

SINGHANIA UNIVERSITY

COURSE STRUCTURE – MBA (EVENT MANAGEMENT)

SEMESTER I

MBE 101 Principles & Practices of Event Management 60 40 100
MBE 102 Organizational Behaviour 60 40 100
MBE 103 Accounting for Management 60 40 100
MBE 104 Quantitative Techniques 60 40 100
MBE 105 Managerial Economics 60 40 100
MBE 106 Corporate Communications 00 100 100
MBE 107 Computers Application for Event Industry 00 100 100
MBE 108 Viva-voce 100

SEMESTER II

MBE 201 Business Environment 60 40 100
MBE 202 Events Production & Operations Management 60 40 100
MBE 203 Human Resource Management 60 40 100
MBE 204 Marketing Management 60 40 100
MBE 205 Financial Management 60 40 100
MBE 206 Workshop on Research Methodology 00 100 100
MBE 207 Workshop on Information Technology 00 100 100
MBE 208 Viva-Voce 100

SEMESTER III

MBE 301 Business Research 60 40 100
MBE 302 Corporate Legal Environment and Licences 60 40 100
MBE 303 **Event Concept & Designing** 60 40 100
MBE 304 **Event Logistics** 60 40 100
MBE 305 **Handling Of Media & PR** & brand management 60 40 100
MBE 306 Management Information Systems 00 100 100
MBE 307 Presentations - Event Industry 60 40 100
MBE 308 Viva-Voce 100

SEMESTER IV

MBE 401 Strategic Management 60 40 100
MBE 402 Management of International Business 60 40 100
MBE 403 Event safety and Security 60 40 100
MBE 404 Special Events 60 40 100
MBE 405 **Organization Of Events, Values & Ethics Of Event Industry** 60 40 100
MBE 406 Final Research Project (200 Marks) 200
MBE 407 Viva-Voce 100

Note: (1) A team of two examiners will evaluate the Final Research Project. There will be one external

and one internal examiner, each evaluating out of 100 marks. The Institute will select and invite an

external examiner for the evaluation.

(2) The viva voce examination in all the four semesters will be conducted as provided for in the ordinances for MBA

There will be six to eight week training in any commercial and non-commercial institute after 2nd semester.

Semester I

PRINCIPLES & PRACTICES OF EVENT MANAGEMENT (MBE-101)

Max. Marks: 100

External Assessment: 60

Internal Assessment: 40

Unit I

Definition, nature, purpose and scope of management. Functions of a manager, an overview of planning, organizing and controlling. Is managing a science or art? Ethics in managing and social responsibility of managers.

Evolution of management thought. Contributions of Taylor, Gantt, Gilbreth, Fayol, Weber, Elton Mayo, Chester Bernard, Maslow, Herzberg, Likert and McGergor. Management Science, Operations Research/Mathematical School/ Decision Theory approach. Systems Approach: Key concepts in systems Closed system vs. open system. Subsystems, System Boundary. McKinsey's 7-S Approach.

Unit II

Planning: Types of plans, steps in planning, and process of planning. Nature of objectives, setting objectives. Concept and process of Managing by Objectives. Nature and purpose of strategies and policies. Strategic planning process. SWOT analysis, Portfolio matrix, premising and forecasting.

Decision-Making: Importance and steps in Decision Making; Traditional approaches to decision-making; Decision making under certainty - programmed decisions; Introduction to decision-making under uncertainty, non- programmed decisions; decision tree; group-aided decisions; Brain storming; Creativity - creative problem solving.

Unit III

Organizing: Concept of organization, process of organizing, bases of departmentation, Authority & power - concept & distinction.

Line & Staff concept; problems of use of staff & ways to avoid line-staff conflict Delegation - concept of delegation; elements of delegation - authority, responsibility, accountability. Reasons for failure of delegation & how to make delegation effective.

Decentralization - concept, reasons for decentralization and types (or methods) of decentralization. Span of Management - concept, early ideas on span of management, factors determining effective span-situational approach.

Coordination- Concept and importance of coordination; factors which make coordination difficult; techniques or methods to ensure effective coordination.

Unit IV

Control: Concept, planning-control relationship, process of control -setting objectives, establishing standards, measuring performance, correcting deviations.

Human response to control. Dimensions or Types of Control -(a) Feed forward control (b) Concurrent Control (Real Time Information & Control), (c) Feedback Control v) Techniques of Control - Brief review of Traditional Techniques & Modern Techniques of Control.

