

The Poona Gujarati Kelvani Mandal's
Haribhai V. Desai College
of Arts, Science & Commerce, Pune.
(Autonomous)
Faculty of Commerce & Management
Four Year Degree Program
B.Com Event Management



Syllabus
For
F.Y. B.Com Event Management

Choice Based Credit System (CBCS)
Syllabus Under National Education Policy (NEP) 2020
with effect from Academic Year 2026-27

B. Com Event Management

1. Name of Program: B.Com Event Management

2. Introduction:

The Event Management Course is designed to provide learners with a comprehensive understanding of planning, organizing, executing, and evaluating events of various scales and types. In today's dynamic and competitive environment, events play a vital role in corporate branding, marketing, entertainment, cultural exchange, and social engagement. This course equips students with the essential knowledge, practical skills, and professional ethics required to succeed in the fast-growing event industry.

The curriculum focuses on core aspects such as event conceptualization, budgeting, logistics, marketing, risk management, vendor coordination, and client handling. Emphasis is placed on hands-on learning, creativity, teamwork, and problem-solving to prepare learners for real-world challenges. By the end of the course, students will be capable of managing events efficiently while delivering memorable experiences that meet client objectives and audience expectations. The B.Com in Event Management program is designed to address this demand by providing students with a comprehensive education in the field. Aligned with the National Education Policy (NEP) 2020, this program emphasizes a holistic, flexible, and multidisciplinary approach to education, preparing students for the complexities of the cyber security landscape.

The Program is of Three Years duration with six semesters. It is a Full-Time Degree Program. The program will be based on the Choice-based credit system comprising 132 credit points.

The Program is also offered a honour degree with of Four Years duration with eight semesters. It is a Full-Time Honour Degree Program. The program will be based on the Choice-based credit system comprising 176 credit points.

3. Objectives:

1. To develop professional competence in planning, organizing, coordinating, and executing various types of events such as corporate, cultural, social, sports, and entertainment events.
2. To impart theoretical knowledge and practical skills related to event conceptualization, budgeting, logistics, marketing, sponsorship, risk management, and post-event evaluation.
3. To build managerial and leadership skills required for effective team management, vendor coordination, client handling, and stakeholder communication in the event industry.
4. To familiarize students with industry practices and standards, including legal regulations, safety norms, ethical considerations, and sustainability in event management.

5. To enhance creativity and innovation, enabling students to design unique event experiences aligned with client objectives and audience expectations.
6. To develop strong communication and interpersonal skills necessary for negotiations, public relations, promotions, and customer relationship management.
7. To provide exposure to modern tools and technologies used in event planning, digital marketing, social media promotion, and event analytics.
8. To encourage entrepreneurial skills, preparing students to start and manage their own event management ventures or freelance practices.
9. To promote experiential learning through internships, live projects, case studies, and industry interactions.
10. To prepare graduates for diverse career opportunities in event companies, media houses, corporate organizations, hospitality, tourism, sports management, and cultural institutions.

4. Program Outcomes: -

PO No.	Program Outcomes
PO 1	Apply theoretical and practical knowledge of event management principles in planning and executing professional events.
PO 2	Plan, organize, coordinate, and evaluate various types of events including corporate, social, cultural, sports, and entertainment events.
PO 3	Demonstrate leadership, teamwork, and managerial abilities while handling event teams, vendors, and stakeholders.
PO 4	Communicate effectively with clients, sponsors, media, and audiences using verbal, written, and digital communication tools.
PO 5	Identify challenges related to logistics, budgeting, risk, and operations and provide effective solutions during events.
PO 6	Adhere to ethical standards, legal regulations, safety norms, and sustainable practices in the event industry.
PO 7	Use modern technologies, event software, social media, and digital marketing tools for event promotion and management.
PO 8	Develop entrepreneurial skills for self-employment and demonstrate readiness for employment in event and allied industries.
PO 9	Engage in continuous learning and professional development to adapt to emerging trends in the event industry.

Abbreviation	Full Form	Purpose
MM	Major Mandatory	Subject in which Degree will be Awarded
ME	Major Elective	Very specific or specialized or advanced or supportive to the Discipline
MN	Minor Subject	Helps a student to gain a broader understanding beyond Major Discipline
GE / OE	Generic Elective / Open Elective	To provide multidisciplinary knowledge
VSC	Vocational Skill Enhancement Course	Domain area skills development
SEC	Skill Enhancement Course	Practical Training to enhance Employability
VEC	Value Education Course	Environmental Science
IKS	Indian Knowledge System	Foundational guide to the history, culture and philosophy of India
CC	Co-Curricular Courses	Overall Development
AEC	Ability Enhancement Course	Languages proficiency
FP	Field Projects	For industry Experience
CEP	Community Engagement Programme	Exposure to social issues
OJT	On the Job Training	Hands on Training

The B.Com Event Management Degree Program (2024 Pattern) will be introduced in the following order:

Sr. No.	B.Com Degree Program	Academic Year
A	First Year B.Com Event Management	2026-2027
B	Second Year B.Com Event Management	2027-2028
C	Third Year B.Com Event Management	2028-2029
D	Fourth Year B.Com Event Management	2029-2030

4. Eligibility:

- Higher Secondary School Certificate (10+2) in any stream or its equivalent examination of board.

OR

- Three-year diploma course from the board of technical education conducted by Government of Maharashtra or its equivalent.

CO No.	CO Outcomes
CO-1	Explain the concepts, scope, types, and significance of event management as a profession.
CO-2	Design event concepts, themes, timelines, and layouts based on client objectives and target audiences.
CO-3	Prepare event budgets, manage costs, negotiate with vendors, and ensure financial control.
CO-4	Apply marketing strategies, public relations techniques, and sponsorship planning for event promotion
CO-5	Manage venue selection, logistics, manpower, equipment, hospitality, and vendor coordination effectively.
CO-6	Identify event-related risks and apply safety, security, insurance, and legal compliance measures.
CO-7	Utilize event management software, digital tools, and social media platforms for planning and promotion.
CO-8	Demonstrate professional competence through internships, live projects, and practical event execution.
CO-9	Analyze event outcomes, prepare post-event reports, and suggest improvements for future events.

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Structure of UG Program as per NEP-2020

Program Name: - B. Com Event Management

Major Course: - Event Management

SEMESTER-1

Level- 4.5 (First Year)

Course Type	Course Code	Course Title	Credit		Teaching Scheme Hr. / Week		Evaluation Scheme & Max Marks		
			TH	PR	TH	PR	IE	SE	Total
Major 4	EVM-101-MJ-TH	Fundamentals of Marketing-I	4		4		40	60	100
Major 4	EVM-102-MJ-TH	Business Environment and Entrepreneurship	4		4		40	60	100
Major 4	EVM-103-MJ-TH	Financial Accounting	4		4		40	60	100
IKS (2T)	IKS-101-MJ-TH	Introduction to Indian Knowledge System (Generic)	2		2		20	30	50
GE/OE* (2T)	OE-101-CYS-TH	Fundamentals of Computers	2		2		20	30	50
SEC (2P)	SEC-101-CYS-PR	Basics of MS Excel (With AI Tools)		2		4	20	30	50
AEC (2T)	AEC-102-ENG-TH	Event Communication Skills -I	2		2		20	30	50
VEC (2T)	VEC-101-EVM-TH	Trends in Event Management	2		2		20	30	50
TOTAL			14	2	20	4			550

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Structure of UG Program as per NEP-2020

Program Name: - B. Com Event Management

Major Course: - Event Management

SEMESTER- II

Level- 4.5 (First Year)

Course Type	Course Code	Course Title	Credit		Teaching Scheme Hr. / Week		Evaluation Scheme & Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major 4	EVM-151-MJ-TH	Fundamentals of Marketing II	4		4		40	60	100
Major 4	EVM-152-MJ-TH	Principles and Functions of Management -II	4		4		40	60	100
Minor 4	EP-151-MN-TH	Event Planning	4		4		40	60	100
GE/OE * (2P)	OE-151-EVM-PR	Computer Networking -I	2		2		20	30	50
SEC (2P)	SEC-151-EVM-PR	Event Production and Operations		2		4	20	30	50
AEC (2T)	AEC-151-ENG-TH	Event Communication Skills -II	2		2		20	30	50
VEC (2T)	VEC-151-EVM-TH	Event Marketing	2		2		20	30	50
CC (2)	CC-151-SS-TH	Softs Skills and Personality Development	2		2		20	30	50
TOTAL			20	2	20	4			550

Exit option:

Award of UG Certificate in Major **with 44 credits and an additional 4 credits** as per college guidelines OR Continue with Major and Minor.

