



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

Semester: III

Credits: 3

Subject Code: C32101

Lectures: 48

**Course Outcomes:**

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

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

**Unit 1: Introduction to Management**

10

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

**Unit 2: Developments of Management Thought**

12

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

**Unit 3: Functions of Management**

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- Planning
  - Meaning and Nature

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- Importance and Limitations
- Types of Planning
- Decision Making-Meaning, Types and Relationship between planning and decision making
- Organizing
  - Concept and Nature
  - Steps in Organizing Process
  - Formal v/s Informal Organizations
  - Organization Climate - Concept, Dimensions and Impact
  - Organization Culture - Concept, Steps and Impact
- Staffing
  - Meaning and Elements
  - Need and Importance
  - Functions in Brief
- Directing
  - Meaning, Nature and Significance
  - Elements of Directing
  - Leadership - Meaning and Importance. Transactional and Transformational Leadership
  - Motivation and Morale - Meaning and Importance
- Controlling
  - Meaning, Nature, Significance
  - Human Resistance to Control - Causes and Remedies
  - Steps in the Process of control

#### Unit 4: Trends in Management Practices

10

- Knowledge Management
  - Concept, Process, Significance and Pitfalls
- Learning Organisations
  - Nature, Advantages Methods of creating Learning Organizations
- Excellence in Management
  - Concept of managerial effectiveness
  - McKinsey's 7-S Framework
  - Management Excellence in Indian Industry
- Disaster Management
  - Meaning, Need and Importance
  - Types
  - Disaster Management in India

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

#### Recommended Basic Reading:

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

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

#### Recommended Reference Books:

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

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**Business Management**  
**Event Management**  
**[Core Course]**

Semester: IV

Credits: 3

Subject Code: C42101

Lectures: 48

**Course Outcomes:**

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

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

**Unit 1: An Introduction to Event Management**

12

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

**Unit 2: Key Elements of Events**

12

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

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### Unit 3: Marketing, Execution and Evaluation of Events

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- Concept of Market in Events
- Five Ps of Event Marketing- Product, Promotion, Price, Public Relations, Place
- Revenue Generating Customers and Non-Revenue Generating Customers
- Positioning and Branding in Events
- Activities in Event Management: Pre-event Activities, During Event Activities, Post-event Activities
- The Basic Evaluation Process: Establishing Tangible Objectives and Sensitive in Evaluation, Measuring Performance, Correcting derivations, Critical Evaluation Points in Events
- Risk versus Return Matrix

### Unit 4: Disaster Management during Events

10

- Crowd Management
  - Concept
  - Steps
- Crowd in Panic
  - Causes of Panic
  - Environmental Impact
  - Problematic Differences
- Evacuation
  - Reasons for Evacuation
  - Evacuation Techniques
  - Evacuation Team
- Emergency Evacuation
  - Planning
  - Evacuation Sequence

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

#### Recommended Basic Reading:

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

#### Recommended Reference Books:

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

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

**Websites:**

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

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| Faculty                       | Ms. Jyoti Chintan      | <i>Jyoti Chintan</i> 13/6/21      |
| Faculty                       | Dr. Dimple Buche       | <i>Dimple Buche</i> 13/6/21       |
| Faculty                       | Ms. Rajni Singh        | <i>Rajni Singh</i> 13/6/21        |
| Faculty                       | Ms. Shanthi Fernandes  | <i>Shanthi Fernandes</i> 13/6/21  |
| Subject Expert (Outside SPPU) | Dr. K. Rajagopal       | <i>K. Rajagopal</i> 13/6/21       |
| Subject Expert (Outside SPPU) | Prof. Sumita Joshi     | <i>Sumita Joshi</i> 13/6/21       |
| VC Nominee                    | Dr. Shubhangi Joshi    | <i>Shubhangi Joshi</i> 13/6/21    |
| Industry Expert               | Mr. Sanjay Kulkarni    | <i>Sanjay Kulkarni</i> 13/6/21    |
| Alumni                        | Ms. Shivani Sinha      | <i>Shivani Sinha</i> 13/6/21      |

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