

**DON BOSCO ARTS & SCIENCE COLLEGE**  
**ANGADIKADAVU**

*(Affiliated to Kannur University Approved by Government of Kerala)*  
**ANGADIKADAVU P.O., IRITTY, KANNUR – 670706**



**COURSE PLAN**

**BBA**

**(2017 – 20)**

**SEMESTER - VI**

**ACADEMIC YEAR - (2019-20)**

## VI Semester BBA (2017 - 20)

SL. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours per week
1.	<b>6B16 BBA – Strategic Management</b>	<b>Athira P.</b>	<b>5</b>
2.	<b>6B17 BBA – Capital Market &amp; Investment Management</b>	<b>Meenu Maria Tom</b>	<b>5</b>
3.	<b>6B 18 BBA – International Business</b>	<b>Sunitha K. S.</b>	<b>4</b>
4.	<b>6B 19 BBA – Event Management</b>	<b>Fr. Joby and Athira P.</b>	<b>4</b>
5.	<b>6B 20 BBA – Management Accounting</b>	<b>Vidya K. P.</b>	<b>5</b>
6.	<b>6B 21 BBA – Placement Training &amp; Project Report</b>	<b>Sunitha K.S. and Meenu Maria Tom</b>	<b>3</b>
	<b>Name of Class Incharge</b>	<b>Sunitha K.S.</b>	

### TIME TABLE

Day	09.50 Am - 10.45 Am	10.45 Am - 11.40 Am	11.55 Am - 12.50 Pm	01.40 Pm - 02.35 Pm	02.35 Pm - 03.30 Pm
1	Meenu Maria Tom <b>6B17BBA</b>	Athira P. <b>6B16BBA</b>	Sunitha K.S. <b>6B18BBA</b>	Fr. Joby Mathew <b>6B19BBA</b>	Vidya K.P. <b>6B20BBA</b>
2	Athira P. <b>6B19BBA</b>	Sunitha K.S. <b>6B21BBA</b>	Vidya K.P. <b>6B20BBA</b>	Meenu Maria Tom <b>6B17BBA</b>	Athira P. <b>6B16BBA</b>
3	Sunitha K.S. <b>6B18BBA</b>	Meenu Maria Tom <b>6B17BBA</b>	Athira P. <b>6B16BBA</b>	Vidya K.P. <b>6B20BBA</b>	Sunitha K.S. <b>6B21BBA</b>
4	Sunitha K.S. <b>6B21BBA</b>	Sunitha K.S. <b>6B18BBA</b>	Vidya K.P. <b>6B20BBA</b>	Fr. Joby Mathew <b>6B19BBA</b>	Meenu Maria Tom <b>6B17BBA</b>
5	Vidya K.P. <b>6B20BBA</b>	Meenu Maria Tom <b>6B17BBA</b>	Athira P. <b>6B16BBA</b>	Sunitha K.S. <b>6B18BBA</b>	Fr. Joby Mathew <b>6B19BBA</b>

<b>Subject Code:</b>	<b>6B16 BBA</b>
<b>Subject Name:</b>	<b>Strategic Management</b>
<b>No. of Credits:</b>	<b>4</b>
<b>No. of Contact Hours:</b>	<b>90</b>
<b>Hours per Week:</b>	<b>5</b>
<b>Name of the Teacher:</b>	<b>Athira P.</b>

**Objective: -**

The course intends to provide a theoretical frame work of strategic management and to develop an understanding about the strategic processes and their impact on a firm

**Module I: Evolution of Business Policy and Strategic Management:** - Nature and meaning of strategy - Strategic planning - Tactical planning - Strategic management process - Benefits and relevance of strategic management - Growing relevance of strategic management in India.

**Module II: Strategic formulation:** Mission and Purpose - Environmental appraisal - Environmental scanning - Appraising the environment - Organizational appraisal – Tools used for organizational appraisal

**Module III: Classification of strategies** - corporate portfolio analysis - industry, competitor and SWOT analysis

**Module IV: Strategy Implementation** - Nature of strategy implementation - project implementation

**Module V: Strategy evaluation and control** - strategic control - operational control - technique of strategic evaluation and control.