Comparative study: Comparative study of main features of Japanese Management and Z-culture of American Companies.

Recommended Text Books

S.No	Author	Book	Publisher
1	Harold Koontz & Heinz Wehrich	Essentials of Management	Tata McGraw Hill
2	Stoner, Freeman, Gilbert Jr.	Management	Prentice Hall
3	Bhatt & Kumar	Principles of Management	Oxford Publications
4	Daft	The New Era of Management	Thomson Learning

Reference Books

S.No	Author	Book	Publisher
1	Heinz Wehrich & Harold Koontz	Management (A Global Perspective	Tata McGraw Hill
2	Kreitner	Management	AITBS

3	Stephen Robbins & Coulter Mary	Management	Prentice Hall
4	Richy W.Griffin	Management	AITBS
5	Terry & Franklin	Fundamentals of Management	Pear son Education Asia
6	Robins	Principles of Management	AITBS
7	Tripathi	History of Indian Business	Oxford Publications

ORGANISATIONAL BEHAVIOUR (MBE-102)

Max. Marks:100

External Marks: 60

Internal Marks: 40

UNIT-I

Organizational Behavior: What managers do, Definition of OB, contributing disciplines to OB, challenges and opportunities for OB.

Foundations of Individual behavior- biographical characteristics, ability, and learning.

Values, Attitudes

Personality and Emotions

Perception

UNIT-II

Motivation: Concept, Theories of Maslow , Herzberg, McClelland, Porter & Lawler Model, Application of Motivation Concept.

Job Satisfaction

Foundations of Group Behavior: Group formation, development and structure,

Group Processes, Group Decision- making Techniques, Work Teams.

UNIT-III

Interpersonal Skill- Transactional analysis, Life Positions, Johari Window.

Leadership: Concept, theories styles and their application.

Power and Politics in Organization

UNIT-IV

Conflict Management, Stress Management, Crisis Management

Organizational Change & Development, Innovation, Creating a learning

Organization

Organizational Culture

Organizational Effectiveness.

Recommended Text Books

Sr.	Author	Title	Publisher
1.	Robbins	Organization Behaviour	Pearson Educationa Asia
2.	Luthans	Organization Behaviour	Tata McGraw Hill
3.	Udai Pareek	Understanding Origination	Oxford Publishing House

Reference Books

Sr.	Author	Title	Publisher
1.	Hersey, Blanchard & Johnson	Management of Organizational Behaviour	Prentice Hall India
2.	Newstrom & Davis	Organizational Behaviour: Human Behaviour at Work	Tata McGraw Hill
3.	Rallinson, Broadfield & Edwards	OB & Analysis	Addison Wasley
4.	Aswathappa	Organization Behaviour	Himalaya

ACCOUNTING FOR MANAGEMENT (MBE-103)

Max. Marks: 100

External Assessment: 60

Internal Assessment: 40

Unit I

Accounting as an information system, concepts, convention and principles of accounting, Role of accountant in an organization. Branches of accounting: Financial, Cost and Management Accounting and their inter-relationships.

Financial, Cost and Management Accounting, Revenue recognition, Preparation of Journal, Subsidiary books, Ledger, Trial Balance and Final Accounts of a sole trader and a partnership firm (with simple adjustments). Depreciation Accounting: Fixed installment and reducing balance methods.

Unit II

Financial Analysis-Concepts and objectives, Tools of Financial Analysis: trend analysis, common size statements, comparative statements, Introduction to ratio analysis, fund flow and cash flow statements (with additional information).

Unit III

Cost Accounting-Meaning, Scope and Classification of costs, Absorption costing, marginal costing.

Methods of valuing material issues.

Introduction to Break Even Analysis, Use of Cost-data in managerial Decision-making with special reference to pricing and make or buy decisions.

Introduction to Standard Costing including Variance Analysis – materials and labour variances.

Cost Control Techniques-Preparation of budgets and their control, Zero base budgeting. Standard costing and Variance analysis, Responsibility accounting.

Unit IV

Introduction to recent developments in cost management: Introduction to concept of Price Level Accounting, Human Resource Accounting, Target Costing, Kaizen costing Activity based costing, Life Cycle Costing.

Introduction to Tally Software Package in Accounting – Creating Companies, journal entries and ledger accounts.

