, movement– Lighting Instruments – construction of luminaries, types and users of luminaries– event lighting design – conceptual design, practical design, physical design Sound

UNIT - V

REFERENCES :
1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0
UNIT I:

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:

UNIT V:

REFERENCES :

2 Lesiler&Flat lay, Basic Business communication. Tata McGraw Hill.
PM02CEMR01 - ADVERTISING AND SALES PROMOTION

UNIT – I

UNIT – II

UNIT – III
Regulation of advertising and promotion – self regulation- creative execution on Radio, TV, Online- Regulation governing sale promotions.

UNIT – IV
Sales promotion – product mix- Advantages – limitations and negative effects of sales promotion consumer sales promotion – sales promotion evaluation.

UNIT – V
Type and Techniques of sales promotion – Effects of sales promotion on Brand Equity.

REFERENCES :
PM02CEMR02- EVENT MARKETING & SPONSORSHIP

UNIT – I


UNIT – II

Expectations And Goals, Event Marketing An Added Dimension, Event and the Marketing Communications Environment, Social Responsibility towards society, Setting objectives to Direct Event sponsorship, Setting strategies and Tactics, Strategic considerations, Dealing with Clutter, Understanding and controlling fees, Creating your own event.

UNIT – III

Marketing Of Events - The Need for Marketing, Consumer Expectations, Marketing Mix, Four Ps, Elements, The Promotional mix, What should be the basis of Pricing, When should the Payment be Made, How Should the Payment be Made, Promotion, Strategic Decision, Marketing Objectives, The Promotional Mix, The Media Mix, The Role of the Promotional Mix.

UNIT – IV


UNIT – V

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.

REFERENCES

3. Event Marketing and Event Promotion Ideas - Eugene Loj
UNIT I:

UNIT II:
Recruitment & Placement Job analysis: Methods - IT and computerized skill inventory - Writing job specification – HR and the responsive organization. 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:

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

UNIT V:

REFERENCES:
UNIT – I


UNIT – II

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, 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.

UNIT – III

Selecting the Cause, Reach a Consensus with your committee, The Event should Fit the Cause: coffee, Reception, Luncheon, Dinner or formal gala, Afternoon tea, Art show or auction, cocktail lecture, craft workshop, how to seminar, community garage sale, sports event, Home or garden tour, Decorate shows houses, Festival show, Marathon event, Raffle, celebrity roast, Bazaar, concert, Phantom event, The Event Should Fit Your Organization, The Size Of Your Organization, Community standards and Expectations, Establish How much you want raise, Defining Your Goals.

UNIT – IV

Forming The Event Team - The core group should comprise the following positions, Committees for Each Chairperson, Event chairperson, The Chair Should also, Event Checklist, Recheck before Event, Charity Liaison Chair, your first order of business is to, Public Relations Chair, Mailing List Chair, Donation/Sponsors Chair, Telephone Solicitation Chair, Decorating Chair, Arrangement/Logistics chair, Some Important Tips on Drinks, Food &Drink Chair, Invitation &Program Chair, Reservation chair, Volunteer Chair, Entertainment chair.

UNIT – V

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. The Secrets of Successful Team Management - Michael A. West (Author)
2. Successful Team Management [Paperback] - Nicky Hayes (Author)
PM02EEMR02-EVENT RESOURCE MANAGEMENT

UNIT – I

Entertainment- Defining Entertainment, Form in Entertainment, Reasons for Entertainment, Content in Entertainment, Staging Entertainment, Number of Performers or Acts, Scheduling and Timing, Using the Event Space, Building the Show, Beginnings, Endings, and Segues

UNIT - II

Working with Performers – Mindset, Creature Comforts, Unique Preparations and Performance Needs, Communications, The Special Case: Celebrities, Risk and Safety

UNIT – III


UNIT – IV


UNIT - V


REFERENCES :

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0
4. Human Resource Management for Events - Lynn Van der Wagen (Author)
PM02CEMR04-COMPUTER APPLICATIONS IN MANAGEMENT USING SAP - PRACTICAL

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


MS OFFICE – Introduction to WORD, EXCEL and POWERPOINT


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.


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

REFERENCES:
1. OFFICE 2000 Complete – BPB
2. Windows 98 Complete – BPB
3. Windows 98 6 in one by Jane Calabria and Dorothy Burke – PHI
5. Enterprise Resource planning (ERP): Text and case studies by Murthy, C S V, HPH
6. Teach yourself SAP in 24 hours by George Anderson; Danielle Larocca - Pearson Education
PM03CEMR01- MANAGEMENT INFORMATION SYSTEM

UNIT I


UNIT II


UNIT III


UNIT IV

Managing Information Technology: Managing Information Resources and technologies – IS architecture and management - Centralized, Decentralized 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

UNIT - I

Introduction to Event Cost Accounting, Objectives and scope of Event Cost Accounting, Event Cost centres and Cost units, Event Cost classification, Profit measurement, Decision making and control, Elements of Costing system, Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads, Making of a Cost Statement and Profit Calculations.

UNIT - II


UNIT - III

Budget And Events - Introduction, Making the Budget, do’s, don’ts, Contingency, Monitoring the budget, Budget Review, Budget Control & Variance.

UNIT –IV

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, Use Of Cost Centers In Event Management, Event Management Fees, Percentage of the total event cost, flat fees, package price.