**Books for Reference**

1. Business Policy : Strategy formulation and Management Action.:William Glueck
- 2 Business Policy : Azhar Kasmi
3. The new Corporate Strategy : A.J.Ansoff
4. StrategicManagement : Pearce and Robinson
5. Competitive Strategy : Michael E. Porter
6. Competitive Advantage:Michael E. Porter
7. Business Policy and StrategicManagement : Donal F Harvey
- 8.Management policy and strategicManagement :R.M. Srivastava

## TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	21-10-2019 To 25-10-2019	1	Introduction to strategic management –evolution
		2	Strategy and Strategic Management-elements
		3	Strategic DecisionsApproaches
		4	Vision –mission –objectives
		5	Characheristics and elemnts of strategic management
		6	Staretgic management process and model
		7	Importance and benefits of strategic management
		8	Levels and type sof staretgcy
2	28-10-2019 To 01-11-2019	9	Corporate governance –importance and benefits
		10	Pillars of governance –governance mechanism
		11	Unit test 1
		12	Strategy formulation –approahes
		13	Development process
		14	Environmental analysis
		15	Importance and features of environmental analysis
3	04-11-2019 To 08-11-2019	16	Techniques of environmental analysis
		17	Corporate level satregies
		18	Expansion, Stability, strategies
		19	Retrenchment and Combination Strategies
		20	Business Level Strategies
		21	Internal analysis
4	11-11-2019 To 15-11-2019	22	Swot analysis
		23	Value chain analysis
		24	Core competence
		25	Relationship between core competence and competitive advantage
		26	Sustaining competitive advantage
		27	Unit test 2
		28	Strategic analysis and choice
5	18-11-2019 To 23-11-2019	29	Portfolio analysis
		19 Nov	BCG matrix
		30	Industry analysis
		31	Competitive analysis
		32	Porters five force model
		33	Developing alternate strategies



No of Weeks	Dates	Session	Topic
			<b>Christmas – Holiday</b>
<b>11</b>	<b>30-12-2019 To 03-01-2020</b>	42	<b>Customer driven strategy</b>
		43	Govt,public sector &not –for –profit strategy
		44	Warfare staraetgy
		45	Unit test 3
		<b>02 Jan</b>	<b>Mannam Jayanthi – Holiday</b>
		46	Strategy implimenattion introduction
<b>12</b>	<b>06-01-2020 To 10-01-2020</b>	47	Nature and importance of implementation
		48	Mckinseys 7s model
		49	Major issues in strategy implementation
		50	Project Implementation
		51	Procedural Implementation
		52	Resource allocation
		53	Importance –approaches of resorse allocation
		54	Techniques and crieteria of resource allocation
<b>13</b>	<b>13-01-2020 To 17-01-2020</b>	55	Factors affecting resource allocation
		56	Allocation process
		57	Structural Implementation
		58	Behavioral Implementation
		59	Functional and Operational Implementation
		60	Strategic leadership
		61	Managing strategic change
<b>14</b>	<b>20-01-2020 To 24-01-2020</b>	62	Functional strategies
		63	Strategic evaluation and control
		64	Nature of evaluation and control
		65	Characchteristics of evaluation nd control
		66	Importance of evaluation and control crieteria of evaluation and control
		67	Strategic control
		68	Operational control
		69	Mechanisms of strategic control
		70	Limitations of strategic evaluation and control
<b>15</b>	<b>27-01-2020 To 31-01-2020</b>	71	Guidelines for proper evaluation and control
		72	Social audit
		73	Case study
		74	Unit test 5
		75	Seminar
		76	Seminar

No of Weeks	Dates	Session	Topic
		77	Seminar
16	03-02-2020 To 07-02-2020	78	Seminar
		79	Seminar
		80	Seminar
		81	Seminar
		82	Seminar
		83	Seminar
		84	Seminar
		08 Feb	<b>IQINOX</b>
17	10-02-2020 To 14-02-2020	85	Revision
		86	Revision
		87	Revision
		88	Revision
		89	Revision
		90	Revision
18	17-02-2020 To 22-02-2020	17 Feb	<b>Second Internal VI Semester UG</b>
			<b>Second Internal VI Semester UG</b>
			<b>Second Internal VI Semester UG</b>
			<b>Second Internal VI Semester UG</b>
		21 Feb	<b>Mahasivaratri – Holiday</b>
			<b>Second Internal VI Semester UG</b>
19	24-02-2020 To 28-02-2020	24 Feb	<b>College Day</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
20	02-03-2020 To 06-03-2020		<b>Study Leave</b>
			<b>Study Leave</b>
		04 Mar	<b>University Exam VI Semester UG</b>