Recommended Text Books

S.No	Author	Title	Publisher
1	Pandey	Management Accounting	Vikas Publishing House
2	Maheshwari	Financial Accounting	Vikas Publishing House

Reference Books

S.No	Author	Title	Publisher
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1.	Horngren, Sundem & Stratton	Introduction to Management Accounting	Prentice Hall India
2.	R.K, Lele, Jawahar Lal	Accounting Theory	Himalaya Publishing House
3.	L.S. Porwaa	Accounting Theory	Tata McGraw Hill
4.	A.K.Vashisht, J.S Pasricha.	Management Accounting	Unistar Books Pvt.Ltd
5.	S.P.Jain, K.L. Narang	Cost Accounting Principles & Practices	Kalyani Publishers
6.	Bhattacharyya, JohnDearden	Costing for Management	Vikas Publishing House

QUANTITATIVE TECHNIQUES (MBE-104)

Max. Marks: 100

External Assessment: 60

Internal Assessment: 40

Unit I

Role of Mathematics and statistics in Business Decisions

Theory of Sets

Compound interest, depreciation and annuities.

Equations: Linear, Quadratic & Simultaneous Equations

Matrix Algebra

Binomial Theorem

Principles of Mathematical Induction, Arithmetic Progression & Geometric Progression

Unit II

Data Analysis: Measure of Central Tendency

Measures of Dispersion: Range Quartile Deviation, Mean Deviation, and Standard Deviation and Coefficient of Variation, Skewness and Kurtosis

Index Numbers, Methods: Simple, Aggregate, Weighted, Test

Unit III

Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation.

Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation

Time Series Analysis, Trend Variation, Least Square Fit, Seasonal Variation

Unit IV

Theory of Probability, Addition and Multiplication Law, Baye's Theorm

Theoretical Distributions: Binomial, Poisson and Normal Distribution

Sampling Distribution, Standard Error

Theory of Estimation, Point Estimation, Interval Estimation

Testing of Hypothesis: Large Sample Tests, Small Sample test, (t, F, Z Test and Chi Square Test

Recommended Text Books

S.No	Author	Title	Publisher
1.	Levins, Krehbiel & Berenson	Business Statistics	Pearson
2.	Levin & Rubin	Statistics for Management	„
3.	Sancheti & Kapoor	Business Mathematics	Sultan Chand

Managerial Economics (MBE- 105)

Max Marks: 100

External Assessment: 60

Internal Assessment: 40

UNIT-I

Introduction to Managerial Economics: Scope of Managerial Economics and other disciplines, Basic economics concepts in decision-making Distinction between Micro and Macroeconomics.

Demand analysis: Types, determinants, elasticity, demand function, demand forecasting.

UNIT-II

Cost Analysis: Concept of cost and its types, cost output relationship in short and long period, supply curve. Iso-quant curves, Indifferences curves.

Pricing analysis: Market structures, price determination under different market situations, price discrimination, selling costs, products differentiation, Various pricing methods, transfer pricing, break even analysis, profit planning.

UNIT-III

National income analysis: Techniques of social accounting. Theories of income ,output and employment: Classical Keynesian. Demand behaviour: Duessenbury and friedman.

Theory of multiplier: Concepts of static and dynamic multiplier, balanced budget multiplier . Income generation process through multiplier.

UNIT-IV

Theory of trader cycle: Concepts and causes of trade cycles. Measures to control trade cycles.

Macro economics policy: Monetary and fiscal.

Theories of inflation: cause and control of inflation.\

Recommended Text Books

Sr No	Author	Title	Publisher
1	K.K. Dewett	Modern Economic Theory	S. Chand
2	D.M. Mithani	Managerial Economics Theory & Application	Himalaya
3	H.L. Ahuja	Macro Economics- Theory &Policy	S. Chand

CORPORATE COMMUNICATIONS (MBE-106)

MAX MARKS - 100

EXTERNAL ASSESSMENT 60

INTERNAL ASSESSMENT 40

Unit I

Office Management : Types of Correspondence, Receipt and Dispatch of Mail, Filing Systems, Classification of Mail. ,Role & Function of Correspondence, MIS, Managing Computer

Unit II

Letter & Resume Writing: Types of Letters-Formal / Informal, Importance and Function, Drafting the Applications, Elements of Structure, Preparing the Resume, Do's & Don'ts of Resume, Helpful Hints

Unit III

Presentation Skills: Importance of Presentation Skills, Capturing Data, Voice & Picture Integration, Guidelines to make Presentation Interesting, Body Language, Voice Modulation, Audience Awareness, Presentation Plan, Visual Aids, Forms of Layout, Styles of Presentation.

