

**GOVERNMENT COLLEGE(A)**  
**RAJAHMUNDRY**  
**DEPARTMENT OF COMMERCE**  
**ACADEMIC YEAR 2024-25**  
**B.B.A EVENT MANAGEMENT**  
**SYLLABUS**

**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM**  
**(Re-Accredited by NAAC with “A<sup>+</sup>” Grade)**  
**I BBA (EVENT MANAGEMENT)**  
**INTRODUCTION TO EVENT MANAGEMENT**  
**(w.e.f 2024-2025 Batch)**  
**SYLLABUS**

**Course Outcomes:**

After completing the course, the student shall be able to:

1. Understand the basic designing process of events
2. Understand the various categories / types of events;.
3. Understand the social, economic, cultural and political impact of running events
4. Understand the scope for expansion of the event industry and identify job prospects related to various areas in event management.
5. Skill Acquiring for career planning in event management

**Unit 1: Introduction:**

Introduction - Definition of Events – Objectives- Historical Perspective of Events-Event Management —Concept- Key elements of Events - Demand and Scope of Events- Objectives of Event Management-Functions of Event Management

**Unit-II: Classification of Events**

Classification of Events: Mega events - Hallmark event- Major events- Local events. **Based on Form or Content:** Cultural celebrations - Arts and Entertainment - Business and Trade -Sport competitions - Recreational - Educational and Scientific - Political and state. **International Events:** Niche Events- Participatory Sports Events- Signature Cultural Events- International Sports Events.

**Unit-III: Characteristics of Events and Events Committee:**

Introduction-Characteristics of Events-Impact of Events-Advantages of Events. **Events Committee:** Functions and Responsibilities of the Committee- the big event committee structure- coordination among committees.

**Unit-IV: Growth of Event Industry in India**

Introduction-Industry Size and Growth-Strengths and Challenges-Structure of Event Services-Scope of Expansion and Careers.

**Unit-V: Career Strategy**

Career Strategy: where to start from – expected and unexpected challenges – skills needed – growth opportunities in National and International market – career planning in event management – organization structure – expectation from each level – areas in event management.

**References:**

1. Allen, J. et al., 2011. Festival & Special event management. 5th edition. John Wiley & Sons: Brisban
2. D.Sharma, ‘Event Planning and Management’, First Edition, Deep & Deep Pub Pvt ltd., 2005 - 8176296333
3. S R Singh, ‘Event Management’, APH Publishing, 2009, - 8131306888

**Co-Curricular Activities:**

- Class discussions.
- Case Studies.
- Audio/Visual class presentations.
- Assignment and Project.
- Experimental Group Exercise.
- Seminars.
- Industry based guest lectures.

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**I BBA (EVENT MANAGEMENT)**  
**COURSE: FUNDAMENTALS OF COMMERCE**  
**SEMESTER - I**

**Theory**

**Credits: 4**

**4 Hrs. /week**

**Course Objectives:**

- To inculcate business attitude and develop business employable skills including self-employment.
- To develop students with an understanding of the processes of business.
- To acquaint students with the dynamic nature and inter-dependent aspects of business;
- To familiarize students with theoretical foundations of the process of organizing and managing the operations of a business firm;
- To help students appreciate the economic and social significance of business activity.
- To help the student to understand the process of initiating a business activity.

**Course Learning Outcomes:** After completing the course the student will be able to

1. Articulate the concepts of Business and Commerce.
2. Analyse business objectives.
3. Appraise the merits and demerits of Partnership form of business.
4. Evaluate the qualities of a successful businessman.
5. Explain the documents required for formation of a company.
6. Discuss the features of one-person company.
7. Distinguish public company and private company
8. Illustrate the scope of e-business
9. Evaluate the responsibility of business towards society.
10. Generate the steps involved in establishing a one-man company

**Unit I: Concepts of Business, Commerce, Trade and Industry:**

Business – Meaning, definition, Features and Objectives of Business -Introduction to Commerce, - Definitions of Commerce, Importance of Commerce -Trade Classification – Aids to Trade – Industry-meaning-classification.

