

**ST. ALOYSIUS DEEMED TO BE**  
**UNIVERSITY**

**Syllabus**

School of Business and Management  
**Bachelor of Business Administration**

## **BUSINESS ADMINISTRATION**

A meeting of the Academic Advisors in Business Administration was held on April 16<sup>th</sup>, 2024 at 3.00 pm in Aruppe Conference room and the following Structure and Syllabus was approved. The following members were present.

### **Members of the Academic Advisory Meeting**

**Academic Advisors: Dr. Deviprabha Alva  
Dr. Shaila**

### **Internal Members:**

**Ms. Claret Vinaya Pereira  
Dr. Rajani Suresh  
Dr. Mamatha  
Dr. Arati Shanbhag  
Mr. Chethan Shettigar  
Mr. Sonal Lobo  
Ms. Vinola Sequeira  
Mr. Manoj Fernandes  
Ms. Ashitha Pinto  
Ms. Preema Tauro  
Ms. Binni Chan  
Ms. Ann Varghese  
Ms. Maina D'Souza  
Mr. Ayush Kottary  
Ms. Sahana  
Fr. Vishwas Joy Misquith SJ  
Ms. Sowmya.T  
Ms. Nayanashree**

## **Bachelor of Business Administration**

### **1. Programme Objectives:**

The objectives of BBA Programme are:

- To impart knowledge of the fundamentals of Management theory and its application in problem solving.
- Select and apply appropriate tools for decision making required for solving complex managerial problems.
- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
- To produce industry ready graduates, who have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- To develop a positive attitude and life skills to become a multi-faceted personality with a sense of environmental consciousness and ethical values.

### **2. Programme Outcomes (PO):**

**On successfully completing the program the student will be able to:**

- PO1:** Understand concepts and principles of management/business; identify the opportunities in the corporate environment and manage the challenges.
- PO2:** Demonstrate the knowledge of management science to solve complex corporate problems using limited resources. Display enhanced personality and soft skills
- PO3:** Function effectively as an individual, and as a member or leader in diverse diverse teams and in multidisciplinary settings.
- PO4:** Demonstrate entrepreneurial competencies.
- PO5:** Exhibit managerial skills in the areas of marketing, finance, HR, etc.
- PO6:** Identify business opportunities, design and implement innovations in workspace.
- PO7:** Possess a sturdy foundation for higher education.

### **3. Program Specific Outcomes (PSO):**

On the successful completion of B.B.A., the students will be able to:

**PSO1:** Acquire practical learning through internship, industrial visit and Business Plan etc

**PSO2:** Demonstrate analytical and problem-solving skills through specialization in Finance, Human Recourse, and Marketing to solve the business issues.

**PSO3:** Understand and develop the new dimensions of knowledge through open electives to cater the need of the industry.

**PSO4:** Comprehend the core concepts, methods and practices in management.

**PSO5:** Venture into his/her own business or excel in executive roles in private /government sector.

**PSO6:** Demonstrate the ability to create business plans.

**PSO7:** Develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.

**PSO8:** Matured Individuals and responsible Citizens to the country.

**PSO9:** Demonstrate Ability to work in Groups.

**Structure of BBA Syllabus:**

<b>First Semester BBA</b>							
<b>Course Code</b>	<b>Title of the Course</b>	<b>Category of Courses</b>	<b>Teaching Hours per Week (L + T + P)</b>	<b>SEE</b>	<b>CIE</b>	<b>Total Marks</b>	<b>Credits</b>
	<b>Language – I</b>	<b>AECC</b>	<b>3+1+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>3</b>
	<b>Language – II</b>	<b>AECC</b>	<b>3+1+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>3</b>
	<b>Management Principles &amp; Practice</b>	<b>DSCC</b>	<b>4+0+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>4</b>
	<b>Financial Accounting I</b>	<b>DSCC</b>	<b>3+0+2</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>4</b>
	<b>Marketing Management / Introduction to Business Analytics</b>	<b>DSCC</b>	<b>4+0+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>4</b>
	<b>Digital Fluency</b>	<b>SEC</b>	<b>1+0+2</b>	<b>30</b>	<b>20</b>	<b>50</b>	<b>2</b>
	<b>Basic Economics / Insurance Management</b>	<b>OEC</b>	<b>3+0+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>3</b>
	<b>Health and Wellness +</b>	<b>SEC-VB</b>	<b>0+0+2</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>1</b>
	<b>Physical Education &amp; Yoga</b>		<b>0+0+2</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>1</b>
	<b>Total</b>			<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>
<b>Second Semester BBA</b>							
<b>Course Code</b>	<b>Title of the Course</b>	<b>Category of Courses</b>	<b>Teaching Hours per Week (L + T + P)</b>	<b>SEE</b>	<b>CIE</b>	<b>Total Marks</b>	<b>Credits</b>
	<b>Language – I</b>	<b>AECC</b>	<b>3+1+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>3</b>
	<b>Language – II</b>	<b>AECC</b>	<b>3+1+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>3</b>
	<b>Financial Accounting II</b>	<b>DSCC</b>	<b>3+0+2</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>4</b>
	<b>Human Resource Management</b>	<b>DSCC</b>	<b>4+0+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>4</b>
	<b>Business Statistics and Mathematics I/ Python for Managers</b>	<b>DSCC</b>	<b>4+0+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>4</b>
	<b>Environment Studies</b>	<b>AECC</b>	<b>2+0+0</b>	<b>30</b>	<b>20</b>	<b>50</b>	<b>2</b>
	<b>Managerial Economics/ Event Management</b>	<b>O E C</b>	<b>3+0+0</b>	<b>60</b>	<b>40</b>	<b>100</b>	<b>3</b>
	<b>Physical Education- Sports</b>	<b>SEC-VB</b>	<b>0+0+2</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>1</b>