Unit IV

Interview Preparation: Types of Interview, Preparing for the Interviews, Attending the Interview, Interview Process, Employers Expectations, General Etiquette, Dressing Sense, Postures & Gestures.

Recommended Text Books

S.No.	Author	Title	Publisher
1	Lesikar, Petit & Flately	Lesikar's Basic Business Communication	Tata McGraw Hill

Reference Books

S.No.	Author	Title	Publisher
1	Poe & Fruchling	Basic Communication	AITBS
2	Taylor	English Conversion Practice	Tata McGraw Hill
3	Diwan & Aggarwal	Business Communication	Excel
4	Baugh, Frayer & Thomas	How to write first class Business Correspondence	Viva Books

Computers Application for Event Industry (MBE-107)

MAX MARKS - 100

EXTERNAL ASSESSMENT 60

INTERNAL ASSESSMENT 40

Unit I

Introduction to computers: Classification, types and components of computer system. Problem analysis, flow charting, algorithm and decision tables. Low and high level languages and its implementation. Basic concepts of operating systems. Basic DOS Commands, concepts of files, directories and other systems of computers.

Unit II

Windows 95 and 98: Introduction, Difference between Windows 95 and 98, system requirement, and new developments in Windows.

Working with Windows 95: Icons on the desktop, Network Neighborhood, recycle bin, briefcase, switching between windows, putting new objects like folders, documents printers and applications etc. on the desktop taskbar, start menu, window buttons, time moving the taskbar, format of a window, title bar, frame, control menu, menu bar, minimize buttons, moving and resizing windows. File printing, deleting and copying etc. and other applications of windows.

Unit III

MS Office 95/97/2000

Word Processing: MS Word, Word basics, Formatting texts and documents, working with heading and footnotes, tables and sorting, graphics mail merge and macros

Unit IV

Spreadsheets and their uses in business. Excel basics, rearranging worksheets, excel formatting techniques, chart features and working with graphics in excel. Power Point: Basics, working with texts and graphics in power point. Delivering information with Microsoft Mail.

Recommended Text Books

Sr.	Author	Title	Publisher
1	P.K.Sinha	Fundamental of Computers	BPB
2	Leon & Leon	Internet for Everyone	Leon Tech World
3	Curtin, Foley, Sen & Martin	Information Technology	Tata MCGraw Hill
4	Ron Masfield	MS-Office	Tech Publication

Semester II

BUSINESS ENVIRONMENT (MBE 201)

MAX MARKS - 100

EXTERNAL ASSESSMENT 60

INTERNAL ASSESSMENT 40

Unit I

Introduction and definition of Business and its emergence in the 21st century. The concept of environment, components of environment: economic, political, legal, social, technological & international. Need to scan the business environment and techniques of scanning the business environment.

Economic environment: Economic systems, economic planning in India, objectives, strategies and evaluation of current five year plan. Industrial policy and industrial licensing. New economic policies.

Unit II

Political Environment: Three political institutions- Legislature, Executive and Judiciary. Fundamental rights and Directive Principles of state policy. Rationale and extent of state intervention.

Legal Environment: company regulatory legislations in India, MRTP, FEMA, EXIM in light of liberalization policies. SEBI guidelines relating to capital issues.

Public sector in India: concepts, philosophy and objectives, performance, problems and constraints. Privatisation. Joint sector and co-operative sector in India.

Unit III

Social environment: social responsibility of business, consumer movement & Consumer Protection Act 1986, The Environment Protection Act 1986.

Technological environment: Impact of technology on business. Technological policy, import of technology, appropriate technology, problems in technology transfer.

International environment: Emergence of globalisation. Control of foreign direct investment, benefits and problems from MNCs. WTO, its role and functions, implications for India. Trading blocks.

Recommended Text Books:

S.No	Author	Title	Publisher
1.	Aswathappa	Essential of Business Environment	Himalaya
2.	Sengupta	Government & Business	Vikas

Reference Books:

S.No	Author	Title	Publisher
1.	Aggarwal & Diwan	Business Environment	Excel
2.	Cherunilam	Business Environment	Himalaya
3	Kazmi	Business Policy & Strategic Management	TataMcGraw-Hill

Events Production & Operations Management (MBE202)

MAX MARKS - 100

EXTERNAL ASSESSMENT 60

INTERNAL ASSESSMENT 40

Unit I

Operations management: Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques .Process selection- Project, job, Batch, Mass and Process types of Production Systems. Product –Process Mix. Concept, theme, Fabrication, light & sound, handling vendors.