<b>Subject Code:</b>	<b>6B17 BBA</b>
<b>Subject Name:</b>	<b>Capital Market &amp; Investment Management</b>
<b>No. of Credits:</b>	<b>4</b>
<b>No. of Contact Hours:</b>	<b>90</b>
<b>Hours per Week:</b>	<b>5</b>
<b>Name of the Teacher:</b>	<b>Meenu Maria Tom</b>

**Objective: -**

To give an overview of the conceptual aspects of Capital Market and Investment Management

**Module I: Securities Market:** Primary & secondary -Structure and functioning of the Market, stock exchanges- listing ,trading and settlement procedures- NSE , BSE, Indo-next, important international stock exchanges- depositories -recent developments -stock Market indices –BSE SENSEX, Nifty and others, SEBI – Functions.

**Module II: Economic , Industry & Company Analysis:** economic forecasting & investment decision -economic forecasting methods -industry analysis -classification schemes -key characteristics -industry life cycle -company analysis -financial and non financial factors –efficient Market theory

**Module III: Technical Analysis:** concept -types of charts -Dow theory -price pattern -support and resistance levels -relative strength analysis -moving averages -breadth of the Market -volume –momentum -confidence index -contrary opinion theory - oscillators - stochastic-Elliot wave theory

**Module IV: Investment:** Various Investments Instruments - Mutual funds - concepts & objectives - types and classification-organization &management - services provided -advantages -Indian scenario

**Books for Reference**

1. SecurityAnd PortfolioManagement : Kevin
2. SecurityAnalysis and PortfolioManagement : Fischer & Jordan
3. Technical Analysis Explained.:Martin J Pring
4. Investments : Alexander, Sharpe& Bailey
- 5.Managing Investments : Prasanna chandra
6. Stock Exchanges& Investments : Raghunathan



## TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	21-10-2019 To 25-10-2019	1	Syllabus introduction
		2	Financial Markets
		3	Classification of Financial market
		4	Primary and secondary Market
		5	Primary and secondary Market
		6	Primary and secondary Market
		7	Structure and functioning of the Market
		8	Structure and functioning of the Market
2	28-10-2019 To 01-11-2019	9	Stock exchanges
		10	Benefits and Features of Stock Exchange
		11	Listing of Securities
		12	Trading Mechanism
		13	Settlement Procedures
		14	Members in Stock Exchange
		15	Speculation – Types of speculators
3	04-11-2019 To 08-11-2019	16	NSE
		17	BSE
		18	Indo-next
		19	Stock Indices
		20	Indices of BSE & NSE
		21	Dematerialization and Rematerialization
4	11-11-2019 To 15-11-2019	22	Depository system
		23	NSDL
		24	CDSL
		25	Recent Developments in secondary market
		26	Recent Developments in secondary market
		27	SEBI
		28	Importance and Functions of SEBI
5	18-11-2019 To 23-11-2019	29	Class Test
		19 Nov	<b>Union Inauguration</b>
		30	Fundamental Analysis – Economic Analysis
		31	Economic Forecasting
		32	<b>Industry Analysis</b>
		33	Industry Life cycle
		34	Company Analysis

No of Weeks	Dates	Session	Topic
		<b>23 Nov</b>	<b>Sports Day</b>
<b>6</b>	<b>25-11-2019 To 29-11-2019</b>		<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
<b>7</b>	<b>01-12-2019 To 05-12-2019</b>		<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
<b>8</b>	<b>09-12-2019 To 13-12-2019</b>	35	Technical Analysis
		36	Types of Chart in Technical Analysis
		37	Types of Chart in Technical Analysis
		38	Mathematical Indicators –Market indicators
		39	Mathematical Indicators –Market indicators
		<b>12 Dec</b>	<b>Arts Day</b>
		<b>13 Dec</b>	<b>Arts Day</b>
		<b>9</b>	<b>16-12-2019 To 20-12-2019</b>
<b>17 Dec</b>	<b>First Internal VI Semester UG</b>		
<b>18 Dec</b>	<b>First Internal VI Semester UG</b>		
40	Eliot Wave Theory		
41	Eliot Wave Theory		
<b>20 Dec</b>	<b>Christmas Celebration</b>		
<b>10</b>	<b>23-12-2019 To 28-12-2019</b>		<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>