	<b>NCC/NSS/R&amp;R(S&amp;G) /Cultural</b>	<b>SEC- VB</b>	<b>0+0+2</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>1</b>
	<b>Total</b>			<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>

**EXIT OPTION WITH CERTIFICATION**

**Acronyms Expanded**

- **AECC** : Ability Enhancement Compulsory Course
- **DSCC** : Discipline Specific Core (Course)
- **SEC** : Skill Enhancement Course
- **SB/VB** : Skill Based/Value Based
- **OEC** : Open Elective Course
- **DSE** : Discipline Specific Elective
- **SEE** : Semester End Examination
- **CIE** : Continuous Internal Evaluation
- **L+T+P** : Lecture + Tutorial +Practical(s)

**Note:**

1. One Hour of Lecture is equal to 1 Credit.
2. One Hour of Tutorial is equal to 1 Credit (Except Languages).
3. Two Hours of Practical is equal to 1Credit.

Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement.

**Question Paper Pattern for Internal Examination**

**Bachelor of Business Administration (BBA)**

**(DSC) / (OEC)**

**Course Code: Name of the Course**

**Duration: 1.5 Hours**

**Total Marks: 50**

**SECTION-A**

Answer any 2/4 of the following questions. (Questions are asked on analyzing evaluating and Applying) **(2 x15=30)**

- 1.
- 2.
- 3.
- 4.

**SECTION- B**

Answer any 2/4 of the following questions. (Questions are asked on Understanding Applying and Analyse) **(2 x 5=10)**

- 5.
- 6.
- 7.
- 8.

**SECTION- C**

Answer any 5/8 of the following questions. (Questions are asked on Remembering and Understanding)(5 x 2= 10)

- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.

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**Semester End  
Examination Bachelor of  
Business Administration (BBA)  
Course Code: Name of the Course  
DSC / OEC**

**Duration: 2.5 Hours**

**Total Marks: 60**

**SECTION-A**

Answer any 2/4 of the following questions.

(2 x 15=30)

- 1.
- 2.
- 3.
- 4.

**SECTION- B**

Answer any 4/6 of the following questions. Each question carries 5 marks (4 x5=20)

- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**SECTION- C**

Answer any 5/8 of the following questions. Each question carries 2 marks (5 x 2=10)

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.







**Name of the Program:** Bachelor of Business Administration (BBA)

**Course Code:**

**Name of the Course:** Management Principles & Practice

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>48 Hrs</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b>		
<ul style="list-style-type: none"><li>• Understand the concepts of business management, principles and function of management.</li><li>• Understand the process of planning and decision making.</li><li>• Ability to understand the requirement of good control system and control techniques.</li><li>• Analyze the concepts of Business Social Responsibilities, Green Management and Managerial Ethics.</li></ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: MANAGEMENT- An Overview</b>		<b>08</b>
Concepts of Management, Functions and Functional Areas of Management, Management v/s Administration. Evolution of management thought - Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era and Modern Management Era.		
<b>Module No. 2: PLANNING AND DECISION MAKING</b>		<b>08</b>
Concepts of Planning, Purpose of Planning, Planning Process, Types of plans; Decision making- Importance and steps; MBO and MBE (Meaning only)		
<b>Module No. 3: ORGANIZING</b>		<b>10</b>
Organizing- Nature and purpose of Organization; Types of Organization; Delegation of Authority; Committee; Departmentation; Span of Control – Types and Factors affecting span of control; Centralization v/s Decentralization of Authority and Responsibility.		
<b>Module No. 4: DIRECTING AND COMMUNICATION</b>		<b>10</b>
Direction- Concepts of Direction, Principles of Direction; Communication – Concepts, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication.		
<b>Module No. 5: COORDINATING AND CONTROLLING</b>		<b>08</b>
Coordination–Concepts and Principles. Controlling – Steps in Controlling, Techniques of Managerial Control (in brief).		
<b>Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS</b>		<b>04</b>
Business Social Responsibility - Arguments for and against Business Social Responsibility; Green management; Managerial Ethics - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.		
<b>Skill Developments Activities:</b>		
<ol style="list-style-type: none"><li>1. Two cases on the above syllabus should be analyzed by the teacher in the classroom.</li><li>2. Discuss the managerial skills to manage Gen Zs.</li><li>3. Group presentation of management practices at MNCs.</li><li>4. Draw different types of organization structures of any Organisation.</li></ol>		
<b>References:</b>		
<ol style="list-style-type: none"><li>1. Koontz Harold, Weihrich and Aryasri Ramachandra A. (2015). <i>Principles of Management</i>: India: McGraw Hill.</li><li>2. L M Prasad. (2020). <i>Principles and Practice of Management</i>. New Delhi: Sultan Chand and Sons.</li><li>3. T N Chhabra.(2018). <i>Principles and Practice of Management</i>. New Delhi: Dhanpat Rai &amp; Co.</li><li>4. Koontz H &amp; W. (2016). <i>Essentials of Management</i>. New York: McGraw Hill.</li><li>5. Vasishth Neeru &amp; Vasishth Vibhuti. (2022), <i>Principles of Management</i>: Taxmann Publications Pvt Ltd.</li><li>6. Tripathi PC, Reddy PN and Bajpai Ashish. (2021). <i>Principles Of Management</i>. Noida: McGraw Hill.</li><li>7. Robbins P Stephen, Coulter Mary and Cenzo. (2016). <i>Fundamentals of Management</i>. London: Pearson Education Ltd.</li></ol>		
<b>Note:</b> Latest edition of text books may be used.		