Unit II

Introduction to modern productivity techniques – just in time, Kanban system. Total Quality Management & six sigma. Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Stock control systems. Virtual factory concept. Production worksheets procedures, performance standards functional areas, motivation and leadership.

Unit III

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality

Assurances, Total Quality Management: Control Charts: acceptance Sampling.

Recommended Text Books:

1. Successful Event Management By Anton Shone & Bryn Parry
2. Event Management By Lynn Van Der Wagen & Brenda R Carlos
3. Production & Operations Management by Nair Tata McGraw Hill
4. Production & Operations Management by Adam and Eben - Prentice Hall India

Human Resource Management (MBE 203)

MAX MARKS - 100

EXTERNAL ASSESSMENT 60

INTERNAL ASSESSMENT 40

UNIT-I

Introduction: Meaning, scope, objective, functions, policies & roles and importance of Human Resource Management. Interaction with other functional areas.

HRM & HRD a comparative analysis,

Organizing the Human Resource Management department in the organization.

Human Resource Management practices in India.

Human Resource Planning: Definition, objectives, process and importance Job analysis,

Description, specification & job evaluation.

UNIT-II

Recruitment,

Selection,

Placement and Introduction Process.

Human Resource Development: Concept, Employee training & development

Career Planning & development

UNIT-III

Performance management : concept and process, performance appraisal,

Potential appraisal

Job Compensation : Wage & salary administration, incentive plans & fringe benefits

Promotions, demotions, transfers, separation, absenteeism & turnover.

Quality of work life (QWL): Meaning, origin, development and various approaches and to QWL,

techniques for improving QWL.

Quality circles: concept, structure , role of management quality circle in India

UNIT IV

Job satisfaction and morale.

Health, Safety & Employee welfare.

Counseling for effective Human Resource Development.

Human Resource : definition, objectives & approaches to human relations,

Employee grievances and discipline ,participation & empowerment,

Introducing to collective bargaining. HR Audit.

Recommended Text Books;

1. Human Resource Management by V.S.P. Rao – Exel

2. Personal Management by C.B. Memoria – Himalaya
3. Human Resource Management by K. Aswathappa - Tata McGrawHill
4. HRM & Human Relations by V.P. Michael –
5. HRD in India Companies by R.S. Dwivedi – Himalaya

Marketing Management (MBE 204)

MAX MARKS - 100

EXTERNAL ASSESSMENT 60

INTERNAL ASSESSMENT 40

UNIT-I

Introduction to marketing: Core concepts, Marketing and selling, Marketing mix. Factors affecting marketing environment. Marketing and globalization Marketing planning process & strategic planning. Marketing Information System : Concept and Components. Consumer Behaviour & Factors influencing consumer buying behaviour, Buying process. Market Segmentation & Targeting. Competitors Analysis.

UNIT-II

Product Decisions: Product Mix, Differentiation & Positioning, New product development, Consumer adoption process, Product Life Cycle and strategies, Packaging and Labeling decisions. Branding & brand equity, Services Marketing, Pricing Decisions: Objectives, Factors affecting pricing decisions, Pricing Methods, Pricing Strategies.

UNIT-III

Distribution Decisions: Nature and types of Marketing Channels, Channel Design and Channel Management Decisions, Retailing, Wholesaling, Physical distribution. Promotion Decisions : Communication process, Promotion Mix, Advertising, Sales Promotion, Public Relations, Managing the Sales force.

UNIT-IV

New Concepts: Green Marketing, Global Marketing, Buzz marketing, viral marketing Customer Relationship Management (CRM) Strategic marketing vs. Marketing management, Strategic marketing process. E-Commerce: Marketing in the digital age.

Recommended Text Books;

1. Marketing Management by Kotler, Philip - Prentice Hall
2. Marketing Management by Subhash c. Jain – Cengage
3. Principles of Marketing by Kurtz & Boone – Cengage

Financial Management (MBE 205)

MAX MARKS - 100

EXTERNAL ASSESSMENT 60

INTERNAL ASSESSMENT 40

Unit I

Evolution of Financial-management, scope and objectives of financial management, agency problem. Time Value of Money, Valuation of bonds and stocks. Source of Long Term funds: Equity shares, Preference share, Debentures, public deposits, factors affecting long term funds requirements.