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Structure of UG Program as per NEP-2020

Program Name: - B. Com Event Management

Major Course: - Event Management

SEMESTER- III

Level- 5.0 (Second Year)

Course Type	Course Code	Course Title	Credit		Teaching Scheme Hr. / Week		Evaluation Scheme & Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major 4	EVM-201-MJ-TH	Corporate Accounting -I	4		4		40	60	100
Major 2	EVM-202-MJ-TH	Entrepreneurship and Development -I	2		2		20	30	50
VSC (2T)	EVM-221-VSC-TH	Introduction to Forensic Accounting (Practical)		2		4	20	30	50
IKS (2T)	IKS-201-TH	Introduction to Vedas & Foundation of Peace	2		2		20	30	50
FP/OJT/CEP (2)	EVM-231-FP	Field Project (Award Ceremonies & Reality Events)	2		2		20	30	50
Minor (2T+2P)	EVM-241-MN-TH	Public Relations in Event	4		4		40	60	100
GE/OE (2T)	OE-201-MAR-TH	Computer Networking -II	2		2		20	30	50
AEC (2T)	AEC-201-MAR-TH	Modern Indian Languages Paper –I (Marathi /Hindi/Gujarati)	2		2		20	30	50
CC (2)	CC-201-PE / NSS / NCC	University Basket	2		2		20	30	50
TOTAL			20	2	20	4			550

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Structure of UG Program as per NEP-2020

Program Name: - B. Com Event Management

Major Course: - Event Management

SEMESTER- IV

Level- 5.0 (Second Year)

Course Type	Course Code	Course Title	Credit		Teaching Scheme Hr. / Week		Evaluation Scheme & Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Core (6T)	EVM-251-MJ-TH	Customer Relationship Management	4		4		40	60	100
	EVM-252-MJ-TH	Consumer Behavior in Events	2		2		20	30	50
VSC (2T/P)	EVM-271-VSC-PR	Forensic Auditing & Compliances		2		4	20	30	50
FP/OJT/ CEP (2)	EVM-281-CEP	Community Engagement Programme (Event Based)	2		2		20	30	50
Minor (4T)	EVM-291-MN-TH	Hospitality Management	4		4		40	60	100
GE/OE (2T)	OE-251-EVM-TH	Management Information System	2		2		20	30	50
SEC (2T)	SEC-251-EVM-TH	Banking & Insurance Technology	2		2		20	30	50
AEC (2T)	AEC-251-ENG-TH	Modern Indian Languages Paper –II (Marathi /Hindi/ Gujarati)	2		2		20	30	50
CC (2)	CC-251-PE / NSS / NCC	From CC Basket	2		2		20	30	50
TOTAL			20	2	20	4			550

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Program Name: - B. Com Event Management

Major Course: - Event Management

SEMESTER- V

Level- 5.5 (Third Year)

Course Type	Course Code	Course Title	Credit		Teaching Scheme Hr. / Week		Evaluation Scheme & Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Mandatory (12)	EVM-301-MJ-TH	Business Modules of Event Management	4		4		40	60	100
	EVM-302-MJ-TH	Journalism Practices for Event Management	4		4		40	60	100
	EVM-303-MJ-TH	Entrepreneurship in Event Management	4		4		40	60	100
Major Elective (2T+2P)	EVM-310-MJ-TH	Event Law and Licenses	2		2		20	30	50
VSC (2T/P)	EVM-321-VSC-PR	Wedding and Sporting Management		2		4	20	30	50
FP/OJT/ CEP (2FP/CEP)	EVM-331-FP	Field Training (Wedding, Corporates & Sports)	2		2		20	30	50
Minor (4T)	EVM-341-MN-TH	Media Studies for Events	4		4		40	60	100
TOTAL			18	2	18	4			550

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Program Name: - B. Com Event Management

Major Course: - Event Management

SEMESTER- VI

Level- 5.5 (Third Year)

Course Type	Course Code	Course Title	Credit		Teaching Scheme Hr. / Week		Evaluation Scheme & Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Mandatory (12T)	EVM-351-MJ-TH	Set Designing in Event Management	4		4		40	60	100
	EVM-352-MJ-TH	E-Commerce in Events	4		4		40	60	100
	EVM-353-MJ-TH	Financial Modelling in Events	2		2		20	30	50
	EVM-354-MJ-TH	Media Planning and Buying	2		2		20	30	50
Major Elective (4T)	EVM-360-MJ-TH	Cases in Event Management	4		4		40	60	100
VSC(2T/P)	EVM-371-VSC-PR	Client Agency Relationship (Practical)		2		4	20	30	50
FP/OJT/ CEP (4 OJT)	EVM-381-OJT	On The Job Training (Industry Based Internship)	4		4		40	60	100
TOTAL			20	2	20	4			550

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Program Name: - B. Com Event Management

Major Course: - Event Management

SEMESTER- VII

Level- 6 (Fourth Year)

Honors Degree

Course Type	Course Code	Course Title	Credit		Teaching Scheme Hr. / Week		Evaluation Scheme & Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Mandatory (10T)	EVM-405-MJ-TH	International & Global Event Management	4		4		40	60	100
	EVM-406-MJ-TH	Advanced Event Marketing & Brand Activations	4		4		40	60	100
	EVM-407-MJ-TH	Media, Entertainment & Event Law	2		2		20	30	50
OJT (4RP)	EVM-441-OJT	National or International Event (OJT)		4		4	40	60	100
Major Elective (4T)	EVM-401-MJ-TH	International & Global Event Management	4		4		40	60	100
Minor (4T)	EVM-401-MN-TH	Sports & League Event Management	4		4		40	60	100
TOTAL			18	4	18	4			550

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Structure of UG Program as per NEP-2020

Program Name: - B. Com Event Management

Major Course: - Event Management

SEMESTER- VIII

Level- 6 (Fourth Year)

Honors Degree

Course Type	Course Code	Course Title	Credit		Teaching Scheme Hr. / Week		Evaluation Scheme & Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Mandatory (10T)	EVM-451-MJ-TH	Event Consultancy & Client Servicing	4		4		40	60	100
	EVM-452-MJ-TH	Sustainable & CSR-Based Event Management	4		4		40	60	100
	EVM-453-MJ-TH	Event Innovation, Design Thinking & Experience Economy	2		2		20	30	50
Major Elective (4T)	EVM-451-MJ-TH	Virtual, Hybrid & Metaverse Events	4		4		40	60	100
OJT (4 OJT)	EVM-481-OJT	On Job Training		8		16	80	120	200
TOTAL			14	8	14	16			550

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Structure of UG Program as per NEP-2020

Program Name: - B. Com Event Management

Major Course: - Event Management

SEMESTER- VII

Level- 6 (Fourth Year)

Honors with Research

Course Type	Course Code	Course Title	Credit		Teaching Scheme Hr. / Week		Evaluation Scheme & Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Mandatory (14T)	EVM-401-MJ-TH	Event Marketing, PR & Sponsorship Management	4		4		40	60	100
	EVM-402-MJ-TH	Event Operations, Logistics & Vendor Management	4		4		40	60	100
	EVM-403-MJ-TH	Event Risk Management, Safety & Legal Aspects	4		4		40	60	100
	EVM-404-MJ-PR	Event Technology & Digital Media Management	2		2		20	30	50
Major Elective (4T)	EVM-401-ME-TH	Celebrity & Artist Management	4		4		40	60	100
Minor (4T)	EVM-431-MN-TH-	Corporate & MICE Event Management	4		4		40	60	100
TOTAL			12	10	12	20			550