**Unit II: Forms of Business Organisation**

Sole Proprietorship-meaning, merits and demerits, Partnership, meaning, types, merits and demerits- registration of partnership firm, partnership deed-Hindu Undivided Family Business features, merits and demerits- Co-operatives and their Characteristics, Relative merits and demerits, Qualities of a Successful Businessman-Choice of suitable form of business organization.

**Unit III: Joint Stock Companies**

Meaning-characteristics-objectives-types: Public, Private, Global Enterprises-Features of Joint venture, PPP, MNC- Formation of Company-Memorandum of Association, Articles of Association, Prospectus, Statement in Lieu of Prospectus. One-person Company- meaning-features, merits and demerits.

**Unit IV: Emerging Modes of Business and IT Act 2000**

E-Business- concepts, scope and benefits, E-Commerce, concept, types: B2B, B2C, B2G, C2C, C2B, C2G, D2C, e-business versus traditional Business-Overview and applications of IT Act 2000

## **Unit V: Business Services**

Concept, definitions, characteristics, types: Information Technology Services, Financial Services, Human Resources Services, Consulting Services, Logistics and Supply Chain Services. Social Responsibility of Business.

### **References:**

1. B.P.Singh and T.N.Chhabra: Business Organization and Management: Dhanpat Rai & Co., New Delhi.
2. Koontz and Weihrich: Principles of Management: Tata McGraw Hill, New Delhi.
3. L.M. Prasad: Principles and Practice of Management: Sultan Chand, New Delhi.
4. R.N.Gupta: Business Organization and Management: S.Chand, New Delhi.
5. S.A.Sherlekar & V.S.Sherlekar: Modern Business Organization and Management: Himalaya Publishing House, New Delhi.
6. T.N.Chhabra: Principles and Practice of Management: Dhanpat Rai & Co., New Delhi
7. RK Sharma and Shashi K. Gupta: Industrial Organization and Management, Kalyani
8. C B Gupta: Industrial Organization and Management, Sultan Chand

### **Co-curricular Activities:**

#### **1. Business Idea Competition**

Students will participate in a competition where they come up with innovative business ideas. Each participant or team will present their idea, including the business concept, target market, and potential impact on commerce and trade.

#### **2. Role-Playing Different Business Forms**

Students will be divided into groups, with each group assigned a different form of business organization (e.g., sole proprietorship, partnership, HUF, cooperatives). They will role-play scenarios that highlight the merits and demerits of their assigned business form.

#### **3. Mock Company Formation - Documentation**

Students will simulate the formation of a joint-stock company. They will draft a Memorandum of Association, Articles of Association, and a prospectus. Each group will present their documents and explain the features and objectives of their fictional company.

#### **4. E-Business Project**

Students will create a small-scale e-business project. They will design a website or an app for their fictional e-business, define the scope and benefits, and categorize their business model (e.g., B2B, B2C).

#### **5. Panel Discussion on Business Services**

Host a panel discussion where students debate the importance and impact of various business services (e.g., IT services, financial services). Invite industry professionals to share their insights and experiences, allowing students to connect classroom knowledge with industry practices.

#### **6. Business Visit**

Visit local business houses and understand the type/form of business they are in and identify their prospects and challenges.

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**I BBA (EVENT MANAGEMENT)**

**SEMESTER-I**

**COURSE: PRINCIPLES OF MANAGEMENT**

**Theory**

**Credits: 4**

**4 Hrs.**

**Course Objectives**

- To outline the fundamental activities of managers
  - To explain the basic concepts, principles and theories of management
  - To examine the broad functions of management
  - To comprehend the contemporary issues and challenges in the field of management.
- To understand various control techniques practised at organisations.

**UNIT-I: INTRODUCTION TO MANAGEMENT**

Meaning, Nature and significance of management. Functions of management, Administration vs. management. Henri Fayol’s 14 Principles of Management and Principles of Scientific Management.

**UNIT -II: PLANNING:**

Planning - Nature and Importance of Planning, Types of Plans-. Steps in the planning process, Making Effective Plans. Management by Objectives (MBO). Decision making- Nature of decision making, Types of decisions, Decision Making Process.