Unit - II

Capital Budgeting: Capital Budgeting process, Project Selection. Estimation of project cash flows, Capital Budgeting Techniques: Payback Period Methods, Average rate of return, Net

Present Value methods, IRR, Benefit-Cost ratio, Capital rationing.

Unit – III

Capital Structure: Determinants of Capital Structure, Capital structure theories, Cost of Capital, Operating and Financial Leverage.

Management of Retained Earnings: Retained earnings & Dividend policy, Consideration in dividend policy, Forms of Dividends theories, Bonus Shares.

Lease financing: Concepts, types of leases, Advantages and disadvantages of leasing, Evaluation of lease agreement.

Unit - IV

Working Capital: Concept factors affecting working capital requirements, determining working capital requirements , Sources of working capital.

Receivables Management, Inventory Management, and Cash Management.

Recent Developments—Introduction to concepts of EVA, MVA and CAPM.

Recommended Text Books;

1. Financial Management by I.M. Pandey - Vikas publishers
2. Financial Management (Theory& Practice) by Prasanna Chandra - Tata McGraw Hill
3. Fundamentals of Financial Management by James C. Van Horne & John M-(Pearson Education Asia)

Workshop on Research Methodology (MBE 206)

MAX MARKS - 100

EXTERNAL ASSESSMENT 60

INTERNAL ASSESSMENT 40

Unit 1

Introduction to Research : Definition, Scope, Limitations, and Types.

Objectives of Research, Research Process, Defining a research problem,

Research Designs: Qualitative and Quantitative Research; Exploratory,

Descriptive and Experimental designs.

Unit II

Types of Data: Primary and Secondary Data; Methods of Data Collection.

Primary Scales of Measurement: Nominal, Ordinal, Interval and Ratio; Types of

Scales: Ranking and Rating Scales.

Unit III

Designing Questionnaire Sampling: Basic Concepts, Techniques and Determination of Sample

Size Preparation of Data for Analysis: Editing, Coding, Tabulating.

Unit IV

Theory of Estimation, Formulation and Testing of Hypothesis. Small & Large Sample Tests, Tests

of Significance based on t, F, Z test and Chi- Square test. Use of Software Packages for Data

Analysis. Research Report Writing: Contents of Report, Executive Summary, Bibliography

format. Presentation of Report.

Recommended Text Books:

Business Research Methods by Cooper &Schindler- Tata McGraw Hill

Research Methods for Business Students by Saunders, Thornhill & Lewis- Pearson

Workshop on Information Technology (MBE 207)

MAX MARKS - 100

EXTERNAL ASSESSMENT 60

INTERNAL ASSESSMENT 40

Unit I

MS Access:

- o **Creating** Tables, adding and deleting records
- o **Querying**: creating, saving and editing; joining tables in queries
- o **Forms**: creating and using forms,
- o **Reports**: creating and printing reports,
- o **Macros**: concept and simple use of macros
- o **Modules**: writing programs using Visual Basic for Applications (VBA).
- o **Security**: access control by enabling and disabling menus.
- o Managing Data and Files

Unit II

Application of IT: Business, Educational, Decision Support System, Inventory, etc.

Introduction to ERP, CRM, SAP, DBMS, SPSS.

Unit III

Communication: The Electronic Web; Network Applications: voice, Information Services, Internet chat, Group chat, Voice over Internet Protocol: voice conference, Video conferencing.

Computer Network & Communication: Network types, Network topologies, Network Communication Devices, Physical Communication Media, Network Protocol (TCP/ IP).

Unit IV

Working with Tally or any other Accounting Software package

Recommended Text Books;

Fundamental of Computers by P.K.Sinha- BPB

Internet for Everyone by Leon & Leon - Leon Tech World

MS-Office by Ron Masfield - Tech Publication

Semester III

Business Research (MBE 301)

Unit I

Introduction to Business Research

Definition; Nature and Scope of Business Research; The Research Process; Problem Identification and Definition; Determination of Information Needs; Hypothesis Formulation; Developing Research Proposal; Ethical issues in Research.

Unit II

Research Design and Data Collection

Types of Research Design; Secondary and Primary Data; Primary Data Collection Instruments

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Questionnaire Designing and Testing; Schedule; Observation Methods; Qualitative Research; Scaling Techniques and Attitude Measurement; Online Data Sources and Research.