No of Weeks	Dates	Session	Topic
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
<b>11</b>	<b>30-12-2019 To 03-01-2020</b>	42	Price pattern
		43	Price pattern
		44	Support and resistance levels
		45	Support and resistance levels
		<b>02 Jan</b>	<b>Mannam Jayanthi – Holiday</b>
		46	Relative strength analysis
<b>12</b>	<b>06-01-2020 To 10-01-2020</b>	47	Relative strength analysis
		48	Dow Theory
		49	Dow Theory
		50	Moving averages
		51	Moving averages
		52	Breadth of the Market
		53	Confidence index
		54	Volume
<b>13</b>	<b>13-01-2020 To 17-01-2020</b>	55	Volume
		56	Classification of Industry
		57	Class Test
		58	Investment – Meaning, Characteristics
		59	Objectives of Investments
		60	contrary opinion theory
		61	contrary opinion theory
<b>14</b>	<b>20-01-2020 To 24-01-2020</b>	62	Oscillators
		63	Oscillators
		64	Stochastic
		65	Stochastic
		66	Class Test
		67	Investment Avenues
		68	Investment Avenues
		69	Objectives Of Investment Avenues
		70	Mutual Fund
<b>15</b>	<b>27-01-2020 To 31-01-2020</b>	71	Mutual Fund
		72	Types of Mutual Funds
		73	Types of Mutual Funds
		74	Types of Mutual Funds
		75	Objectives of Mutual Fund
		76	Seminar on any Mutual Fund Companies

No of Weeks	Dates	Session	Topic
		77	Advantages of Mutual Funds
16	03-02-2020 To 07-02-2020	78	Mutual Funds in India
		79	Mutual Funds in India
		80	Organization Of Mutual Fund
		81	Organization Of Mutual Fund
		82	Management of Mutual Funds
		83	Management of Mutual Funds
		84	Operations of Mutual Funds
		08 Feb	IQINOX
17	10-02-2020 To 14-02-2020	85	Operations of Mutual Funds
		86	Class Test
		87	Seminar
		88	Revision
		89	Revision
		90	Question Paper Discussion
18	17-02-2020 To 22-02-2020	17 Feb	Second Internal VI Semester UG
			Second Internal VI Semester UG
			Second Internal VI Semester UG
			Second Internal VI Semester UG
		21 Feb	Mahasivaratri – Holiday
			Second Internal VI Semester UG
19	24-02-2020 To 28-02-2020	24 Feb	College Day
			Study Leave
			Study Leave
			Study Leave
			Study Leave
20	02-03-2020 To 06-03-2020		Study Leave
			Study Leave
		04 Mar	University Exam VI Semester UG

<b>Subject Code:</b>	<b>6B 18 BBA</b>
<b>Subject Name:</b>	<b>International Business</b>
<b>No. of Credits:</b>	<b>3</b>
<b>No. of Contact Hours:</b>	<b>72</b>
<b>Hours per Week:</b>	<b>4</b>
<b>Name of the Teacher:</b>	<b>Sunitha K.S.</b>

**Objective: -**

To enlighten the students on International Business Environment, which includes international Financial management, International Marketing and international Currency and to study the impact of globalization on Indian Industry.

**Module –I: Introduction to International Business :** Globalisation and its growing importance in world economy- Impact of globalisation – International business vs. domestic business- complexities of International business- Modes of entry into international business. International Business Environment-Trends in India’s foreign trade.

**Module II: Theories of international trade:** Commercial policy instruments-tariff and non-tariff measures- Balance of Payment account and its components. International organisations and arrangements; WTO, IMF, World Bank – Regional Economic co-operations.

**Module III: International Financial Environment:** Foreign exchange Markets and risk management- Foreign investment- types and flows- Financing of foreign trade and payment terms. Organisational structure for international business operations; key issues involved in making international production, finance, Marketing and human resources decisions.

**Module IV: Foreign trade promotion measures and organisations in India; SEZ and EOUs.** International business negotiations- international business and outsourcing- international business and ecological consideration.