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Structure of UG Program as per NEP-2020

Program Name: - B. Com Event Management

Major Course: - Event Management

SEMESTER- VIII

Level- 6 (Fourth Year)

Honors with Research

Course Type	Course Code	Course Title	Credit		Teaching Scheme Hr. / Week		Evaluation Scheme & Max Marks		
			TH	PR	TH	PR	CE	EE	Total
Major Mandatory (14T)	EVM-453-MJ-TH	Advanced Research in Event Management	4		4		40	60	100
	EVM-454-MJ-TH	Data Analytics & Consumer Insights for Events	4		4		40	60	100
	EVM-455-MJ-TH	Policy, Governance & Public Event Management	4		4		40	60	100
	EVM-465-MJ-TH	Research Methodology for Event Studies	2		2		20	30	50
FP/OJT/CEP/RP (4RP)	EVM-481-OJT-PR	On the Job Training		4		8	40	60	100
Major Elective (4T)	EVM-451-MJ-TH	Event Economics & Impact Assessment	4		4		40	60	100
TOTAL			18	4	18	8			550

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Structure of UG Program as per NEP-2020

Program Name: - B. Com Event Management

Major Course: - Event Management

Completion of Degree

1. A student who earns 132 credits at Third year shall be eligible for the award of UG Degree in Major subject with Minor (Selected at SY). OR May continues with Major and Minor.
2. A student who earns 176 credits in Four years shall be eligible for the award of UG Honors or Honors with Research in Major subject with Minor (Selected at SY).

Award of Degree:

CGPA will be calculated for students who completed 132/176 credits, grades are given as per the following table.

Sr. No.	Grade Letter	Grade Point	Marks
1.	O (Outstanding)	10	90<= Marks <= 100
2.	A+ (Excellent)	9	75<= Marks <= 89
3.	A (Very Good)	8	60<= Marks <= 74
4.	B+ (Good)	7	55<= Marks <= 59
5.	B (Above Average)	6	50<= Marks <= 54
6.	C (Average)	5	45<= Marks <= 49
7.	D (Pass)	4	40<= Marks <= 40
8.	F (Fail)	0	Marks <40
9.	AB (Absent)	0	-

Syllabus of Semester-I

Academic Year: 2026-2027

Sem. No.	Program Name	Subject Code	Types of Course	Course/ Subject Title	Credits	No. of Lecture per Week in Hours
I	B.Com	EVM-101-MJ-TH	Major Mandatory	Fundamentals of Marketing-I	4	4

Course Objectives:

1. To introduce the basic concepts in Marketing.
2. To give the insight of the basic knowledge of Market Segmentation and Marketing Mix
3. To establish link between commerce, business and marketing.
4. To enable students to apply this knowledge in practicality by enhancing their skills in the field of Marketing.

Unit	Title and Contents	No. of Lectures in Clock Hours)
01	Introduction to Market and Marketing: 1.1 Meaning and Definition of Market 1.2 Classification of Markets 1.3 Marketing Concept 1.4 Different between Traditional and Modern Marketing 1.5 Importance of Marketing 1.6 Functions of Marketing. 1.7 Selling vs. Marketing	15
02	Market Segmentation and Marketing Mix: 2.1 Market Segmentation: 2.1.1 Introduction, Meaning and Definition 2.1.2 Importance of Market Segmentation 2.1.3 Limitations of Market Segmentation 2.1.4 Bases for Segmentation 2.2 Marketing Mix: 2.2.1 Introduction, Meaning and Definition 2.2.2 Elements of Marketing Mix 2.2.3 Importance of Marketing Mix	15
03	Salesmanship: 3.1 Introduction, Meaning and Definition of Salesmanship 3.2 Features and Scope of Salesmanship 3.3 Elements of Salesmanship 3.4 Salesmanship: Arts or Science 3.5 Qualities for Salesman 3.6 Salesmanship is a Profession	15

04	Distribution Channel and Physical Distribution: 4.1 Distribution channels concepts and role 4.2 Types of Distribution Channel 4.3 Factors affecting types of distribution channel 4.4 Promotion: Methods of Promotion 4.5 Advertising Concepts and Important of Advertising 4.6 Types of advertising	15
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Course Outcomes: After completion of the course, students will be able:

1. Acquainted with the basics of marketing field.
2. It will help students to implement this knowledge in practicality by enhancing their skills in the concepts of 'Marketing Mix' and Market segmentation.
3. To get the knowledge of Salesmanship and various approaches.
4. To get the knowledge about Recent Trends in marketing area.

Teaching Methodology		
1. Class Room Lectures. 2. Guest Lectures of Professionals, Industry Experts etc. 3. Teaching with the help of ICT tools 4. Visits to various Professionals Units, Companies and Business/Industry Units 5. Group Discussion/Debates 6. Assignments, Tutorials, Presentations, Role Play etc. 7. YouTube Lectures developed by MHRD & UGC 8. Case Studies / Case Problems		
Internship for Students if any: Not applicable		
List of Recommended Books and Study Materials		
1. Marketing Management, Philip Kotler, Pearson Publication 2. Principles of Marketing, Philip Kotler, Pearson Publication 3. Sales & Distribution Management, Tapan K Panda, Oxford Publication 4. Retail Management, Gibson Vedamani, Jayco Publication		
Schemes of Examination		
Scheme of Examination: 1. Internal Assessment: 40% and 2. External Assessment: 60%		
Scheme of Examination	Exam Format	Minimum Passing Marks
Continuous Internal Evaluation (CIE) (40 Marks)	The subject teacher needs to adopt any two of the following methods for internal assessment: • Offline Written Examination • Power Point Presentations • Assignments / Tutorials • Oral Examination • Open Book Test • Offline MCQ Test • Group Discussion • Analysis of Case Studies	Min. 16 Marks (40% of Passing)
SEE / External Exam (60 Marks) (Total 2 ½ Hours Duration)	Instructions: 1. Question No. 1 and 6 are compulsory 2. Attempt any three questions from Question No. 2 to 5 Q. 1: Fill in the blanks on all Units = 06 Marks Q. 2: Theory Question on Unit-1 = 12 Marks Q. 3: Theory Question on Unit-2 = 12 Marks	Min. 24 Marks (40% of Passing)

	Q. 4: Theory Question on Unit-3	=	12 Marks	
	Q. 5: Theory Question on Unit-4	=	12 Marks	
	Q. 6: Short notes on all Units: (Any 2 out of 4)	=	06 Marks	
Total 100 Marks				
Separate Passing for Internal Assessment (CIE) and External Exam (SEE)				

Academic Year: 2024-2025

Sem. No.	Program Name	Subject Code	Types of Course	Course/ Subject Title	Credits	No. of Lecture per Week in Hours
I	B.Com	EVM-102-MJ-TH	Major Mandatory	Business Environment and Entrepreneurship-I	4	4

Course Objectives:

1. To understand the concepts understand the concept and importance of entrepreneur and entrepreneurship.
2. To make students aware about the various types of entrepreneurs, qualities, growth of entrepreneurship.
3. To study the factors affecting the growth of entrepreneurship.
4. To understand the Business Environment.
5. To study the types of ethics and society responsibilities are followed in the conventional and corporate sector in the new edge followed by the rules and regulations.

Course Outcomes:

1. Students will be able to understand the concept and importance of entrepreneur and entrepreneurship.
2. They will learn various types of entrepreneurs, qualities, growth of entrepreneurship.
3. They will grasp the knowledge of factors affecting the growth of entrepreneurship.
4. They will understand the various programmes of entrepreneurship development.
5. They will learn women entrepreneur concept and problems, Business Environment.