Unit III

Sample Design

Defining the Universe and Sampling Unit; Sampling Frame; Probability and Non-probability Sampling Methods; Sample Size Determination, Data Collection and Survey Errors.

Unit IV

Data Analysis, Interpretation and Report Preparation

Data Editing and Coding; Tabulation; Hypothesis Testing; Analysis of Variance; Advanced Data

Analysis Techniques- Factor Analysis, Cluster Analysis, Discriminant Analysis; Conjoint Analysis; Multi Dimensional Scaling; Report Preparation and Presentation. (14 Hours)

Text Books:

1. Donald, R. Cooper and Parmela, S. Schindler (2003). Business Research Methods. Tata McGraw Hill.
2. Kothari C.R. (2004). Research Methodology Methods and Techniques. Wishwa Prakashan.

Reference Books:

1. Malhotra, Naresh K. (4th Edition, 2004). Marketing Research. Pearson Education Pvt. Ltd.
2. Richard, I Levin (2003). Statistics for Management. PHI, Delhi.

Corporate legal Environment & Licenses (MEM 302)

Relevant legislations, licenses, trade acts & Corporate taxes

stake holders and official bodies, contracts

Text Books

1. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
2. Event management, a professional approach By Ashutosh Chaturvedi

Event Concept & Designing (MEM303)

Unit I

Meaning, Developing the concept, analysis of concept.

Unit II

Types and categories of concept, logistics of concept.

Unit III

Designing the event , Market survey, costing & case studies

Event Logistics (MEM 304)

Unit I

Lay out, Design, Costing

Unit II

Logistic policy , procedures, performance standards

Unit III

functional areas, motivation and leadership of logistics

Advertising and Brand Management(MEM 305)

Unit I

Role of Integrated Marketing Communication in the Marketing Programme; Process of Marketing

Communication; Definition and Scope of Advertising Management; Determination of Target Audience, Advertising and Consumer Behavior; Setting Advertising Objectives, DAGMAR; Determining Advertising Budgets; Advertising Planning and Strategy, Creative Strategy Development and Implementation.

Unit II

Media Planning: Setting Media Objectives; Developing Media Strategies, Evaluation of Different

Media and Media Selection; Media Buying; Measuring Advertising Effectiveness; The Organization for Advertising; Social, Ethical and Legal Aspect of Advertising.

Unit III

Brand-concept: Nature and Importance of Brand; Brand vs. Generics, Brand Life Cycle, Brand Name and Brand Management; Brand Identity: Conceiving, Planning and Executing (Aaker Model), Brand Loyalty, Measures of Loyalty; Brand Equity: Concepts and Measures of Brand Equity-Cost, Price and Consumer Based Methods; Sustaining Brand Equity; Brand Personality: Definition of Brand Personality, Measures of Personality, Formulation of Brand Personality; Brand Image Vs Brand Personality.

Unit IV

Brand Positioning: Concepts and Definitions, Repositioning, Celebrity Endorsement, Brand Extension; Differential Advantage: Strategies for Competitive Advantage, Brand Pyramid; Branding in different sectors; Role of Information in Brand Management; Role of e-communities in Brand Management.

Text Books:

1. Rajeev Batra, John G. Myers and David A. Aaker (1996). Advertising Management, 5th Edition, Pearson Education.
2. Wells W., Burnet J. and Moriarty S. (2003). Advertising: Principles & Practice, Pearson Education.
3. Aaker, David (2002), Managing Brand Equity, Prentice Hall of India.

Reference Books:

1. Belch, G. E. & Belch, M. A. (2001). Advertising and Promotion, Tata McGraw Hill.
2. Kumar, Ramesh (2004). Managing Indian Brands, Vikas Publishing House, Delhi.
3. Keller K. L. (2003), Strategic Brand Management, 2nd Edition, Pearson Education

Managerial Information Systems (MEM- 306)

Unit I

Meaning and Role of Information Systems. Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems.

Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis, and Strategic Information Systems Framework.

Unit II

Planning for Information Systems: Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems.

Resource Requirements for Information Systems: Hardware and Capacity Planning, Software Needs, Procurement Options – Make or Buy decisions, Outsourcing as an Option.

Unit III

Emerging Concepts and Issues in Information Systems: Supply Chain Management, Customer Relationship Management, ERP. Introduction to Data Warehousing, Data Mining and its Applications, Emerging Concepts in Information System Design and Application.