**UNIT -III: ORGANIZING**

Organizing - Nature and purpose, Principles of Organization, Organization. Organisational Structure and Design – Line, Staff and Functional Authority, Principles of Delegation, process of delegation. Centralization Vs. Decentralization.

**UNIT -IV: STAFFING AND DIRECTING**

Staffing - Meaning and Objectives, Importance of Staffing. Components of Staffing. Direction – Definition, Nature, Need and Importance, Principles of Directing. Supervision –Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision.

**UNIT -V: CONTROLLING**

Controlling - Concept, Nature and Importance, Essentials of Control. Requirements of an effective Control System, Techniques of Managerial control. Behavioural Implications of Control.

**Reference Books:**

1. Koontz, H., & Weihrich, H. Essentials of Management, McGraw Hill Publishers.
2. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. Principles & Practices of Management. New Delhi, Kalyani Publishers.
3. L M Prasad, Principles and Practices of Management, Himalaya Publishing House
4. Rao, P.S. Principles of Management, Himalaya Publishing House.

**Co-curricular Activities:**

- Contemporary Issues and Challenges in Management of the 21st Century.
- Explore and discuss the Evolution of Management Thought.

**Organizational Structure Design**

Students will be divided into groups and given the task of designing an organizational structure for a new company. They will choose between line, staff, and functional authority structures and justify

their choice. Each group will create an organizational chart and present their design, explaining how their structure supports the company's goals and operational needs.

- **Control System Analysis**

Students will analyze and critique different control systems within various organizations. They will be given examples of control mechanisms and asked to evaluate their effectiveness based on certain criteria. Each group will present their analysis, highlighting the essentials of an effective control system and discussing the behavioral implications of control.

- **Role-Playing Recruitment and Supervision**

Students will role-play various staffing scenarios, including recruitment, interviewing, and selection processes. They will also engage in activities that simulate directing and supervising employees. For example, one part of the role-play could involve conducting a job interview, while another could focus on a supervisor providing feedback to an employee. This activity emphasizes the importance of effective staffing and supervision.

GOVERNMENT COLLEGE (A), RAJAHMUNDRY  
I BBA EVENT MANAGEMENT

**SEMESTER-II**  
**Event Planning and Venue**  
**SYLLABUS**

**Course outcomes:** - Understand the event planning process and its components

CO1: Analyze event goals, target audiences, and marketing strategies

CO2: Evaluate venue options and create effective venue layouts

CO3: Coordinate event logistics, including catering, audiovisual, and technical requirements

CO4: Manage event staff, volunteers, and vendors

CO5: Develop event budgets and financial plans

CO6: Create effective event marketing and promotion strategies

CO7: Evaluate event success and implement post-event strategies

**UNIT-I: Introduction to Event Planning, Event Concept and Design,**

Definition and scope of event planning, Event concept and theme development, Types of events (conferences, weddings, festivals, etc.), Event planning process (concept, planning, execution, evaluation) Event format and agenda design, marketing and promotion, branding and sponsorship.

**UNIT-2: Event Budgeting and Finance, Logistics and Operations.**

Event budgeting and financial planning ,pricing and revenue management, expense management and cost control. Event timing and scheduling. Event staffing and volunteer management, catering and beverage management, audiovisual and technical requirements.

**UNIT-3: Event Coordination and Execution, Venue Selection and Management**

Event setup and teardown, registration and ticketing, flow and crowd management, evaluation and feedback. Venue types (hotels, convention centers, outdoor spaces, etc.) selection criteria (capacity, location, amenities, etc.), layout and design, operations and logistics.

**UNIT-4: Risk Management and Safety**

- Event risk assessment and mitigation, Event safety and emergency planning, Event insurance and liability

**UNIT-5: Event Marketing and Promotion, Evaluation and Follow-up**

Event marketing and promotion strategies, social media and online marketing, public relations and communication, Event evaluation and feedback methods, follow-up and thank-you strategies, reporting and debriefing.