<b>Name of the Program:</b> Bachelor of Business Administration (BBA)		
<b>Course Code:</b>		
<b>Name of the Course:</b> Financial Accounting - I		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs +1 Hr Lab</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the Students will be able to <ul style="list-style-type: none"> <li>• Understand the framework of accounting as well accounting standards.</li> <li>• Analyse journal entry and Prepare Ledger accounts.</li> <li>• Prepare subsidiary books and bank reconciliation statement.</li> <li>• Prepare Trial Balance and final accounts of proprietary concern</li> <li>• Understand the basic framework of tally and construct final accounts through application of tally.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No.1 INTRODUCTION AND CONCEPTUAL BASIS OF ACCOUNTING</b>		<b>08</b>
Objectives of Financial Accounting – Users of Financial Accounting Information - Limitations of Accounting – Qualitative characteristics of financial statements: Understandability, Relevance, Reliability and Comparability (Four Pillars of Accounting) Basic Financial Statements (Balance sheet, Profit or loss statement, cash flow statement) Understanding the Concepts of Equity, Assets, Liabilities, Income, Expense and Revenue vs. Capital – Accounting Concepts & Conventions,		
<b>Module No. 2 :FRAMEWORK OF ACCOUNTING</b>		<b>12</b>
Accounting Cycle – Classification of Accounts (based on Accounting Equation Method) –Meaning of Double entry system – Rules - Transaction Analysis – Accounting Equation – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.		
<b>Module No. 3 :SUBSIDIARY BOOKS</b>		<b>14</b>
Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book (Problems only on Three Column Cash Book and Petty Cash Book), Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement		
<b>Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN</b>		<b>10</b>
Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.		
<b>ModuleNo.5:ACCOUNTING SOFTWARE</b>		<b>12</b>
Tally – Features, creating a New Company, Configuring Tally - inventory info – master configuration -voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of vouchers, Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Books, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts and Balance Sheet.		

**Skill Development Activities:**

1. Prepare a Bank Reconciliation Statement with imaginary figures.
2. Collect the financial statement of a proprietary concern and record it.
3. Prepare a financial statement of an imaginary company using tally software.
4. Find out the accounting system adopted by a sole proprietor.

**BOOKS FOR STUDY AND REFERENCE**

1. Anil Kumar V S, Mariappa and V Rajesh Kumar (2023) Fundamentals of Advanced Accounting, Kolkata: [Himalaya Publishing House](#).
2. Goyal V K and Goyal Ruchi (2021) Financial Accounting, New Delhi: PHI learning Private Limited.
3. Gupta R.L and Gupta V K (2020) Book keeping and Accounts, New Delhi: Sulthan Chand and Sons.
4. Jain S P and Narang (2019) Basic Financial Accounting, Ludhiana: Kalyani Publishers.
5. Maheshwari V.S.N and Maheshwari S.K (2019) Financial Accounting, Bangalore: Vikas Publishing House.
6. Maheshwari S. N and Maheshwari S. K (2018) Introduction to Accountancy, New Delhi: Vikas Publishing House Pvt. Ltd.
7. Shukla M.C and Grewal T S (2018) Introduction to Accounting & Advanced Accounting, New Delhi: S Chand & Co. Ltd.
8. Tulsian P.C (2017) Financial Accounting, New Delhi: Pearson Education Private Ltd.
9. [Alvin L. Lesser](#), [Gary S. Lesser](#) (2017) Basic Accounting Simplified, (Kindle Edition), Indianapolis, USA: GSL Galactic Publishers

<b>Name of the Program:</b> Bachelor of Business Administration (BBA)		
<b>Course Code:</b>		
<b>Name of the Course:</b> Marketing Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>48 Hrs</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b>		
<ul style="list-style-type: none"> <li>• Describe the 4 Ps of marketing and strategize marketing mix</li> <li>• Understand the process of new product development and stages in product life cycle.</li> <li>• Analyze the concepts of segmentation, targeting, positioning</li> <li>• Analyze the different digital marketing channels.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No.1: MARKETING MANAGEMENT – AN OVERVIEW</b>		<b>08</b>
Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing- E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media marketing, Meme Marketing, Ambush Marketing, Guerilla Marketing, E-tailing and Meta-Marketing.		
<b>Module No. 2: MARKETING MIX - PRODUCT AND PRICING DECISIONS</b>		<b>12</b>
Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing;		
<b>Module No. 3: MARKETING MIX - PLACE AND PROMOTION DECISIONS</b>		<b>10</b>

Place: Physical Distribution–Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Concept & Significance of Promotion, Personal Selling, Advertising, Sales Promotion, Publicity, Sponsorship.	
<b>Module No. 4: MARKET SEGMENTATION, TARGETING &amp; POSITIONING</b>	<b>08</b>
Segmentation – Concept, Bases of Market Segmentation, Process of Market Segmentation, Requisites of Sound Market Segmentation; Targeting – Concept, Targeting Strategies, Positioning – Concept, Strategies.	
<b>Module No. 5: DIGITAL MARKETING</b>	<b>10</b>
Digital Marketing: Traditional vs Digital Marketing, Benefits of Digital Marketing to Businesses & Consumers, Limitations of Digital Marketing, Digital Marketing Channels – Social Media Marketing, Content Marketing, Video Marketing, E-Mail Marketing, Online Display Advertising, Organic Traffic, SEO, SEM, Mobile Marketing and Pay-Per-Click (PPC) Marketing, Challenges for Digital Marketing in India.	

