



## MBA in EVENT MANAGEMENT

### SEMESTER 1

	Course Titles	internal	external	Total
1.1	MANAGEMENT PRINCIPLES AND PRACTICE	40	60	100
1.2	ORGANIZATIONAL BEHAVIOR	40	60	100
1.3	CORPORATE COMMUNICATION	40	60	100
1.4	INTRODUCTION TO EVENT MANAGEMENT & PR	40	60	100
1.5	EVENT MANAGEMENT PLANNING	40	60	100
1.6	EVENT PRODUCTION PROCESS	40	60	100
1.7	COMPUTER APPLICATIONS IN MANAGEMENT USING SAP*	40	60	100
	<b>TOTAL</b>	<b>280</b>	<b>420</b>	<b>700</b>
	<b>SEMESTER 2</b>			
2.1	ADVERTISING AND SALES PROMOTION	40	60	100
2.2	MARKETING MANAGEMENT	40	60	100
2.3	HUMAN RESOURCE MANAGEMENT	40	60	100
2.4	SPECIAL EVENTS – WEDDING PLANNING & LIVE EVENTS	40	60	100
2.5	EVENT TEAM & CREW MANAGEMENT	40	60	100
2.6	EVENT RESOURCE MANAGEMENT	40	60	100
2.7	COMPUTER APPLICATIONS IN MANAGEMENT USING SAP* - PRACTICAL	40	60	100
	<b>TOTAL</b>	<b>420</b>	<b>700</b>	<b>700</b>
	<b>SEMESTER 3</b>			
3.1	BRAND MANAGEMENT	40	60	100
3.2	MANAGEMENT INFORMATION SYSTEM	40	60	100
3.3	EVENT MARKETING & SPONSORSHIP	40	60	100
3.4	EVENT COST ACCOUNTING & FINANCE MANAGEMENT	40	60	100
3.5	EVENT HOSPITALITY, LAW & PERMISSIONS	40	60	100
3.6	EVENT RISK MANAGEMENT	40	60	100
	<b>TOTAL</b>	<b>240</b>	<b>360</b>	<b>600</b>
	<b>SEMESTER 4</b>			
4.1	MEDIA MANAGEMENT	40	60	100
4.2	SPECIAL EVENTS – MICE & CORPORATE EVENTS	40	60	100
4.3	ADVANCE ASPECTS OF EVENT MANAGEMENT	40	60	100
4.4	PUBLIC RELATIONS	40	60	100
4.5	TOURISUM MARKETING	40	60	100

4.6	PROJECT & TRAINING REPORT VIVA & VOCA			100
	<b>TOTAL</b>	<b>200</b>	<b>300</b>	<b>600</b>

SunRise University

## **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 Entrepreneuring - 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.

## **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. Hellinegal 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. Helliregal.et.al, Organisational Behaviour, Thomson Learning.
7. McShane&Glinow, Organisational Behaviour, Tata McGraw Hill.
8. Harris & Hartman, Organisational Behaviour, Jaico, 2003.

## **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.

### **REFERENCES :**

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

## **INTRODUCTION TO EVENT MANAGEMENT & PR**

### **UNIT – I**

Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures

### **UNIT – II**

Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.

### **UNIT – III**

Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

### **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
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House.

## **EVENT MANAGEMENT PLANNING**

### **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**

Understand Process – Meaning, Need, And Benefits of a Process, Steps for Creating Process, Planning event – Determining the purpose of your event, Types of Events for Your Business, What's the Goal of Your Event?, Understanding Your Event's Audience,

### **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**

Staffing and Vendors, Logistic and Staging, Breaking Down the Event, Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility.

### **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

## **EVENT PRODUCTION PROCESS**

### **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, 35 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**

Visual Presenters, Video/Data Projectors, Display Equipment, Plain Screen, Monitors, Video walls, LED Screens, Teleprompters, Other Unusual Surfaces, Multimedia Presentations, Setting Goals and Content for the Show, Choosing Equipment and Personnel, Putting it Together, Equipment Setup and Operation, Setup, Operation during the Event, Risk and Safety.