Unit No.	Title and Contents	No. of Lectures in Clock Hours
1	Entrepreneur 1.1 Meaning and Introduction 1.2 Evolution of the Concept of Entrepreneur 1.3 Characteristics of Successful Entrepreneurs 1.4 The Charms of Becoming an Entrepreneur 1.5 The Entrepreneurial Decision Process 1.6 Functions of Entrepreneur 1.7 Entrepreneurial Competencies and Qualities 1.8 Need for an Entrepreneur 1.9 Types of Entrepreneurs 1.10 Distinction between an Entrepreneur and a Manager 1.11 Intrapreneur 1.12 Social Entrepreneur	15
2	Entrepreneurship: 2.1 Concept of Entrepreneurship 2.2 Growth of Entrepreneurship in India: 2.2.1 Entrepreneurship during Pre-Independence 2.2.2 Entrepreneurship during Post-Independence 2.3 Role of Entrepreneurship in Economic Development 2.4 Distinction between Entrepreneurship and Enterprise 2.5 Distinction between Entrepreneurship and Self-Employment 2.6 Group Entrepreneurship: Meaning, Definition, Evolution, Nature and Scope	15

3	Women Entrepreneurship: 3.1 Concept of Women Entrepreneur 3.2 Functions of Entrepreneurs 3.3 Growth of Women Entrepreneurship in India 3.4 Problems of Women Entrepreneurs 3.5 Developing Women Entrepreneurship 3.6 Limitations of Women Entrepreneurship	15
4	Factors Affecting Entrepreneurship Growth: 4.1 Factors Affecting Entrepreneurship Growth: 4.2.1 Economic Factors 4.2.2 Non-Economics Factors 4.2 Government Actions 4.3 Business Environment: 4.3.1 Meaning and Definition of Business Environment 4.3.2 Features of Business Environment 4.3.3 Importance of Business Environment 4.3.4 Components of Business Environment: 4.3.4.1 Internal Environment and External Environment 4.3.4.2 Micro Environment and Macro Environment 4.3.4.3 Global Business Environment	15

Internship for Students if any: Not applicable	
List of Recommended Books and Study Materials	
1. Entrepreneurial Development (Revised Edition), Dr. S. S. Khanna, S. Chand Publication, New Delhi. 2. Entrepreneurship Development, CA Dr. Abha Mathur, Taxmann's Allied Service (P) Ltd., New Delhi 3. Entrepreneurship Development (Paperback) by Ranbir Singh, S.K. Kataria & Sons Educational Publisher 4. Entrepreneurship: Development and Management, Dr. Vasant Desai and Dr. Kulveen Kaur, Himalaya Publishing House, New Delhi 5. Entrepreneurship, Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha by Mc Graw Hill 6. Entrepreneurship Development: A Systematic Approach, Dr. M. K. Sehgal by Udh Publication 7. Entrepreneurship and New Venture Planning, CA Dr. Abha Mathur, Taxmann's Allied Service (P) Ltd., New Delhi 8. Fundamentals of Entrepreneurship, International Journal of Entrepreneurship Vol. 6 No. 1 (2022), AJPO Journals and Books Publishers 9. Entrepreneurship: Development and Management, Dr. R. K. Singal, Katson Books Publication 10. Innovation and Entrepreneurship, Peter F. Drucker, Harper Business Publication	

11. Entrepreneurship Development, Sangeeta Sharama, PHI Learning Publication 12. Business Environment, Francis Cherunilam, Himalaya Publishing House, New Delhi. 13. Entrepreneurship Development, Gupta, Shrinivasan, S. Chand, New Delhi 14. Textbook on Entrepreneurship Development and Management In Extension by Dr S Janani Dr T N Sujeetha Dr M Asokhan M Priyadarshini, Write & Print Publications 15. Dynamics of Entrepreneurship, Desai Vasant, Himalaya Publishing House, New Delhi 16. Indian Economy, Datt and Sundharam's, S. Chand Publication, New Delhi 17. Udyog, Udyog Sanchalaya, Mumbai-7 18. Entrepreneurship Development, Gupta, Shrinivasan, S. Chand, New Delhi		
Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%		
Scheme of Examination	Exam Format	Minimum Passing Marks
Continuous Internal Evaluation (CIE) (30 Marks)	The subject teacher needs to adopt any two of the following methods for internal assessment: • Offline Written Examination • Power Point Presentations • Assignments / Tutorials • Oral Examination • Open Book Test • Offline MCQ Test • Group Discussion • Analysis of Case Studies	Min. 12 Marks (40% of Passing)
SEE / External Exam (70 Marks) (Total 3 Hours Duration)	Instructions: 1. Question No. 1 and 6 are compulsory 2. Attempt any three questions from Question No. 2 to 5 Q. 1: Fill in the blanks on all Units = 06 Marks Q. 2: Theory Question on Unit-1 = 18 Marks Q. 3: Theory Question on Unit-2 = 18 Marks Q. 4: Theory Question on Unit-3 = 18 Marks Q. 5: Theory Question on Unit-4 = 18 Marks Q. 6: Short notes on all Units: (Any 2 out of 4)= 10 Marks	Min. 28 Marks (40% of Passing)
Total 100 Marks Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		

Academic Year: 2024-2025

Sem. No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
I	B.Com	EVM-103-MJ-TH	Major Mandatory	Financial Accounting-I	4	4

Course Objectives:

1. To make students understand the concepts of the financial accounting and partnership accounts.
2. To impart the knowledge of accounting principles, concepts, conventions, and partnership accounts.
3. To make students understand the applicability of accounting principles, concepts, conventions, partnership accounts, and partnership accounts.
4. To teach the utility and practical use of accounting principles, concepts, conventions, and partnership accounts.

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Meaning and Scope of Accounting: 1.1 Definition of Accounting and Need for Accounting 1.2 Development of Accounting and Accounting as Information System, and Qualitative characteristics of Accounting Information System 1.3 Book-Keeping and Accounting and Is Accounting a Science or an Art? 1.4 Accounting and other Disciplines: Accounting and Economics, Accounting and Statistics, Accounting and Mathematics, and Accounting and Law 1.5 Introduction of Branches of Accounting: Financial Accounting, Cost Accounting, Management Accounting, Human Resource Accounting, Environmental or Green Accounting, and Inflation Accounting 1.6 Functions, Objectives, Limitations, and end Users of Financial Accounting 1.7 Meaning and Nature of Accounting Principles: 1.7.1 Accounting Concepts: Business Entity, Going Concern, Money Measurement, Cost, Dual Aspect, Accounting Period, Period Matching of Cost and Revenue, Realization, and Accrual 1.7.2 Accounting Conventions: Conservatism, Full Disclosure, Consistency, and Materiality	5
2	Accounting Standards (AS): 2.1 Meaning, Scope and Objectives of Accounting Standards 2.2 Advantages and Disadvantages of Accounting Standards 2.3 Formation of Accounting Standards Board and its Objectives and Functions 2.4 Procedure for Issuing Accounting Standards by the ICAI	10
	2.5 AS-2: Valuation of Inventories 2.6 AS-5: Net Profit or Loss for the Period, Prior Period Items and Changes in Accounting Policies, and Ind AS-8: Accounting Policies, Changes in Accounting Estimate and Errors 2.7 Numerical Problems on AS-2 and AS-5	

3	Partnership Firm and Piecemeal Distribution 3.1 Meaning, Nature, Features and Importance of Partnership Firm 3.2 The Indian Partnership Act 1932 (Important Provisions) and Partnership Deed and its Contents 3.3 Limited Liability Partnership: Concept, Structure, Advantages, Procedure of Formation of Limited Liability Partnership, Difference between Limited Liability Partnership and Partnership Firm, and Difference between Limited Liability Partnership and Company 3.4 Gradual Realization of Assets and Basis of Distribution: 3.4.1 Order of Payments 3.4.2 Proportionate Capitals Method: Statement Showing Surplus Capital & Statement Showing Piecemeal Distribution of Cash 3.4.3 Maximum Loss Method: Statement Showing Piecemeal Distribution of Cash 3.5 Numerical Problems on Proportionate Capital Method and Maximum Loss Method	15
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Course Outcomes: After completion of the course, students will be able:

1. To understand the accounting principles, concepts, conventions, and partnership accounts.
2. To apply accounting principles, concepts, conventions, and partnership accounts for accounting treatment.
3. To analyze the effects of accounting treatments.
4. To evaluate the impact of accounting treatments.
5. To create an independent accounting of the financial transactions.
6. To remember the accounting principles, concepts, conventions, and partnership accounts.