**Books for Reference**

- 1) International Business : Francis Cherunilam
- 2) International Business Environment : Sundaramand Black
- 3) International Business Environment : Bhalla and Raju
- 4) International Financial Management : P.G. Apte
- 5) International Business : Justin Paul

## TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	21-10-2019 To 25-10-2019	1	Globalisation
		2	Evolution of Globalisation
		3	Driving Force of Globalisation
		4	Growing importance in world economy
		5	Impact of globalisation
		6	Globalisation in India
2	28-10-2019 To 01-11-2019	7	International business
		8	Reason behind internationalisation
		9	Approaches of internationalisation
		10	Modes of entry in to International Business
		11	Modes of entry in to International Business
		12	International Business vs. domestic business
3	04-11-2019 To 08-11-2019	13	Complexities of International business.
		14	International Business Environment
		15	Political Enviournment
		16	Social and cultural enviournment
		17	Technical enviournment
		18	Trends in India's foreign trade
4	11-11-2019 To 15-11-2019	19	Trends in India's foreign trade
		20	Theories of international trade
		21	Theory of cost advantage
		22	Theory of comparative advantage
		23	International Fisher Effect
		24	Interest Rate Parity Theory
5	18-11-2019 To 23-11-2019	25	Class Test
		19 Nov	<b>Union Inauguration</b>
		26	Commercial policy instruments
		27	Tariff Measures
		28	Non-tariff Measures
		23 Nov	<b>Sports Day</b>
6	25-11-2019 To 29-11-2019		<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>

No of Weeks	Dates	Session	Topic
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
<b>7</b>	<b>01-12-2019 To 05-12-2019</b>		<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
<b>8</b>	<b>09-12-2019 To 13-12-2019</b>	29	Balance of Payment account
		30	Components of BOP
		31	Components of BOP
		32	Reason for Unfavourable BOP
		33	India And BOP Position
		<b>12 Dec</b>	<b>Arts Day</b>
		<b>13 Dec</b>	<b>Arts Day</b>
<b>9</b>	<b>16-12-2019 To 20-12-2019</b>	<b>16 Dec</b>	<b>First Internal VI Semester UG</b>
		<b>17 Dec</b>	<b>First Internal VI Semester UG</b>
		<b>18 Dec</b>	<b>First Internal VI Semester UG</b>
		34	International organisations and arrangements
		35	GATT
		<b>20 Dec</b>	<b>Christmas Celebration</b>
<b>10</b>	<b>23-12-2019 To 28-12-2019</b>		<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
<b>11</b>	<b>30-12-2019 To 03-01-2020</b>	36	WTO
		37	IMF
		<b>02 Jan</b>	<b>Mannam Jayanthi – Holiday</b>
		38	World Bank
<b>12</b>	<b>06-01-2020</b>	39	Regional Economic co-operations

No of Weeks	Dates	Session	Topic
	<b>To</b> <b>10-01-2020</b>	40	EU
		41	NAFTA, SAFTA
		42	SAARC
		43	Class Test
		44	Question Paper Discussion
<b>13</b>	<b>13-01-2020</b> <b>To</b> <b>17-01-2020</b>	45	International Financial Environment
		46	Foreign exchange Markets
		47	Foreign exchange risk management
		48	Foreign investment
		49	Foreign Investment types
		50	Investment flows
		51	Financing of foreign trade
<b>14</b>	<b>20-01-2020</b> <b>To</b> <b>24-01-2020</b>	52	Payment terms
		53	GDR
		54	ADR Etc:
		55	Documentation of international trade
		56	Financial documents
		57	Commercial documents ,Etc:
		58	Organisational structure for international business operations
<b>15</b>	<b>27-01-2020</b> <b>To</b> <b>31-01-2020</b>	59	International production
		60	International marketing
		61	International investment
		62	International technology
		63	Key issues involved in making international production, finance, Marketing and human resources decisions.
<b>16</b>	<b>03-02-2020</b> <b>To</b> <b>07-02-2020</b>	64	Class Test
		65	Foreign trade promotion measures and organisations in India
		66	Seminar
		67	SEZ , EOUs.
		68	Seminar
		<b>08 Feb</b>	<b>EQUINOX</b>
<b>17</b>	<b>10-02-2020</b> <b>To</b> <b>14-02-2020</b>	69	International business negotiations, International business and outsourcing
		70	International business and ecological consideration
		71	Question Paper Discussion
		72	Revision