**Skill Developments Activities:**

1. Two cases on the above syllabus should be analyzed and recorded in the skill development
2. Design a logo and tagline for a product of your choice
3. Develop STP strategy for a product of choice.
4. Prepare a chart for distribution network for different products.

**Books for reference:**

1. Philip Kotler. (2020). *Marketing Management*. UP Pearson.
2. Philip Kotler. (2009). *Marketing Management: A South Asian perspective*. New Delhi Pearson Prentice Hall.
3. J.C. Gandhi. (1999). *Marketing: a managerial function*. Tata McGraw-Hill Publishing Company Ltd.
4. Simon Kings north. (2019). *Digital Marketing Strategy*. London: Kogan Page.
5. Dave Chaffey and Fiona Ellis-Chadwick. (2019). *Digital Marketing*. New Jersey: Pearson.
6. Malcolm McDonald, Hugh Wilson and Dave Chaffey. (2024). *Marketing Plans: Profitable Strategies in the Digital Age*. New Jersey: Willey.
7. Sontakki.(2017). *Marketing and services Management*. New Delhi: Kalyani Publishers.

**Note:** Latest edition of text books may be used.

**Name of the Course: Basic Economics (OEC)**

**Subject Code:**

**Corse credits: 3**

**No. of Hours per week: 3 Hrs**

**Total No. of Teaching Hours: 42 Hrs**

**TITLE OF THE PAPER: BASIC ECONOMICS (OE)**

**COURSE OBJECTIVES:**

- To help students to acquire knowledge of some of the basic concepts, principles and theories of Micro Economics.
- To understand the consumer behavior in different market situations.
- To provide the foundation for the study of other branches of economics.

**COURSE OUTCOMES:**

- Explain how consumers make rational choices using the concept of utility.

- Understand the concept of consumer surplus.
- Understand that economics is about the allocation of scarce resources and how that results in trade-offs.
- Analyse the factors that affect market demand and market supply and illustrate their interaction for achieving equilibrium in price and quantity.
- Analyse how producer applies the marginal decision rule to maximize the profit in producing goods or services.

**MODULE I: NATURE AND SCOPE OF ECONOMICS: 14 Hours**

**Chapter 1: Economics-** Meaning, Definitions, nature of Economics, Human wants – meaning, features –types of human wants.

**Chapter 2:Utility and Consumer Surplus:** Utility –meaning –creation of utility –cardinal and ordinal utility –marginal and total utility –law of diminishing marginal utility –meaning –explanation – importance –exceptions to the law – the concept of consumer surplus -Producer surplus.

**Chapter 3: Indifference Curve** – meaning, definition, -indifference map-Properties.

**MODULE II: THEORY OF DEMAND AND DEMAND FORECASTING: 14 Hours**

**Chapter 4: Demand:** Meaning of demand, Demand determinants, Law of demand, forces behind the demand curve - Exceptions to the law of demand.

**Chapter 5: Elasticity of Demand:** meaning, kinds, degrees of price elasticity of demand, income elasticity of demand and cross elasticity of demand.

**Chapter 6: Demand Forecasting:** Meaning, Methods of demand forecasting. Mathematical problems related to demand forecasting; Profit planning –importance of profit planning.

**MODULE III: PRODUCTION AND SUPPLY ANALYSIS: 14 Hours**

**Chapter 7: Production Analysis:** –Production and production function-meaning –factors of production–features –production possibility curve-mathematical problems -shifts in production possibility curve–isoquant –properties.

**Chapter 8: Supply Analysis:** Supply meaning –determinants of supply –law of supply –elasticity of supply.

**Chapter 9: Market Equilibrium:** Concepts of Equilibrium - Stable and Unstable, Static and Dynamic, Partial and General Meaning of market, Forces determining the market price, market equilibrium-problems.

**BOOKS FOR REFERENCE:**

1. Mankiw Gregory. N (2019).*Principles of Economics*, 7th Edition, Cengage.
2. Jhingan.M. L (2016). *Advanced Economic Theory*, 14th Edition, New Delhi. Vrinda Publication Ltd.
3. Koutsoyiannis (2016). *Modern Micro Economics*, 2nd Edition New Delhi.Mac Millan Press Limited.
4. Mithani M, (2016). *Managerial Economics: Theory and Applications*, New Delhi, Himalaya, publishing House.

5. Dewett.K. K (2015). *Modern Economic Theory*, 23rd Edition, New Delhi, Shyam Lal Charitable Trust.

6. Ahuja H.L, (2014). *Advanced Economic Theory*, 20th Edition, New Delhi, S Chand and Company Ltd

7. Pyndyck, R.S., and D.L. Rubinfeld (2012). *Microeconomics*, New Delhi, Pearson Education Singapore Pvt. Ltd.

8. Salvatore Dominick (2009). *Micro Economics- Theory and Applications*, Oxford University Press.

9. Chauhan (2009). *Macro Economics part II*, New Delhi, and PHI learning Pvt. Ltd.

Pedagogy: classrooms lecture, Group discussion, seminar, case studies.