### **UNIT – IV**

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

### **UNIT - V**

Audio Systems Acoustic Theory and Its Application to the Event Space What Is Sound? Sound Propagation and Its Relationship to the Event Space Uses of an Audio System, Audio for Speech, Audio for Entertainment, Main Audio System Groups and Their Components, Input Group, Signal Processing and Routing Group, Output Group Signal Path and Equipment Locations in the Event Space, Signal Path, Equipment Locations, Pre-Event Sound Check and System Operation during the Event, Pre Event Sound Check, System Operation during the Event, Risk and Safety

### **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



## **ADVERTISING AND SALES PROMOTION**

### **UNIT – I**

Advertisement – Management- introduction- Marketing- marketing Communication- Marketing Mix Strategies.Communication Process-Definition- Nature of Communication response hierarchy.

### **UNIT – II**

Strategic advertising tool : Research process – Common errors in research – Advertising Strategy – Creative execution in Advertising – client evaluation- cognitive process of communication.

### **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 :**

1. “ Advertising and Promotion” – Geroge E- Belch & Michael. A. Belch- Tate McGraw- Hill – Sixth Edition.
2. “ Promotion Management” –John –J. Bunnelt- West Publishing Company.

## **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 liberalized 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; Sales force 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 adaptation, 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. Marketing Management – S. Jayachandran - TMH, 2003.

## 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 edition, PHI/Pearson.
4. VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, New Delhi - 2000.
5. Dr. R. Venkatapathy & Assisi Mencheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001.
6. Robert L. Gibson and Marianne H. Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005.

## **SPECIAL EVENTS – WEDDING PLANNING & LIVE EVENTS**

### **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 (Author)

## **EVENT TEAM & CREW MANAGEMENT**

### **UNIT – I**

Research, The Event Management Process, Selecting the Appropriate Pre-Event Research Method, Effective Presenting Your Pre-event Research Findings, The Five W's, How to produce consistently effective events, The SWOT analysis.

### **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)
3. Crew Resource Management, Second Edition by Barbara G. Kanki, Robert L. Helmreich and Jose Anca

## **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**

Décor - Design Theory, Elements of Design, Principles of Design, Categories of décor, Backdrops, Themed Sets, Props, Fabrics and Soft Goods, Banners and Signs, Tension Fabric Structures, People and Other Creatures As Decor, Floral Décor, Inflatables, Other Unique Décor, Setup Considerations for Décor - Prior to the Event and At the Event.

### **UNIT – IV**

Tenting - Why Use a Tent for a Special Event? - Types and Styles of Tents, Pole Tent, Pipe Frame-Supported Tent, Box-Beam, Frame-Supported (Clear span) Tent, Tensile Tent or Structure, Inflatable Tent, Fabrics, Determining the Correct Tent Size, Tent Accessories and Options, Tops, Sidewalls, Gutters, Doors, Lighting, Liners, Flooring, Heating, Ventilation, and Air Conditioning, Branding and Marketing, Setup Considerations - Site and Site Survey, Weather and Time of Day, Installation, Tent Technology Today and in the Future - Size and Shape, Modularity and Portability, Cross-Cultural Influences, Materials Technology, Risk and Safety.

### **UNIT - V**

Miscellaneous Technical Resources - Electrical Power, Determining Electrical Service Requirements, Electrical Distribution, Portable Power, Electrical Safety Considerations, Rigging and Trussing - Overview, Rigging Equipment, Safety, Other Temporary Structures – Scaffolding, Bleachers, Fencing and Barriers, Sanitary Facilities.

### **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)

## **2.7 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

**Practical's:** 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

## **BRAND MANAGEMENT**

### **UNIT – I**

Concept of a brand – Evolution, perspectives, anatomy, types of brand names, brand name associations, Brands Vs Products, Advantages of Brands to consumers & firms. Brand elements: Components & choosing brand elements, Branding challenges & opportunities.