Teaching Methodology
1. Class Room Lectures 2. Guest Lectures of Professionals, Industry Experts etc. 3. Teaching with the help of ICT tools 4. Visits to various Professionals Units, Companies and Business / Industry Units 5. Group Discussion / Debates 6. Assignments, Tutorials, Presentations, Role Play etc. 7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc. 8. Analysis of Case Studies
Internship for Students if any: Not applicable
List of Recommended Books and Study Materials
1. A Textbook of Accounting for Management, 3 rd Edition, S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, Vikas Publishing House Pvt. Ltd., New Delhi. 2. Financial Accounting for BBA, 2 nd Edition, S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, 3 rd Edition, Vikas Publishing House Pvt. Ltd., New Delhi. 3. Financial and Management Accounting, Dr. S. N. Maheshwari and Sharad Maheshwari, Sultan Chand & Sons (Educational Publishers), New Delhi. 4. Students Guide to Accounting Standards by D. S. Rawat, Taxmann Publication (P.) Ltd., New Delhi 5. Students' Guide to Accounting Standards including Introduction of Ind AS (CA/CMA Final), Dr. D. S. Rawat (FCA) and CA Nozer Shroff, Taxmaan Publication (P.) Ltd., New Delhi

6. Students' Guide to Ind AS Converged IFRSs (CA/CMA Final), Dr. D. S. Rawat (FCA) and CA Pooja Patel, Taxmaan Publication (P.) Ltd., New Delhi 7. Taxmann's Accounting Standards (AS), Notified under Companies Act 2013, Taxmaan Publication (P.) Ltd., New Delhi 8. Taxmaan's Illustrated Guide to Indian Accounting Standards (Ind AS), CA B. D. Chatterjee and CA Jinender Jain, Taxmaan Publication (P.) Ltd., New Delhi. 9. Financial Accounting (For B.Com and Foundation Course of CA, CS and CMA), S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, 3 rd Edition, Vikas Publishing House Pvt. Ltd., New Delhi. 10. An Introduction to Accountancy, S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, Vikas Publishing House Pvt. Ltd., New Delhi. 11. Accountancy Volume-1 & 2, S. KR. Paul, Central Educational Enterprises (P) Ltd., Kolkata. 12. Advanced Accountancy (Theory, Method and Application for Professional Competence Course), R. L. Gupta, M. Radhaswamy, Sultan Chand & Sons, New Delhi. 13. Advanced Accountancy Volume-I & II, S. N. Maheshwari, Suneel K. Maheshwari and Sharad Maheshwari, Vikas Publishing House Pvt. Ltd., New Delhi. 14. Advanced Accounts Volume-I & II, M. C. Shukla, T. S. Grewal, S. C. Gupta, S. Chand and Company Limited, New Delhi. 15. Accounting for Management, N.P. Srinivas & M. Shaktivel Murugan, S. Chand Publication, New Delhi 16. Fundamental of Financial Management, Amit Singhal, S. Chand Publication, New Delhi 17. Accounting for Management, S. Ramanathan, Oxford University Press, New Delhi 18. Study Materials of ICAI, ICSI, ICMA 19. Journal of Chartered Accountants, Journal of Cost and Management Accountants and Journal of Company Secretary 20. For Limited Liability Partnership Formation: Refer Ministry of Corporate Affairs Website: mca.gov.in		
Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%		
Scheme of Examination	Exam Format	Minimum Passing Marks
Continuous Internal Evaluation (CIE) (40 Marks)	The subject teacher needs to adopt any two of the following methods for internal assessment: • Offline Written Examination • Power Point Presentations • Assignments / Tutorials • Oral Examination • Open Book Test • Offline MCQ Test • Group Discussion • Analysis of Case Studies	Min. 16 Marks (40% of Passing)
SEE / External Exam (60 Marks) (Total 2 Hours Duration)	Instructions: 1) Question No. 1 is Compulsory. 2) Attempt any Two Questions from Question No. 2 to 5. Q. 1: Fill in the Blanks = (05 Marks) Q. 2: Theory Question on Unit-1 = (15 Marks) Q. 3: A) Theory Question on Unit-2 = (10 Marks) B) Numerical Problem on Unit-2 = (10 Marks) Q. 4: Numerical Problem on Unit-3 = (10 Marks) Q. 5: Short Notes on all Units (Any 2 out of 4) = (10 Marks)	Min. 24 Marks (40% of Passing)
Total 50 Marks: Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		

Academic Year: 2024-2025

Sem. No.	Programme Name	Subject Code	Type of Course	Course	Credits	Lectures per Week in Clock Hour
I	B.Com	VEC-101-EVM-TH	VEC	Trends in Event Management	2	2

Course Outcomes:

CO1 Understanding of basics of PowerPoint skills, it's techniques and utilization in events.

CO2 Comprehensive study of various audio, visual and light equipment in event management.

CO3 Brief understanding of venue recce, it's techniques and significance.

CO4 Understanding of various permissions to be procured for various events.

CO5 Theoretical knowledge of tips and tricks to master an interview.

Unit	Title and Contents	No. of Lectures in Clock Hours
Unit 1	PowerPoint presentation skills PowerPoint, as its name suggests, Ideas, concepts or issues talked about or spoken to a group or audience, Notice, Habits, Tips and techniques for great presentations, Humor can help. It can also backfire, make it relevant, Things to avoid, More tips, Some good sources of humor, The voice, Colour, The body, Active listening, Nerves, Questions, A situation	05
Unit 2	Event Equipment Video equipment, Video DA, Preview monitors, LCD, Audio equipment, lighting equipment, Electrical, Communication equipment.	03
Unit 3	Venue Recce What do you mean by venue recce, points to be consider during venue recce, Venue recce report.	03
Unit 4	Venue Details Accessibility, Dimensions, Ceiling, Windows, Lighting control, Tables, Stage, Power supply, Audio, Lighting, Screen, Projection, Technician, Other facilities, Sketch plan.	03
Unit 5	Permission required for an outdoor / indoor events BMC (Municipal Corporation), Police, Traffic, Fire, Collector's office /entertainment tax and others	03
Unit 6	Interview Basics Complete the application in detail, preparation of resume.	03
Unit 7	Understanding Consumer Reference Sec Grid, Event Marketing, The Benefits of Event Marketing, Tencustomer Service Skills Event	03
Unit 8	Interview how to face the interview, frequently asked questions.	01
Unit 9	Understanding Consumer Reference Sec Grid, Event Marketing, The Benefits of Event Marketing, Tencustomer Service Skills Event	03
Unit 10	Technical Planning – Sound, Special-Effects Lighting & Video Projection Systems	03

	Critical points to remember while briefing the sound engineer, lighting designer and video technician. Developing a detailed production plan adhering to strict time-lines.	
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Teaching Methodology
9. Class Room Lectures 10. Guest Lectures of Professionals, Industry Experts etc. 11. Teaching with the help of ICT tools 12. Visits to various Professionals Units, Companies and Business / Industry Units 13. Group Discussion / Debates 14. Assignments, Tutorials, Presentations, Role Play etc. 15. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc. 16. Analysis of Case Studies
Internship for Students if any: Not applicable

Scheme of Examination	Exam Format	Minimum Passing Marks
Continuous Internal Evaluation (CIE) (20 Marks)	The subject teacher needs to adopt any two of the following methods for internal assessment: • Offline Written Examination • Power Point Presentations • Assignments / Tutorials • Oral Examination • Open Book Test • Offline MCQ Test • Group Discussion • Analysis of Case Studies	Min. 08 Marks (40% of Passing)

SEE / External Exam (30 Marks) (Total 2 Hours Duration)	Q. 1: Fill in the Blanks = (05 Marks) Q. 2: Theory Question = (06 Marks) Q. 3: A) Theory Question = (04 Marks) Q. 3: B) Theory Question = (06 Marks) Q. 4: Theory Question = (04 Marks) Q. 5: Short Notes on all Units (Any 1 out of 3) = (05 Marks)	Min. 12 Marks (40% of Passing)
Total 50 Marks: Separate Passing for Internal Assessment (CIE) and External Exam (SEE)		

Academic Year: 2026-2027

Sem. No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
II	B. Com.	AEC-102-ENG-TH	AEC	Communication and Presentation for Events	2	2

Course Outcomes:

CO1 Develop skills to influence and build relationships through diverse communication methods.