<b>Name of the Program:</b> Bachelor of Business Administration (BBA)		
<b>Course Code:</b> OEC		
<b>Name of the Course:</b> INSURANCE MANAGEMENT		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs</b>	<b>42 Hrs</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.		
<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b>		
<ul style="list-style-type: none"> <li>• Ability to understand the principles and concepts of insurance</li> <li>• Ability to understand the role of insurance agent in framing the insurance contracts.</li> <li>• Ability to analyze the concepts, products and provisions of life insurance contract</li> <li>• Ability to explain the concepts and provisions of General insurance contract.</li> </ul>		
<b>SYLLABUS</b>		<b>Hours</b>
<b>ModuleNo.1: INTRODUCTION TO INSURANCE</b>		<b>12</b>
Concept- Cost and Benefits- Principles- Historical framework- Privatization of Insurance Business- Insurance in global perspective- Insurance and Indian economy- Need for Information Technology in Insurance. Underwriting. Important provisions of IRDA.		
<b>ModuleNo.2: INSURANCE AGENT</b>		<b>08</b>
Concept – procedure for becoming agent – pre-requisites for obtaining license – duration of license – suspension, revocation and termination of agent – functions of agent – remuneration to agent – code of conduct and unfair practices.		
<b>ModuleNo.3:LIFE INSURANCE</b>		<b>12</b>
Introduction – Players in life insurance industry - Features- Nature- Benefits - Life insurance products- Demand and Outlook- Basic components of life insurance contract- Procedure of issue of life insurance policy- Contractual provisions of life insurance – Underwriting - Nomination and Assignment- Lapse and		

Revival- Claim procedure- Riders in life insurance- Reinsurance.

**Module No. 4: GENERAL INSURANCE**

**10**

Introduction - Players in General insurance industry- Historical framework- Industry structure- - organization and working- performance statistics- Types of General Insurance- Property insurance- marine insurance- automobile insurance- health insurance – other types (Underwriting- issue and claims settlement also to be discussed).

**Skill Developments Activities:**

1. Construction of mortality table.
2. Study of IRDA guidelines for licensing insurance agents.
3. Study the procedure for becoming agent and the various pre requisites for obtaining license
4. Make a need analysis worksheet for promoting insurance.

**References:**

1. Gupta P.K (2023) *Insurance and risk management*, 1st Edition, Laxmi Publications Pvt Ltd. ISBN: 978-9357670197.
2. Srivastava P.N (2019) *Insurance management*, Horizon Press. ISBN-10: 9387985520. ISBN-13: 978-9387985520.
3. C Swarup, Sahoo (2019) *Insurance management*, 2<sup>nd</sup> Edition, Mumbai. Himalaya Publishing House. ISBN: 978-93-5097-716-3.
4. Gupta P.K (2015) *Insurance and risk management*, Mumbai. Himalaya Publishing House. ISBN: 978-93-5051-667-6.
5. Dayal Hargovind (2017) *The Fundamentals of Insurance - Theories, Principles and Practice*, 1st edition, Notion Press. ISBN-10: 1947949675
6. Teale John (2019) *Insurance and Risk Management: The Definitive Australian Guide*, 4<sup>th</sup> edition, ISBN 0646812815, 9780646812816.
7. Soren Asmussen, Mogens Steffensen (2020) *Risk and Insurance*, 1st edition, Springer Cham: Switzerland, ISBN: 978-3-030-35175-5.

**Note:** Latest edition of textbooks may be used.

<b>Name of the Program:</b> Bachelor of Business Administration (BBA)		
<b>Course Code:</b>		
<b>Name of the Course: Financial Accounting - II</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs +1 Hr Lab</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the Students will be able to</b>		
<ul style="list-style-type: none"> <li>• Understand the methods of charging depreciation and its implication.</li> <li>• Convert the single-entry system of book keeping into double entry system of book keeping.</li> <li>• Exercise the accounting treatments for consignment transactions &amp; events in the books of consignor and consignee.</li> <li>• Deal with the inter-departmental transfers and their accounting treatment.</li> <li>• Outline the emerging trends in the field of accounting</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No.1: DEPRECIATION ACCOUNTING</b>		<b>08</b>
Meaning- Basis of charging depreciation – objectives for providing depreciation – methods – Straight line method and Reducing balance method		
<b>ModuleNo.2: SINGLE ENTRY SYSTEM</b>		<b>12</b>
Salient features, merits and defects- Computation of profits; Net worth method and conversion method.		
<b>ModuleNo.3: CONSIGNMENT ACCOUNTS</b>		<b>14</b>
Distinction between consignment and sale, accounting for consignment transactions and events in the books of the consignor, valuation of stock, goods invoiced above cost, abnormal loss, normal loss, commission, return of goods from the consignee, advance by the consignee vs security against the consignment.		
<b>Module No. 4: DEPARTMENTAL ACCOUNTS</b>		<b>10</b>
Methods of departmental accounting basis of allocation of common expenditure among different departments-types of departments-inter department transfer and its treatment		
<b>ModuleNo.5:EMERGING TRENDS IN ACCOUNTING</b>		<b>12</b>
Digital Transformation of Accounting-Big Data Analytics in Accounting-Cloud Computing in accounting-Accounting with drones- Forensic Accounting- Accounting for Planet--Creative Accounting-Outsourced Accounting- Predictive Accounting (Theory Only).		

**Skill Development Activities:**

1. Visit any sole proprietor firm and identify the steps involved in the conversion of single entry into double entry system.
2. Preparation of Proforma invoice and accounts sales with imaginary figures.
3. Collect information with regard to the practical reasons for charging depreciation and the methods adopted for calculating the same.
4. Identify the common expenditures of an organisation among various departments
5. Identify latest innovations and developments in the field of accounting.