Unit IV

Research Project:

Each student will write a research paper on a specific Information System related issue of their choice. This paper may include the following:

- Historic Development
- Examination of Current Issues

- Exploration of the Actual or Expected Impact on Employees, Industry or Government, Presentation of available Alternatives if Applicable
- References

Text Books:

1. Kenneth, Laudon and Jane Laudon (2005). MIS: Managing the Digital Firm. Pearson Education.
2. James, A. O'Brien (2005). Introduction to Information Systems. Tata McGraw Hill.

References Books:

1. Turban, E., McLean, E. and Wetherbe, J. (2001). Information Technology for Management: Making Connections for Strategic Advantage. John Wiley and Sons.
2. Jawadekar, W. S. (2004). Management Information Systems. Tata McGraw Hill.

Semester IV

Strategic Management (MEM 401)

Unit I

Nature of Strategic Management: Concept of Strategy; Mintzberg's 5Ps of Strategy; Strategic Decision Making; Strategic Management Process; Strategists and their roles.

Unit II

Strategy Formulation: Concept of Stretch, Leverage and fit; Vision Mission, Goals and Objectives; Need for Balanced Scorecard; External Environmental Analysis; Analysing Companies Resource in Competitive Position; SWOT Analysis; Grand Strategies; Porter's Generic Strategies; Strategies for competing in Global Markets; Strategic Analysis and Choice – BCG, GE, Directional Policy and Hofer's Matrices; Industry and Competitive Analysis. Concept of Value Chain, Strategic Alliances.

Unit III

Strategy Implementation: Resource Allocation; Structural Considerations and Organisational Design; Leadership and Corporate Culture; Fundamental and Operational Strategies; Plans and Policies.

Unit IV

Strategy Evaluation: Importance and Nature of Strategic Evaluation; Strategic and Operational Control; Evaluation Process for Operational Control; Evaluation Techniques for Strategic and Operational Control.

Text Books:

1. Arthur, A, Thomson and Strickland, A. J. (2002). Strategic Management – Concept and Cases. Tata McGraw Hill, New Delhi.
2. Glueck, W. T. and Lawrence, R. Jauch (2003). Business Policy and Strategic Management. Frank Bros & Co.
3. Azhar Kazmi (2004). Business Policy and Strategic Management. Tata McGraw Hill, New Delhi.

Reference Books:

1. Henry, Mintzberg, Bruce, Ahlstrand and Joseph, Lampel (1998). Strategy Safari. Free Press, New York.
2. Gary, Hamel and Prahalad, C. K. (1999). Competing for the Future. HBS Press.

Management of International Business (MEM 402)

Unit I

Nature and Scope of International Management: Introduction to International Business; Concept and Definition of International Management; Reasons for Going International, International Entry Modes, Their Advantages and Disadvantages, Strategy in the Internationalization of Business, Global Challenges; Entry Barriers, India's Attractiveness for International Business.

Unit II

Environment Facing Business: Cultural Environment facing Business, Managing Diversity within and Across Culture, Hofstede Study, Edward T Hall Study, Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management.

Unit III

Formulating Strategy for International Management: Strategy as a Concept, Implementing Global Strategy, Emerging Models of Strategic Management in International Context, Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Global Mergers and Acquisition.

Unit IV

Organizing and Controlling for International Competitiveness: International Human Resource Management-concept and Dimensions, Human Resource Issues in Developing and Maintaining an Effective Work Force, Leadership Issues; Motivation; Basic Models for Organization Design in Context of Global Dimensions; Future of International Management in the East, Global Operations Management. (14 Hours)

Text Books:

1. Thakur, M., Burton & Gene, E (2002). International Management. Tata McGraw Hill.
2. Hodgetts, R. and Luthens, F. (2003). International Management. McGraw Hill Inc.
3. Deresky (2003). International Management: Managing across borders and culture. Pearson Education.

Reference Books:

1. Daniels, John D. and Radebaugh, Lee H. (2005). International Business. Wiley India.
2. Lasserre, Philippe (2005). Global Strategic Management. Palgrave McMillan.

Special Events (MEM 404)

Aim of Special event , Types and category, Sports, Rallies, Wedding

corporate events, Develop a mission, Establish Objectives

Preparing event proposal, Use of planning tools. Lay outs & Logistics, evaluation

Safety and security.