### **UNIT – II**

Brand positioning – Basic concepts – alternatives – risks – Brands & consumers – Strategies for positioning the brand for competitive advantage – Points of parity – Points of difference - Buying decision perspectives on consumer behaviour, Building a strong brand – Method & implications.

### **UNIT – III**

Brand Image, image dimensions, brand associations & image, Brand identity – perspectives, levels, and prisms. Managing Brand image – stages – functional, symbolic & experiential brands. Brand Equity – Sources of Equity. Brand Equity models, Brand audits. Brand Loyalty & cult brands.

### **UNIT – IV**

Leveraging Brands – Brand extensions, extendibility, merits & demerits, Line extensions, line trap – Co-branding & Licensing Brands. Reinforcing and Revitalisation of Brands – need, methods, Brand Architecture – product, line, range, umbrella & source endorsed brands. Brand Portfolio Management.

### **UNIT – V**

Brand valuation – Methods of valuation, implications for buying & selling brands. Applications – Branding industrial products, services and Retailers – Building Brands online. Indianisation of Foreign brands & taking Indian brands global – issues & challenges.

### **REFERENCE:**

- a. 1. Kevin Lane Keller, Strategic Brand Management, PHI/Pearson, New Delhi.
- b. 2. Kapferer, Strategic Brand Management, Kogan Page, New Delhi.
- c. 3. Harsh Varma, Brand Management, Excell Books, New Delhi.
- d. 4. Majumdar, Product Management in India, PHI.
- e. 5. Sengupta, Brand Positioning, Tata McGraw Hill.
- f. 6. Rameshkumar, Managing Indian Brands, Vikas.
- g. 7. Chandrasekar, Product Management, Himalaya.



# 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", IInd edition, Prentice Hall of India, New Delhi.
6. M.Senthil, "Management Information System", 2003.

# **EVENT MARKETING & SPONSORSHIP**

## **UNIT – I**

Introduction To Event Marketing -The Objectives Of Event Marketing, Advertising As A Part Of Marketing. Brand Name, Product Design, Post-Self Support, Future Of Event Marketing -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 – 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**

Future Of Event Marketing -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**

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**

1. The Event Marketing Handbook – Saget Allison – 2006
2. Event Marketing - The Wiley Event Management Series - Leonard H. Hoyle
3. Event Marketing and Event Promotion Ideas - Eugene Loj

# **EVENT COST ACCOUNTING & FINANCE MANAGEMENT**

## **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**

Event Costing - Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Point, B.E.P. Analysis for Events, B.E.P. Analysis As Applied To Event Management And Tactical Decisions.

## **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, Indoorvenues, Budget for Sets, Security, Sound & Lights, Generators, walkie talkie, Pyros, Advertising PR, Print, Hoardings, Buses, Public Relations, Performers, Use Of CostCenters In Event Management, Event Management Fees, Percentage of the totalevent cost, flat fees, package price.

## **UNIT - V**

Event Market Analysis, Technical Analysis, Financial Analysis, Key issues in Project Analysis, Project Appraisal, financial appraisal, Application for financial assistance, Ratio Analysis for Events, Means of Financing, Profitability & Cash Flow, Managing Cash Flow In Events Significance, types of Expenses, Accounting Pattern, Evaluation.

## **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

## **EVENT HOSPITALITY, LAW & PERMISSIONS**

### **UNIT - I**

The World of Hospitality -The Travel and Tourism Industry in Perspective 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 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. Hospitality Management: An Introduction 2nd Edition Tim Knowles ISBN13: 9780582312715

## **EVENT RISK MANAGEMENT**

### **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 Minimise Risk For Events.

### **UNIT – II**

Legal Risks, Physical Risks, Financial Risks, Moral And Ethical Risks, Objective Of Risk Management, A Risk Management Programme, Key Elements Of A Risk Management Programme.