CO2 Understand critical stages, two-way communication, and factors influencing successful event communication.

CO3 Identify and use formal and informal communication, overcoming organizational barriers.

CO4 Master active listening, interpretation, questioning, and written communication for events.

CO5 Acquire proficiency in planning, conducting conversations, interviews, and discussions specific to event management.

Unit	Title and Contents	No. of Lectures in Clock Hours)
Unit 1	Introduction to Communication Communicate effectively, influence people, make communication worth – have healthy and successful personal and professional relationship, convince audience, types of communication, modes of communication	3
Unit 2	Communication Process Concept and Importance Critical stages for all successful events, The communication process, Two-way communication & factors of communication	3
Unit 3	Types of Communication Types of communication, communicating in organization, Presentation as an effective communication tool, Formal & Informal, Barrier to Effective Communication	3
Unit 4	Listening & Writing Skills Active, purposeful and productive listening, interpretation of the information, recognition of indicators of discourse, develop questioning skills, Greeting, introducing people, about favorite things, making offers, expressing shock and disbelief	3
Unit 5	Principles of Business Communications Planning & Conducting Conversations, Interviews & Discussion. The preparation of oral statements, Effective Listening, Telephonic Communication.	3
Unit 6	Written Communication, Press Releases, Reports and Media Relations Guides to effective writing, Types and preparation, Writing press releases and reports, Media relations and press releases	3
Unit 7	Event Bids and Proposals Rules for Bids, Bid Writing Team, Bid Project and Writing a Bid	3

Unit 8	Power Point Presentation Skills PowerPoint, as its name suggests, Ideas, concepts or issues talked about or spoken to a group or audience, Notice, Habits, Tips and techniques for great presentations, Humor can help. It can also backfire, Make it relevant, Things to avoid, More tips, .Some good sources of humor, .The voice, Color, .The body, .Active listening, Nerves, Questions, .A situation	3
Unit 9	Interview Basics Complete the application in detail, preparation of resume, how to face the interview, frequently asked questions.	3
Unit 10	Language of Communication: Verbal Selection of appropriate words as situation demands, adding pauses and eliminating non- words, avoiding jargons, build credibility and believability, personal, social and business barriers, strategies to overcome the barriers, intra-personal, interpersonal and group communication Language of Communication: Non-verbal Components and functions of non verbal communication, voluntary and non voluntary dimensions of non verbal communication, the do's and do not's of non verbal communication to build a professional image, functions of non verbal communication, types and forms of non verbal communication, interpreting non verbal cues.	3

Teaching Methodology	
1	Class Room Lectures.
2	Guest Lectures of Professionals, Industry Experts etc.
3	Teaching with the help of ICT tools
3.	Visits to various Professionals Units, Companies and Business/Industry Units
4.	Group Discussion/Debates
5.	Assignments, Tutorials, Presentations, Role Play etc.
6.	YouTube Lectures developed by MHRD & UGC
7.	Case Studies / Case Problems
Internship for Students if any: Not applicable	

CO-PO-PSO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1		3				2	3	2	2	3
CO2		3	1		1	3	3	1	1	2
CO3		3		2		3	3	1	1	2
CO4		3	1			3	3	1	2	2
CO5	2	2		1	1	2	3	1	3	2

Syllabus of Semester-II

Academic Year: 2026-2027

Sem. No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
II	B. Com.	EVM-151-MJ-TH	Major Mandatory	Fundamental of Marketing -II	4	4

Course Objectives:

1. To provide an introduction to marketing and the selling process.
2. To offer foundational knowledge on market segmentation and the marketing mix.
3. To build connections between commerce, business, and marketing principles.
4. To equip students with practical skills for applying marketing knowledge effectively in real-world scenarios.

Unit	Title and Contents	No. of Lectures in Clock Hours)
01	Introduction to Marketing, components of marketing, importance of marketing, Global, Ethical and Sustainable Marketing, Difference between marketing and selling	10
02	Process of Selling 2.1 Psychology of Salesmanship –Attracting Attention, Awakening Interest, Creating Desire and Action 2.2 Stages in Process of Selling – (i) Pre-Sale Preparations (ii) Prospecting (iii) Pre-Approach (iv) Approach (v) Sales Presentation (vi) Handling of Objections (vii) Close (viii) After Sales follow up	10
03	Rural Marketing 2.1 Introduction of Rural Marketing 2.2 Definition, Features of Rural Marketing 2.3 Importance of Rural Marketing 2.4 Future in Rural Marketing 2.5 Present scenario of Rural Marketing 2.6 Challenges and opportunities of Rural Marketing	20
04	Marketing Environment	10

	3.1 Introduction and Concept 3.2 Need for study of Marketing environment 3.3 Major elements and their impact of marketing decisions	
05	Recent Trends in Marketing 4.1 Introduction 4.2 E-Marketing 4.3 Green Marketing 4.4 Social media Marketing 4.5 Digital Marketing	10

Course Outcomes:

Upon successful completion of the course, students will be able to:

1. Understand the fundamentals of the marketing and sales process.
2. Apply practical knowledge by enhancing skills in key concepts such as the "Marketing Mix" and market segmentation.
3. Gain insights into salesmanship and explore various sales approaches.
4. Acquire knowledge about recent trends and innovations in the marketing field.

Teaching Methodology	
4	Class Room Lectures.
5	Guest Lectures of Professionals, Industry Experts etc.
6	Teaching with the help of ICT tools
8.	Visits to various Professionals Units, Companies and Business/Industry Units
9.	Group Discussion/Debates
10.	Assignments, Tutorials, Presentations, Role Play etc.
11.	YouTube Lectures developed by MHRD & UGC
12.	Case Studies / Case Problems
Internship for Students if any: Not applicable	
List of Recommended Books and Study Materials	
1.	Marketing Management, Philip Kotler, Pearson Publication
2.	Principles of Marketing ,Philip Kotler, Pearson Publication
3.	Sales & Distribution Management, Tapan K Panda, Oxford Publication
4.	Retail Management ,Gibson Vedamani, Jayco Publication
5.	Marketing and Salesmanship,Dr.Dilip Shinde & Dr.Dhiraj Zalte,Prashant Publication
6.	Marketing Management,V. S. Ramaswamy & S.Namakumari,Macmillan Publication
7.	Supply Chain Management, Sunil Chopra, Peter Meindl& D. V.Karla,Pearson Publication

Academic Year: 2026-2027

Semester No.	Programme Name	Subject Code	Type of Course	Course / Subject Title	No. of credits	Lectures per week
II	B. Com.	EVM-152-MJ-TH	Major Mandatory	Principles and Functions of Management	4	4

Course Objectives:

1. To provide basic knowledge and understanding about various concepts of Business Management.
2. To help the students to understand the importance of management principles.
3. To create an understanding about various functions of management.
4. To provide them tools and techniques to be used in the performance of the managerial job.
5. To make students understand Management at work and the relevance of motivation and team work..

Course Outcomes:

1. Students will be able to understand the importance of management and its evolution process in detail.
2. Students will learn various functions of management and their applicability.
3. Students will have strong foundation in understanding management at work.
4. They will be able to understand various tools and techniques used to perform managerial jobs.
5. Students will analyse the importance of motivation and team work.