**ACTIVITIES**

- Quizzes and exams

- Group project and presentation

- Case study analysis and reporting
- Final event plan and proposal

**Textbook and Resources:**

- "Event Planning: The Ultimate Guide" by Judy Allen
- "Venue Management" by David J. King
- Online resources and industry articles

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I Year BBA – (Event Management)  
SEMESTER - I

**COM317: MANAGERIAL ECONOMICS  
SYLLABUS**

**Course Outcomes:**

**CO1:** Apply economic principles to management decisions.

**CO2:** Understand the Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines.

**CO3:** Understand the cardinal and ordinal approach of consumer behavior.

**CO4:** How to estimate demand and forecasting of demand in the markets.

**Unit – I Introduction to Managerial Economics:** Nature, Scope and definition of Managerial Economics, Application of Managerial Economics. Micro Vs. Macro Economics, Basic principles of Managerial Economics,

**Unit – II Consumer Behaviour, Demand and Supply Analysis:** Law of Demand, concept and measurement of Elasticity of demand, Factors affecting elasticity of demand, types of elasticity of demand.

**Unit – III Consumer Behaviour Utility Approach:** Cardinal utility approach, Diminishing marginal utility, Law of equi marginal utility, Ordinal utility approach, Indifference curve, Marginal rate of substitution, Budget line and consumer equilibrium Law of supply,

**Unit – IV Theory of Production, Cost and Firm’s Behaviour:** Meaning, concept of production, Factors of production and production function, concept of cost, cost function, short run cost, long run cost, Perfect competition, Monopoly, Monopolistic competition, Oligopoly, Pricing in various market structures.

**Unit – V Macro Economics Analysis: Circular flow of income, National Income concepts, Theory of income and employment:** Classical, Modern (Keynesian) approach, Circular flow of income, National Income concepts.

**References:**

1. Managerial Economics by L.Varshney and K.L. Maheshwari, Sultan Chand and Sons.
2. Managerial Economics by D.N. Dwivedi, Vikas Publishing Co.
3. Economics by Lipsey, Oxford University Press.

**Blue Print**

Unit	Name of the topic	Theory	
		Essay 7M	Short 3M
I	Introduction	2	1
II	Consumer Behaviour, Demand and Supply Analysis	2	2
III	Consumer Behaviour Utility Approach	2	1
IV	Theory of Production, Cost and Firm’s Behaviour	2	2
V	Macro Economics Analysis	2	2

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**I Year BBA – (Event Management) – Semester – II**  
**Event Resource Management**  
**Syllabus**

**COURSE LEARNING OUT COMES**

CLO1: Students will be able to identifying various types of resources (human, material, financial, technological) needed throughout an event’s life cycle.

CLO2: Students will demonstrate the ability to recruit, train, and allocate staff and volunteers effectively.

CLO3: Students will learn how to procure, manage, and allocate event materials and equipment efficiently.

CLO4: Students will gain proficiency in creating event budgets, estimating costs, managing various revenue streams.

CLO5: Students will learn how to apply event management software, artificial intelligence, and automation to improve event planning and resource allocation.

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

Definition and Scope of Event Resource Management, Importance of Resource Management in Events, Types of Resources in Event Management, Roles and Responsibilities in Event Resource Management, Event Life Cycle.

**Unit 2: Human Resource Management in Events:**

Staffing in Events: Recruitment, Training, and Allocation. Volunteer Management in Events, Team Dynamics and Leadership in Event Planning, Conflict Resolution and Communication Skills, Health and Safety Considerations for Event Staff.

**Unit 3: Material and Equipment Resource Management:**

Procurement of Event Equipment and Materials, Vendor Selection and Management , Event Logistics: Transportation and Inventory Management , Technology in Event Management: Audio-Visual and IT Requirements , Energy and Sustainability in Event Resource Management.

**Unit 4: Financial Resource Management:**

Budgeting and Cost Estimation for Events ,Revenue Streams: Sponsorships, Ticket Sales, Merchandise, etc. Financial Controls and Auditing ,Funding and Sponsorship Acquisition ,Financial Reporting and ROI Evaluation.