**BOOKS FOR STUDY AND REFERENCE**

1. Grewal, Shukla and S.Chand (2023) Advanced Accounts, Delhi: Sultan Chand Publications
2. Gupta, R.L. (2022) Principles and Practice of Accountancy, New Delhi: Sultan Chand and Son's Publications.
3. Jain and Narang (2021) Advanced Accountancy, New Delhi: Kalyani Publishers.
4. Robert N Anthony, David Hawkins, Kenneth A. Merchant, (2021) Accounting: Text and Cases, Boston McGraw-Hill Education Publications
5. Charles T. Horngren and Donna Philbrick, (2020) Introduction to Financial Accounting, Washington Pearson Education Publications
6. Maheshwari V.S.N and Maheshwari S.K (2019) Financial Accounting, Bangalore: Vikas Publishing House.
7. Maheshwari S. N and Maheshwari S. K (2018) Introduction to Accountancy, New Delhi: Vikas Publishing House Pvt. Ltd.
8. Sofat Rajani and Hiro Preethi (2018) Basic Accounting, New Delhi: PHI learning Private Limited
9. Shukla M.C and Grewal T S (2018) Introduction to Accounting & Advanced Accounting, New Delhi: S Chand & Co. Ltd

**Name of the Program:** Bachelor of Business Administration (BBA)

**Course Code:**

**Name of the Course:** Human Resource Management

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>48 Hrs</b>

**Pedagogy:** Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

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

- To describe the role and responsibility of Human resource management functions on business and also to understand the recent trends in HR practices.
- To understand the concepts such as HRP, Recruitment and Selection process HR Demand Forecasting, HR supply forecasting, Job Analysis, Specification, Job Enlargement, Job Rotation, Job Enrichment, Psychometric tests for Selection.
- To infuse the concept of induction, training and compensation aspects.
- To understand the emerging issues in Human resource management

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: HUMAN RESOURCE MANAGEMENT- AN INTRODUCTION</b>	<b>08</b>
Concept of HRM, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager.	
<b>Module No. 2: HUMAN RESOURCE PLANNING, RECRUITMENT &amp; SELECTION</b>	<b>14</b>
Human Resource Planning: concepts of Human Resource Planning, Process of HRP HR Demand Forecasting-Meaning and Techniques (Meanings Only) and HR supply forecasting. Succession Planning – concepts of Succession Planning Job Analysis: concepts and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only) Recruitment – concepts, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment Selection – concepts, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Placement, Gamification – Meaning and Features.	
<b>ModuleNo.3: INDUCTION, TRAINING AND COMPENSATION</b>	<b>10</b>

<p>Induction: Concepts, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning.</p> <p>Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development.</p> <p>Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.</p>	
<b>Module No. 4: PERFORMANCE APPRAISAL, PROMOTION &amp; TRANSFERS</b>	<b>8</b>
<p>Performance appraisal: Concepts of performance appraisal, Process of Performance Appraisal Promotion: Concepts of Promotion, Purpose of Promotion, Basis of Promotion. Transfer: Meaning of Transfer, Reasons for Transfer, and Types of Transfer.</p>	
<b>Module No. 5: EMERGING ISSUES IN HRM</b>	<b>8</b>
<p>Employee engagement, Psychological contract, Remote Work, Hybrid Workforce, Gig workers, Diversity, Equity, and Inclusion, Workplace Flexibility and Work-Life Balance, Employee Well-being, Remote Recruitment and Onboarding, Moonlighting (meaning only), Role of AI and Automation in HR</p>	
<p><b>Skill Developments Activities:</b></p> <ol style="list-style-type: none"> <li>1. Preparation of Job Descriptions and Job specifications for a Job profile</li> <li>2. Choose any MNC and present your observations on training program</li> <li>3. Develop a format for performance appraisal of an employee.</li> <li>4. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors.</li> <li>5. Conduct a survey of work life balance of working individuals.</li> </ol>	
<p><b>Textbooks:</b></p> <ol style="list-style-type: none"> <li>1. Ashwathappa, K. (2023). <i>Human Resource Management: Text and cases</i>. New Delhi: Tata McGraw Hill Education Pvt Ltd.</li> <li>2. Tripathi, P. C. (2015). <i>Human Resource Management</i>. New Delhi: Sultan Chand &amp; Sons.</li> <li>3. Veena B.K (2016). <i>Human Resource Management</i>. Mangalore: Universal King Publishers.</li> <li>4. Manuti Amelia (2018), <i>Digital HR: A Critical Management Approach to the Digitalization of Organizations</i>. Switzerland: Springer International Publishing.</li> <li>5. Dessler Gary and Varkey. (2020). <i>Human Resource Management</i>. Noida: Pearson Publication.</li> <li>6. Noe A Raymond, Hollenback, Gerhart and Wright. (2021). <i>Fundamentals of Human Resource Management</i>. Noida: McGraw Hill (India) Pvt Ltd.</li> <li>7. Gupta, C B. (2018). <i>Human Resource Management: Text and cases</i>. New Delhi: Sultan and Chand Sons.</li> </ol> <p><b>Note:</b> Latest edition of textbooks may be used.</p>	

<b>Name of the Program:</b> Bachelor of Business Administration (BBA)		
<b>Course Code:</b>		
<b>Name of the Course:</b> BUSINESS STATISTICS AND MATHEMATICS -I		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>48 Hrs</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		