Unit	Title and contents	No of Lectures
1	Nature and Evolution of management 1.1 Meaning & Importance, Need for Management study 1.2 Functions of Management 1.3 Management as an Art, Science, Profession and a Social System 1.4 Concept of Management, Administration, Organization & Universality of Management 1.5 Contribution of F.W. Taylor, Henry Fayol, Peter Drucker, Mintzberg and Michel Porter in development of management thoughts.	15

2	Understanding Management: Planning and Decision Making 2.1 Meaning, definition and nature of Planning 2.2 Forms and types of Planning 2.3 Steps in Planning 2.4 Limitations of Planning 2.5 Meaning and techniques of Forecasting 2.6 Meaning, Types and Steps in Decision Making	15
3	Management at Work: The process of organizing and staffing 3.1 Meaning, Process and Principles of Organizing 3.2 Concept of Authority and Responsibility 3.3 Delegation of Authority 3.4 Difficulties in Delegation of Authority 3.5 Need and importance of Staffing • Recruitment: Sources and Methods	15
4	Result orientation: Motivation Direction and Team Work 4.1 Motivation: Meaning, Importance, Nature, Principles, and Theories 4.2 Controlling: Meaning, Needs, Process, Techniques 4.3 Meaning, Elements, Principles, Techniques and Importance of Direction. 4.4 Concept of Team Work, Group Dynamics, Principles regarding interpersonal communication and Group Behaviour	15

Suggested Reference Books:

2. Essentials of Management - Horold Koontz and Iteinz Weibrich - McGrawhills International
3. Management Theory & Practice - J.N.Chandan
4. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
5. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
6. Business Organization & Management - Dr. Y.K. Bhushan
7. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
8. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
9. Business organization and Management by Talloo by Tata McGraw Hill
10. Business Environment and Policy – A book on Strategic Management By Francis Cherunilam Himalaya Publishing House
11. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
12. Business Organization & Management - Dr. Y.K. Bhushan
13. Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
14. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
15. Business organization and Management by Talloo by Tata McGraw Hill
16. Business Environment and Policy – A book on Strategic Management By Francis Cherunilam Himalaya Publishing House

Academic Year: 2026-2027

Sem. No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
II	B. Com.	EP-151-MN-TH	Minor	Event Planning	4	4

Course Outcomes:

CO1 Introduction to research and planning in event organizing and its importance.

CO2 Outline study of event dynamics including strategies, planning, formations of team, responsibilities, delegation, accountability and idea presentation.

CO3 Comprehensive study and differences of all types of events.

CO4 Brief understanding of MICE, the planning process and its contribution to tourism.

CO5 Overview study of event planning, promotion and its relation to five p's of event marketing.

Unit	Title and Contents	No. of Lectures in Clock Hours)
Unit 1	Introduction What is Event Management, what is Event Planning, Event Organizing.	6
Unit 2	Dynamics of an Event Planning, Role of Strategy, Forming Event Team, Presentation of Ideas & theme, Job Responsibilities, Delegation and Accountability.	6
Unit 3	Corporate, Business and Entertainment Events Product Launches, Conference, Share Holder Meeting, Employee Get-to-gather, Exhibition and Road Shows, Press Conference. What is Entertainment Event, Major ingredients for successful event, Backstage Management, V.I.P INVITEES?	6
Unit 4	Social & Personal Events Wedding, Birthday Parties, Get-to-gather, Political Events.	6
Unit 5	Sports Events What is Sport Events, Player Management, BCR Management, On-field Management.	6
Unit 6	Types of events Events, Corporate/business events, Entertainment, Social and personal Events Political events.	6
Unit 7	Introduction to MICE MICE Definition, Planning MICE Infrastructure for MICE, Planning for MICE, Characteristics of Conference & Convention, MICE as a supplement to tourism, Global Trends in MICE industry Development, MICE tourism in India	6

Unit 8	Event Planning and Promotion Event Planning and promotion, Event planning Training and Internship, Benefits, Event Marketing and promotion,	6
Unit 9	Five P's of Event Marketing Five P's of event Marketing (Product, Promotion, Price, Public Relations, Place), Internet Event Marketing, Promotion, Advertising, Mail outs/E-mail, Media, Event Promotion, Promotional Strategies, Cross Promotions, Street Promotions, Promotional methods	6
Unit 10	Goods and Service Tax Actionable Claim, Agent, Aggregate turnover, Agriculture, Agriculturist, Associated Enterprise, Business (Introduction, Trade, Commerce, Manufacture, Adventure in Nature of Trade).	6

CO-PO-PSO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	1	1		1			1	1	2
CO2	2	2					3	2	1	3
CO3	2		1	1		1		3	2	1
CO4	2			3			1	2	3	
CO5	2		2	3				2	2	

Teaching Methodology
7 Class Room Lectures. 8 Guest Lectures of Professionals, Industry Experts etc. 9 Teaching with the help of ICT tools 13. Visits to various Professionals Units, Companies and Business/Industry Units 14. Group Discussion/Debates 15. Assignments, Tutorials, Presentations, Role Play etc. 16. YouTube Lectures developed by MHRD & UGC 17. Case Studies / Case Problems
Internship for Students if any: Not applicable

Academic Year: 2026-2027

Sem. No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
II	B. Com.	SEC-151-EVM-PR	SEC	Event Production and Operations	2	2

Course Outcomes:

- CO1 An overview of event marketing goals, expectations and it's types.
- CO2 A study of event promotion and publicity, it's techniques and methodology.
- CO3 Comprehensive study of product life cycle and new product development.
- CO4 Introduction to marketing mix - pricing, policies, promotion, place distribution and strategies.
- CO5 Practical evaluation of event significance on the basis of it's size with brief understanding of managing events as a project.

Unit	Title and Contents	No. of Lectures in Clock Hours)
Unit 1	Introduction What is an event? Introduction to event marketing, Future of event marketing.	3
Unit 2	Types of Event Marketing Expectations and goals: what do you want to happen? Marketing of events.	3
Unit 3	Event Promotion Getting the word out: media promotion and advertising, Promotion and publicity tips, Event promotion	3
Unit 4	Marketing Mix: Price - Policies and Practices, Promotion Advertising, Publicity, Personal Selling & Sales Promotion, Place Distribution & Strategy Market Regimentation.	3
Unit 5	Product Life Cycle Product (Product Decision, PLC, New Product Development)	3
Unit 6	Marketing of Events Marketing of events, the need for Marketing, Consumer Expectation, Marketing Mix, Elements, Promotion, Getting the word out: Media Promotionand Advertising, Media Buying Consideration.	3
Unit 7	New Product New to Company, Factors contributing to New Product development, Product Manager, New Product Manager, New Product Department, Product life cycle.	3

Unit 8	Marketing Mix Importance of marketing mix in events, Elements of Marketing Mix, Productclassification and strategy,	3
Unit 9	Marketing Mix in Events Branding Strategy, Elements of communication Process, developing effective communication program, Advertizing, Sales Promotion, Public Relations, Direct Marketing.	3
Unit 10	Live Project of Event Marketing Significance of Events, Event size, Event types, MICE, Managing Event as a Project, Work Breakdown Structures, Close-Down, Evaluation and legacies.	3

Teaching Methodology
10 Class Room Lectures. 11 Guest Lectures of Professionals, Industry Experts etc. 12 Teaching with the help of ICT tools 18. Visits to various Professionals Units, Companies and Business/Industry Units 19. Group Discussion/Debates 20. Assignments, Tutorials, Presentations, Role Play etc. 21. YouTube Lectures developed by MHRD & UGC 22. Case Studies / Case Problems
Internship for Students if any: Not applicable

CO-PO-PSO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	2	1	1	3	2	2		3	2	1
CO2	2	1		3			1	2	2	2
CO3	2			3				2		2
CO4	1	2		3	1	2	3	2	1	1
CO5	2	1	1	3	1	1	2	1	3	3

Academic Year: 2026-2027

Sem. No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
II	B. Com.	VEC-151-EVM-TH	VEC	Event Marketing	2	2

Course Outcomes:

- CO1 An overview of event marketing goals, expectations and it's types.
- CO2 A study of event promotion and publicity, it's techniques and methodology.
- CO3 Comprehensive study of product life cycle and new product development.
- CO4 Introduction to marketing mix - pricing, policies, promotion, place distribution and strategies.
- CO5 Practical evaluation of event significance on the basis of it's size with brief understanding of managing events as a project.