### **UNIT – III**

Risk Management Policy Statement and Objectives, Risk Identification, Assessment and Control, Implementation, Specific Risk Management for Event Managers, Risk Management and Event Planning, What Risks Do Event Management Organisations Face, What is meant by risk management

### **UNIT – IV**

What Are Some Benefits Of Good Risk Management, The Risk Management Process, Scope Of Application, Risk Identification, Defining The Risk, What Is At Risk, What Will The Consequences, Ways To Help Identify Risks, Risk Evaluation, Quantitative, Semi-Quantitative, Is The Risk Acceptable Or Unacceptable.

### **UNIT – IV**

Risk Treatment, Avoid The Risk, Reduce The Risk, Transfer The Risk, Finance The Risk, Retain The Risk, When Should Risk Management Be Applied, How Should Risk Management Be Applied, Risk And Safety Audits, What Is An Audit, What Can An Audit Tell Us, What Are The Benefits Of An Audit, How Does The Process Work, Risk Audit For Event Management Organisations.

### **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)

## **MEDIA MANAGEMENT**

### **UNIT – I**

Introduction – Media Business-Media Classification- Mass Media –Niche Media-Addressable Media and Interactive Media-Media-Intrusiveness.

### **UNIT – II**

Print-Media-Newspaper-Principles of Newspaper Business-Classified Ads, Display Ad's Display Ad's – Coverage and Audience Measurement-Sales and Pricing-magazines Directories.

### **UNIT – III**

Broad cast Media-Radio-Television-out of Home Media-our door Advertising-Cinema and Video-Non-Traditional Media.

### **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**

1. “Principles of Advertising and IMC” – Tom Duncan-Tata McGraw-Hill-Second Edition.
2. “Advertising and Promotion” – an IMC Perspective – Kruti shah and Alan D'souza - Tata McGraw –Hill.
3. “ Mehra”- Newspaper Management.
4. “ Rucker and Williams”- Newspaper Organization and Management.

## **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**

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

**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. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition By Donald Getz.
2. Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
3. Crew Resource Management, Second Edition by Barbara G. Kanki, Robert L. Helmreich and Jose Anca



## **PUBLIC RELATIONS**

### **UNIT – I**

Purpose & Philosophy Of Pr, What Pr Is, Objectives Of Public Relations, The Primary Purpose Of Pr, Hostility, Prejudice, Apathy, Ignorance, Emergence Of Public Relations, Public Relations Today, Public Relations And Propaganda, Defining Objectives And Planning A Programme.

### **UNIT – II**

Four Steps Public Relations Process, Defining PR Problems, Planning And Programming, Taking Action And Communicating, Evaluating The Program, Elements Of Public Relations, Human Relations, Empathy, Persuasion, Dialogue, Objectives Of Public Relations.

### **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**

Ethics And Challenges Of Public Relations, International Public Relations Association (Ipra) Code Of Conduct, The European Code Of Professional Conduct, All About Marketing, Advertising, Functions Of Advertising, Pr As A Component Of Communication And Strategies, Strategic Management, Theories Of Communication, Mass Communication Theory And Research. Functional Approach To Mass Communication Theory, Human Action Approach.

### **UNIT –V**

Models Of Communication, Communication Models, The Advantages Of Models, Limitations Of Models, Classical Communication Models, Transmission Model And Its Criticism, Report Writing, Copyright And Other Legal Issues.

### **REFERENCES**

1. “ Advertising and Promotion” – Geroge E- Belch & Michael. A. Belch- Tate McGraw- Hill – Sixth Edition.
2. “ Advertising and Promotion” – Kruti shah and Alan D’souza Tata McGraw -Hill
3. “ Principles of Advertising and IMC” – Tom Duncan-Tata McGraw-Hill-Second Edition.

## TOURISM MARKETING

### UNIT- I :

Basic concepts of Tourism services- Tourism marketing- meaning – components of Tourism product – Users of Tourism services – Behavioural 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

1. Services Marketing- S.M. Jha – Himalaya Publishing House.
2. Services Marketing – Ravishankar – Excel Books.

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