<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b>	
<ul style="list-style-type: none"> <li>• Developing the statistical thinking and enable students to use techniques of organizing data in tabular and graphical form in order to enhance data analysis and interpretation</li> <li>• Understanding the role of measures of central tendency and dispersion in summarization, description and interpretation of data</li> <li>• Determining the number of different ways of arranging and selecting objects without listing them, the amount of uncertainty that is involved before making important decisions.</li> <li>• Understanding the types and methods of interest account and their basic applications in practice, solve problems in the areas of business calculus, simple and compound interest account.</li> </ul>	
<b>Syllabus:</b>	<b>Hours</b>
<b>Module No.1: ORGANIZATION OF DATA / DATA MANIPULATION</b>	<b>08</b>
Types of classification- uses of classification. Meaning of tabulation- Parts of a statistical table and applications. Diagrammatic representation of the data: Simple bar diagram, Component bar diagram, Percentage bar diagram and multiple bar diagram	
<b>Module No. 2: MEASURES OF CENTRAL TENDENCY AND DISPERSION</b>	<b>10</b>
Averages: Arithmetic mean, Geometric mean, Harmonic mean (for both ungrouped and grouped data). Weighted averages, combined arithmetic mean. Merits, demerits and uses. Dispersion: Range, Quartile deviation, Mean deviation from Arithmetic mean, Standard deviation and their respective relative measures, merits and demerits, properties of standard deviation.	
<b>Module No. 3: PERMUTATION, COMBINATION, PROBABILITY</b>	<b>12</b>
Permutation and Combination, Fundamental Principle of Counting, Factorials, Permutation Vs. Combination, Types of Permutation, Combination. Probability: Random experiments, Sample space, Events, equally likely, mutually exclusive and exhaustive events, Meaning of probability, Addition Theorem of probability (without proof) with application only for independent events, Normal distribution, Standard normal distribution and its applications.	
<b>Module No. 4: DERIVATIVES (ONLY ALGEBRAIC FUNCTIONS)</b>	<b>08</b>
Standard results (without proof)- Addition rule, Product rule, Quotient rule, second order differentiation, concept of Maxima and Minima, problems, Applications- problems based on cost, revenue, profit, average cost and marginal cost function.	
<b>Module No. 5: COMMERCIAL ARITHMETIC</b>	<b>10</b>
Applications of simple interest & compound interest (present value, future value), nominal & effective rate of interest, Problems on compound interest for fraction of year and when rate of interest changes year by year. Meaning & applications of appreciation, depreciation and sinking fund.	
<b>Skill Developments Activities:</b>	
<ol style="list-style-type: none"> <li>1. Collection of data required for any specific survey decided in the classroom.</li> <li>2. Preparation of questionnaire for any specific problem and analysing the data.</li> <li>3. Rate of change and calculation through application of derivatives.</li> <li>4. Opening a savings account and recurring deposit account.</li> <li>5. Preparation of bank statement using simple interest and compound interest</li> </ol>	
<b>References:</b>	
<ol style="list-style-type: none"> <li>1. Agarwal D.R. (2005) <i>Business Mathematics</i>, First Edition, New Delhi: Vrindha Publications Pvt.Ltd.</li> <li>2. Gupta S.C. and Kapoor V.K. (2013) <i>Fundamentals of Mathematical Statistics</i>, Eleventh Edition, New Delhi: Sultan Chand &amp; Sons.</li> <li>3. Gupta S.C. (2016) <i>Fundamentals of Statistics</i>, Seventh Edition, Mumbai: Himalaya publishing house.</li> </ol>	

4. Gupta S.P. (2011) *Statistical Methods*, Twelfth Edition, New Delhi: Sultan Chand and Sons.  
Mohan Raj (2013) *Business Mathematics*, Second Edition, Udupi: Benaka Books.
5. Sharma J.K. (2006) *Business Statistics*, Second Edition, New Delhi: Pearson Education.
6. Sancheti D.C. and Kapoor V. K. (2014) *Business Mathematics*, Eleventh Edition, New Delhi: Sultan Chand & Sons.
7. Ranganath G.K. and Narasimha T.V. (2004) *Text Book of Business Mathematics*, Third Edition, New Delhi: Himalaya Publishing House.

**Note:** Latest edition of text books may be used.

<b>MANAGERIAL ECONOMICS (OEC)</b>		
<b>Course Code:</b>		
<b>Course credits: 3</b>	<b>No. of Hours per week: 3 Hrs</b>	<b>Total No. of Teaching</b>
<b>Hours: 42 Hrs</b>		
<b>TITLE OF THE PAPER: MANAGERIAL ECONOMICS (OE)</b>		
<b>COURSE OBJECTIVES:</b>		
<ul style="list-style-type: none"> <li>• To enable the students to gain knowledge about the various tools, techniques and concepts of managerial economics</li> </ul>		
<ul style="list-style-type: none"> <li>• Familiarize the students with the basics of consumer behaviour, behaviour of the firms and market equilibrium.</li> </ul>		
<ul style="list-style-type: none"> <li>• To analyze the market structures of Perfect competition, Oligopoly and Monopoly.</li> </ul>		
<b>COURSE OUTCOMES:</b>		
<ul style="list-style-type: none"> <li>• Understand the role of prices in allocating scarce resources in market economies and explain the consequences of government policies in the form of price controls.</li> </ul>		
<ul style="list-style-type: none"> <li>• Appreciate positive as well as normative view points on concepts of market failure and the need for government intervention.</li> </ul>		
<b>MODULE -1: NATURE AND SCOPE OF MANAGERIAL ECONOMICS: 14 Hours</b>		
<b>Chapter 1: Managerial Economics:</b> Meaning, Definition of Managerial Economics -Nature and Scope of Managerial Economics, Role and responsibilities of a Managerial economist, Economics vs. Managerial Economics.		
<b>Chapter 2: Cost Analysis:</b> Cost Concepts -Cost Schedule -Cost Output Relations - Short run and Long run cost curves. Mathematical problems.		
<b>Chapter 3: Revenue Analysis:</b> Revenue: meaning, concepts: Total Revenue, Average Revenue and Marginal Revenue.		
<b>MODULE II: PERFECT COMPETITION: 14 Hours</b>		
<b>Chapter 4: -Perfect Competition:</b> meaning and features, Relationship between AR and MR under Perfect competition –Numerical illustration.		
<b>Chapter 5: Price and Output in Perfect Competition: Conditions of equilibrium,</b> Determination of Equilibrium Price and Output - Industry and Firm -Numerical Illustrations, Price- Output		

Determination in the short run and long run under Perfect Competition

**Chapter 6: Break Even Analysis:** Meaning of break even, assumptions, types, Usefulness, Limitations and Numerical Illustration.