Unit	Title and Contents	No. of Lectures in Clock Hours)
Unit 1	Introduction What is an event? Introduction to event marketing, Future of event marketing.	3
Unit 2	Types of Event Marketing Expectations and goals: what do you want to happen? Marketing of events.	3
Unit 3	Event Promotion Getting the word out: media promotion and advertising, Promotion and publicity tips, Event promotion	3
Unit 4	Marketing Mix: Price - Policies and Practices, Promotion Advertising, Publicity, Personal Selling & Sales Promotion, Place Distribution & Strategy Market Regimentation.	3
Unit 5	Product Life Cycle Product (Product Decision, PLC, New Product Development)	3
Unit 6	Marketing of Events Marketing of events, the need for Marketing, Consumer Expectation, Marketing Mix, Elements, Promotion, Getting the word out: Media Promotionand Advertising, Media Buying Consideration.	3
Unit 7	New Product New to Company, Factors contributing to New Product development, Product Manager, New Product Manager, New Product Department, Product life cycle.	3

Unit 8	Marketing Mix Importance of marketing mix in events, Elements of Marketing Mix, Productclassification and strategy,	3
Unit 9	Marketing Mix in Events Branding Strategy, Elements of communication Process, developing effective communication program, Advertizing, Sales Promotion, Public Relations, Direct Marketing.	3
Unit 10	Live Project of Event Marketing Significance of Events, Event size, Event types, MICE, Managing Event as a Project, Work Breakdown Structures, Close-Down, Evaluation and legacies.	3

Teaching Methodology
13 Class Room Lectures. 14 Guest Lectures of Professionals, Industry Experts etc. 15 Teaching with the help of ICT tools 23. Visits to various Professionals Units, Companies and Business/Industry Units 24. Group Discussion/Debates 25. Assignments, Tutorials, Presentations, Role Play etc. 26. YouTube Lectures developed by MHRD & UGC 27. Case Studies / Case Problems
Internship for Students if any: Not applicable

CO-PO-PSO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	2	1	1	3	2	2		3	2	1
CO2	2	1		3			1	2	2	2
CO3	2			3				2		2
CO4	1	2		3	1	2	3	2	1	1
CO5	2	1	1	3	1	1	2	1	3	3

Academic Year: 2026-2027

Sem. No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
II	B. Com.	AEC-151-ENG-TH	AEC	Event Communication Skills -II	2	2

Course Outcomes:

- CO1 Develop skills to influence and build relationships through diverse communication methods.
- CO2 Understand critical stages, two-way communication, and factors influencing successful event communication.
- CO3 Identify and use formal and informal communication, overcoming organizational barriers.
- CO4 Master active listening, interpretation, questioning, and written communication for events.
- CO5 Acquire proficiency in planning, conducting conversations, interviews, and discussions specific to event management.

Unit	Title and Contents	No. of Lectures in Clock Hours)
Unit 1	Written Communication , Press Releases, Reports and Media Relations Guides to effective writing, Types and preparation, Writing press releases and reports, Media relations and press releases	5
Unit 2	Event Bids and Proposals Rules for Bids, Bid Writing Team, Bid Project and Writing a Bid	5
Unit 3	Power Point Presentation Skills PowerPoint, as its name suggests, Ideas, concepts or issues talked about or spoken to a group or audience, Notice, Habits, Tips and techniques for great presentations, Humor can help. It can also backfire, Make it relevant, Things to avoid, More tips, .Some good sources of humor, The voice, Color, The body, Active listening, Nerves, Questions, A situation	5
Unit 4	Interview Basics Complete the application in detail, preparation of resume, how to face the interview, frequently asked questions.	5
Unit 5	Language of Communication: Verbal Selection of appropriate words as situation demands, adding pauses and eliminating non- words, avoiding jargons, build credibility and believability, personal, social and business barriers, strategies to overcome the barriers, intra-personal, interpersonal and group communication.	5

Unit 6	Language of Communication: Non-verbal Components and functions of non verbal communication, voluntary and non voluntary dimensions of non verbal communication, the do's and do not's of non verbal communication to build a professional image, functions of non verbal communication, types and forms of non verbal communication, interpreting non verbal cues.	5
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Teaching Methodology
16 Class Room Lectures. 17 Guest Lectures of Professionals, Industry Experts etc. 18 Teaching with the help of ICT tools 28. Visits to various Professionals Units, Companies and Business/Industry Units 29. Group Discussion/Debates 30. Assignments, Tutorials, Presentations, Role Play etc. 31. YouTube Lectures developed by MHRD & UGC 32. Case Studies / Case Problems
Internship for Students if any: Not applicable

CO-PO-PSO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1		3				2	3	2	2	3
CO2		3	1		1	3	3	1	1	2
CO3		3		2		3	3	1	1	2
CO4		3	1			3	3	1	2	2
CO5	2	2		1	1	2	3	1	3	2

Academic Year: 2026-2027

Sem. No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
II	B. Com.	SEC-151-EVM-PR	SEC	Event Production and Operations	2	2

Course Outcomes:

- CO1 Outline study of event flowchart, the complete end to end process of event planning and execution.
- CO2 Analytical study of venue management considering how to choose them and how to make floor plans.
- CO3 Understanding of decorating and designing of a venue considering branding and following protocols.
- CO4 Understanding of technical planning and conveying methods to specific vendors for a smooth functioning event.
- CO5 Comprehensive study of techniques and methodology to produce a great show.

Unit	Title and Contents	No. of Lectures in Clock Hours)
Unit 1	Event Flowchart (Event Brief-to-Event Execution) Introduction to the various departments of an Event Agency and its functions. Importance of a Client / Brand brief. Critical elements of an effective event brief. Stages to an event. Requisites for a proper post-event closure.	3
Unit 2	Venue Management Points to consider while hiring a venue. Importance and significance of a venue recce. Hiring venue for set-up and show days. Understanding and analyzing a venue floor-plan. Specificities for different seating arrangements.	3
Unit 3	Décor & Branding, Points to remember for decorating and branding the venue. Understanding key elements of décor. Maintaining design protocols for indoor events and large format outdoor	3
Unit 4	Venue Constructs Understanding proper production requirements for the event. Developing a detailed production plan. Working knowledge of different kinds of cost-effective materials to enhance the visual, technical and production values of the show.	3
Unit 5	Sound, Special-Effects Lighting & Video Projection Systems Critical points to remember while briefing the sound engineer, lighting designer and video technician. Developing a detailed production plan	3

	adhering to strict time-lines.	
Unit 6	Producing a Great Show Budgeting, Mailing Invites, Promotion and Publicity, Catering, Venue, Music, Lighting and sound/stage design/ Décor, Choreographers, stylist, Theme, A show Coordinator, The Audience, The Plan, Models, Staging, Anchoring, Rehearsal.	3
Unit 7	Supply of Facilities Audio, Visual, Lighting, Sound, Special Effect, Audio Visual technologies used today, Cost saving, Lighting, Sound, Production, Special Effects & their Applications, Video, Audio-Visual-Lighting Equipment	3
Unit 8	Event Logistics Event Site Logistics, Site Selection, Layout and design, Site MAP or plan, additional Facilities, Set Designing , Designing Procedure, Methods of design, Elements of designing.	3
Unit 9	Stage & Set Designing Points to remember for designing the stage. Understanding key elements of décor. Maintaining design protocols for indoor events and large format outdoor	3
Unit 10	Event Coordination Define event coordination, importance of event coordination, do and don't's of event coordination.	3

Teaching Methodology	
19 Class Room Lectures. 20 Guest Lectures of Professionals, Industry Experts etc. 21 Teaching with the help of ICT tools 33. Visits to various Professionals Units, Companies and Business/Industry Units 34. Group Discussion/Debates 35. Assignments, Tutorials, Presentations, Role Play etc. 36. YouTube Lectures developed by MHRD & UGC 37. Case Studies / Case Problems	
Internship for Students if any: Not applicable	

CO-PO-PSO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3		2	1	1		2	2	2	3

CO2	2		2				1	2	2	
CO3	2		2		1	1	1	2	3	
CO4	3	2	1		1	2	1	3	2	2
CO5	3	1	2	1				3	3	2

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