UNIT – V


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
UNIT - I


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, assesse, 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

UNIT – I

Introduction To Risk Management, The Critical Elements Of Risk Management For Events, Research And Discuss Contemporary Trends In The Use Of Risk Management At Events Design And Develop Systems And Procedures That Minimize Risk For Events.

UNIT – II


UNIT – III


UNIT – IV


UNIT – IV


REFERENCES

1. Special Event Security Planning & Management - by Branch Walton, Don Philpott
2. Event Risk Management and Safety - by Peter E. Tarlow, Joe Goldblatt, Joe Goldblatt
3. Event Risk Management and Safety - Peter E. Tarlow (Author)
UNIT – I

UNIT – II

UNIT – III
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.

UNIT – IV

UNIT – V

REFERENCE BOOKS
2. The Unseen Power: Public Relations, a History-Book by Scott M. Cutlip; Lawrence Erlbaum associates
5. Public Relations Writing and Media Techniques:Book by Dennis L. Wilcox published by Allyn & Bacon/Pearson Education2008
UNIT – I

About Wedding Industry, Why Wedding Planner Required, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Wedding arrangements, budgeting.

UNIT – II

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,

UNIT – III

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.

UNIT – IV

About Live Events, Live entertainment Show Industry, Understanding the requirement of live shows, Planning Live Show, Job Responsibilities of Live Show Planner.

UNIT – V

Live Show arrangements, budgeting, live Show Flow, Creating Blue Print, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show.

REFERENCES:

1. Wedding Planning For Dummies, Second Edition by Marcy Blum
2. The Everything Wedding Organizer: Checklists, Charts, And Worksheets for Planning the Perfect Day! (Everything: Weddings) by Shelly Hagen
3. The Ultimate Wedding Planner & Organizer by Alex Lluch
4. A Comprehensive Indian Wedding Planner - Sarbjit K. Gill (Author)
5. Professional Event Coordination (Wiley Desktop Editions) - Julia Rutherford silvers.
UNIT – I


UNIT – II


UNIT – III


UNIT – IV

An overview of Media planning-problems of media planning –Developing media plan-Market Analysis and Target- Interactive and Digital Media.

UNIT – V

Establishing media objectives-Developing and Implementing –Evaluation and Follow up-Computers in Media Planning- Characteristics of Media.

REFERENCES

PM04CEMR02- SPECIAL EVENTS – MICE & CORPORATE EVENTS

UNIT – I
Special events – what are special events? Reasons for special events? Categories of special events, The players in special events, Tips for producing special events.

UNIT – II
MICE – Meaning, Industry, Important statistics, India as MICE Destination, MICE Services, Types of MICE Services India offers

UNIT – III

UNIT – IV

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 Tassiopoulus
3. Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey
PM04CEMR03-TOURISM MARKETING

UNIT- I :
Basic concepts of Tourism services- Tourism marketing- meaning – components of Tourism product – Users of Tourism services – Behavioral profile of users- Thrust areas of Tourism.

UNIT- II :
Product planning and Development – market segmentation for Tourism – Bases - Growth of Tourism services in India. – Problems and prospects of tourism services.

UNIT- III:
Marketing Information system for Tourism – Tourist organization – marketing mix – product mix- formulation of marketing mix for the Tourist organization.

UNIT –IV:
Tourism product- Features- Designing a package Tour-Brand Decisions launching new product.

UNIT- V
Promotion mix for Tourism product - price mix – place mix – channel distribution- people – Travel Agents- guides- channel distribution - people- Travel agents- Guides- Airline services- Travel Service- Seven Cs of Travel Service Marketing-(Marketing Challenges for services) – Railway Services Marketing – Factors influencing passenger fares and freight rates.

REFERENCE BOOKS
PM04EEMR01- ADVANCE ASPECTS OF EVENT MANAGEMENT (Specialization)

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 & Over commit, 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
UNIT- I:
Introduction to the principles and practice of public relations, History and evolution of public relations, importance of ethical practice, Identifying publics and the need for public relations programs, Planning and managing these programs and evaluating their effectiveness, Managing relations with relevant publics and applying the range of communication processes needed, The major specialist areas of public relations.

UNIT- II:
Defining Public Relations (History/Evolution of the Profession), Top 10 Foundational Principles of Public Relations, RACE (Research, Action, Communication, Evaluation), Persuasions (Theories; Characteristics of Legitimate PR Campaign), Finding & Generating News (and Effective Media Relations), PR Trends (Where the Profession is headed)

UNIT- III:
Introduction, Types of crisis, Natural crisis, Technological crisis, Confrontation crisis, Crisis of malevolence, Crisis of organizational misdeeds, Crises of skewed management values, Crisis of deception

UNIT- IV:
Models and theories associated with crisis management, Crisis Management Model, Contingency planning, Business continuity planning, Structural-functional systems theory, Diffusion of innovation theory, Role of apologies in crisis management, Crisis leadership, Unequal human capital theory, Social media & crisis management

UNIT- V:
Cases in Public Relations
Cases in Crisis Management
- Cases of successful crisis management
- Cases of unsuccessful crisis management

REFERENCE BOOKS
Students will be required to submit a project report on the given subject, followed by a viva – voce. Project report will carry 50 marks and remaining 50 marks will be of viva-voce. For each written paper of 100 marks, 60 marks will be the weightage for final theory paper and 40 marks will be for internal assessment for the sessional work. In practical paper, students will be tested for planning, concept, designing and lay out of an event.