**MODULE III: IMPERFECT COMPETITION: 14 Hours**

**Chapter 7: Monopoly:** Meaning of imperfect competition. Relationship between TR, AR and MR under imperfect competition. Monopoly: meaning, features, Equilibrium -short run and long run -Price Discrimination -meaning -Types -essential conditions -Equilibrium under Price Discrimination -Price Discounts -Types and Differentials –meaning

**Chapter 8: Monopolistic Competition:** Meaning-Features -Price Output Determination under Monopolistic Competition.

**Chapter 9: Oligopoly:** Meaning -Features of Oligopoly, Types of Oligopoly, Kinked Demand Curve Model.

**BOOKS FOR REFERENCE**

1. Jhingan.M. M. L, (2016). *Advanced Economic Theory*, 14th Edition, New Delhi. Vrinda Publication, Ltd.
2. Koutsoyiannis, (2016). *Modern Micro Economics*, 2<sup>nd</sup> Edition, New Delhi. MacMillan Press Ltd.
3. Mithani, (2016). *Managerial Economics: theory and Applications*, New Delhi. Himalaya Publishing House
4. Dewett.K. K, (2015). *Modern Economic Theory*, 23rd Edition, New Delhi. Shyam Lal Charitable Trust
5. Mehta P. L, (2014). *Managerial Economics-Analysis, Problems, Cases*, 20<sup>th</sup> Revised Edition, New Delhi. Sulthan Chand and sons.
6. Varshney. R.L, Maheshwari K.L, (2014). *Managerial Economics*, 22<sup>nd</sup> Revised Edition, New Delhi: Sultan Chand and sons.
7. Ahuja H.L, (2014). *Advanced Economic Theory*, 20th Edition, New Delhi. S Chand and company Ltd.
8. Kulkarni ABN (2012). *Managerial Economics*, 10th Edition, New Delhi. R. Chand and Co.

<b>Name of the Program:</b> Bachelor of Business Administration (BBA)		
<b>Course Code:</b>		
<b>Name of the Course:</b> EVENT MANAGEMENT		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3Hrs</b>	<b>42Hrs</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.		

<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b>	
<ul style="list-style-type: none"> <li>• Ability to understand the concepts of Event Management</li> <li>• Ability to understand the role of event manager.</li> <li>• Ability to analyze the types of events</li> <li>• Ability to explain the planning and execution of events.</li> </ul>	
<b>SYLLABUS</b>	<b>Hours</b>
<b>ModuleNo.1: INTRODUCTION TO EVENT MANAGEMENT</b>	<b>08</b>
Event- Meaning- Why Event Management- Analysis of Event, Scope of Event, Decision Makers - Event Manager- Technical Staff- Establishing of Policies and Procedure- careers in event management	
<b>ModuleNo.2: EVENT MANAGEMENT PROCEDURE</b>	<b>10</b>
Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, - Utilities- Fire Brigade Ambulance Catering, Electricity, crowd management and evacuation	
<b>ModuleNo.3: CONDUCT OF AN EVENT</b>	<b>12</b>
Preparing a Planning Schedule - Aim of event, develop a mission, Establish Objectives Preparing event proposal, Use of planning tools: Organizing Tables, Assigning Responsibility, Communication and Budget of Event- Checklist, Computer aided Event Management- Roles and Responsibilities of Event Managers for Different Events. Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blue Print, Need for Entertainment in Corporate Events and Reporting.	
<b>Module No 4: EVENT MARKETING</b>	<b>12</b>
EventMarketing-Customer care-Marketing equipments and tools-Promotion, Media Relations and Publicity-Event Co-ordination-Visual and Electronic Communication -Event Presentation-Event Evaluation-Case Studies of events of National and International importance.	
<b>Skill Developments Activities:</b>	
<ol style="list-style-type: none"> <li>1. Preparation of Event plan for the college fest.</li> <li>2. Preparation of Event Plan for Wedding, Annual General Body Meeting of an MNC.</li> <li>3. Preparation of Event Plan for College Day Celebration</li> </ol>	
<b>Books for reference:</b>	
<ol style="list-style-type: none"> <li>1 Sushil K. Chaturvedi, Rajender Sharma (2018) Event Management Simplified: A Practical Approach, 1st Edition, New Delhi: Pearson India Education Services. ISBN: 978-93-325-8661-0.</li> <li>2. Biji Mathew, S. Chand (2019) Event Management: A Comprehensive Guide, 2nd Edition, New Delhi: Vikas Publishing House. ISBN: 978-93-2593-259-9.</li> <li>3. Praveen Sirohi, Gourav Sharma (2020) The Complete Guide to Event Management, 3rd Edition, New Delhi: McGraw Hill Education. ISBN: 978-93-90000-26-1.</li> <li>4. Rajeev Roy, Amit Singh (2017) Event Management and Marketing, 1st Edition, New Delhi: Oxford University Press India. ISBN: 978-93-8802-887-0.</li> <li>5. Amit Abraham (2016) Event Planning and Management: Principles, Techniques, and Applications, 1st Edition, New Delhi: Sage Publications India Pvt Ltd. ISBN: 978-93-5150-414-0</li> </ol>	