**Unit 5: Technology in Event Resource Management:**

Event Management Software and Tools , Use of Artificial Intelligence and Automation in Event Management, Online Event Platforms and Virtual Events , Use of Analytics and Data in Event Resource Planning, Trends in Event Technology (AR/VR, Mobile Apps)

#### REFERENCE BOOKS

1. "Event Management: A Professional and Developmental Approach" by Glenn A. Bowdin, Johnny Allen, William O'Toole, Rob Harris, and Ian McDonnell
2. "The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event" by D.G. Conway
3. "Successful Event Management: A Practical Handbook" by Anton Shone and Bryn Parry
4. "Human Resource Management for Events: Managing the Event Workforce" by Lynn Van Der Wagen

#### **Co-curricular Activities**

##### 4. Guest Lectures and Industry Panels

Invite industry professionals to speak on various aspects of event management, including human resources, financial planning, technology, and sustainability.

##### 5. Event Planning Workshops

Organize hands-on workshops where students can plan and execute a small-scale event, applying principles from each unit of the syllabus.

##### 6. Site Visits

Arrange visits to event venues, production companies, or event management firms to give students real-world insights into resource management practices

##### 7. Simulation Exercises

Conduct simulations or role-playing exercises where students manage different aspects of an event, such as handling logistics, financial budgeting, or volunteer coordination.

##### 8. Case Study Analysis

Assign students to analyze case studies of past events, focusing on resource management challenges and solutions, and present their findings and recommendations.

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**I Year BBA – (Event Management) – Semester – II**

**Fundamentals of Accounting**

**Course Outcomes:** At the end of the course, the student will able to

CO1: Identify transactions and events that need to be recorded in the books of accounts

. CO2: record financial transactions and prepare reports in accordance with GAAP.

CO3: Critically examine the balance sheets of a sole trader for different accounting periods.

CO4: Design New Accounting formulas principles for business organizations

Unit-I–Introduction: Need for Accounting – Definition – Objectives – Accounting Concepts and Conventions – GAAP - Accounting Cycle - Classification of Accounts and its Rules – Book Keeping and Accounting -Double Entry Book-Keeping - Journalizing - Posting to Ledgers - using Tally software.

Unit-II: Subsidiary Books: Types of Subsidiary Books-Cash Book-Three-column Cash Book-Petty Cash Book –using tally software.

Unit-III: Bank Reconciliation Statement: Need for Bank Reconciliation - Reasons for Difference between Cash Book and Pass Book Balances - Preparation of Bank Reconciliation Statement - Problems on both Favorable and Unfavorable Balance (include simple Problems on BRS).

Unit-IV: Trial Balance and Rectification of Errors: Preparation of Trial balance - Errors – Meaning – Types of Errors – Rectification of Errors – Suspense Account (including Problems)

Unit-V: Final Accounts: Trading account – Profit and Loss account – Balance Sheet. Prepare final accounts using tally software.

References: 1. Ranganatham G and Venkataramanaiah, Fundamentals of Accounting, Chand Publications

2. SNMaheswari and SKMaheswari, Financial Accounting, Vikas Publications

3. RLGupta&VK Gupta,Principles &Practice of Accounting,Sultan Chand&Sons

4. S.P.Jain& K.LNarang,Accountancy-I,KalyaniPublishers

Suggestive Co-curricular activities

1. Students workshop/hands on experience on tally.
2. Real-time creation of accounting process using software

3. Seminars
4. Assignments.
5. Group discussion.

<b>Blue Print</b>					
<b>Units</b>	<b>Name of the Topic</b>	<b>Problem</b>		<b>Theory</b>	
		<b>Essay 7M</b>	<b>Short 3 M</b>	<b>Essay 7 M</b>	<b>Short 3 M</b>
1	Introduction to Accounting	1	1	1	1
2	Subsidiary Books	2	1	-	1
3	Trial Balance & Rectification of Errors	1	1	1	1
4	Bank Reconciliation Statement	2	-	-	1
5	Final Accounts	2	-	-	1