No of Weeks	Dates	Session	Topic
18	17-02-2020 To 22-02-2020	17 Feb	Second Internal VI Semester UG
			Second Internal VI Semester UG
			Second Internal VI Semester UG
			Second Internal VI Semester UG
		21 Feb	Mahasivaratri – Holiday
			Second Internal VI Semester UG
19	24-02-2020 To 28-02-2020	24 Feb	College Day
			Study Leave
			Study Leave
			Study Leave
			Study Leave
20	02-03-2020 To 06-03-2020		Study Leave
			Study Leave
		04 Mar	University Exam VI Semester UG

<b>Subject Code:</b>	<b>6B 19 BBA</b>
<b>Subject Name:</b>	<b>Event Management</b>
<b>No. of Credits:</b>	<b>3</b>
<b>No. of Contact Hours:</b>	<b>72</b>
<b>Hours per Week:</b>	<b>4</b>
<b>Name of the Teacher:</b>	<b>Fr. Joby and Athira P.</b>

**Objective: -**

1. To enable the students to understand the essentials of planning an event
2. To study the concept and significance of event management
3. To expose students to Practical aspects of organizing events of various forms.

**Module –I: Introduction to Event Management:** concepts – nature – scope – Evolution of professional event management- significance and components of events – starting and managing event business – event co ordination.

**Modul- II: Conceptualizing and designing Event:** key elements of events – activities in event management – planning – organizing – staffing – leading – co ordination – controlling – event management information system.

**Module- III: Event Production** – Staging an event – choosing the event site – developing the theme – conducting rehearsals – providing services – arranging catering – inter personal skills and public relations – necessity of human resource management and human relationships.

**Module- IV: Celebrity Management:** Corporate event management, Experiential Marketing, Event Marketing, Finance Management in events, Statutory requirements for events, Safety and security in event.

**Module-V: Evaluation of Event Performance:** basic evaluation process – measuring performance – formative evaluation – objective evaluation – summative evaluation – correcting deviations – critical evaluation points. Event management industry: India / international / present – future

## **Books for Reference**

1. Event Marketing and Management : Sanjaya Singh Gaur & Sanjay.V.Saggere
2. Successful event management : Anton Shorie, Bryn Parry
3. Event Management : A.K. Bhatia
4. Best Practices in Modern event Management : Gold Blatt
5. Professional Event co ordination : Julia Rutherford Silvers
6. Event Planning : Judy Allen
7. Hand book of conferences and meetings by David seeking

## TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	21-10-2019 To 25-10-2019	1	<b>Introduction to Event Management:</b> concepts ———
		2	nature – scope
		3	Evolution of professional eventmanagement
		4	significance and components of events
		5	starring and managing event business
		6	eventco ordination.
2	28-10-2019 To 01-11-2019	7	Unit test 1
		8	<b>Conceptualizing and designing Event</b>
		9	key elements of events
		10	activities in event management-planning
		11	organizing
		12	staffing
3	04-11-2019 To 08-11-2019	13	leading
		14	coordination
		15	controlling
		16	event managementinformation system.
		17	<b>Unit test 2</b>
		18	<b>Event Production</b> ———
4	11-11-2019 To 15-11-2019	19	Staging an event-choosing the event site
		20	developing the theme –conducting rehearsals
		21	providing services – arranging catering
		22	inter personal skills and publicrelations
		23	necessity of human resourcemanagement and human relationships.
		24	<b>Unit test 3</b>
5	18-11-2019 To 23-11-2019	25	Seminar
		<b>19 Nov</b>	<b>Union Inauguration</b>
		26	<b>Celebrity Management:</b> , ,..
		27	Corporate event management
		28	Corporate event management
		<b>23 Nov</b>	<b>Sports Day</b>
6	25-11-2019 To 29-11-2019		<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>

No of Weeks	Dates	Session	Topic
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
<b>7</b>	<b>01-12-2019 To 05-12-2019</b>		<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
<b>8</b>	<b>09-12-2019 To 13-12-2019</b>	29	Experiential Marketing,
		30	Event Marketing
		31	Event Marketing
		32	Finance Management in events,
		33	Finance Management in events,
		<b>12 Dec</b>	<b>Arts Day</b>
		<b>13 Dec</b>	<b>Arts Day</b>
<b>9</b>	<b>16-12-2019 To 20-12-2019</b>	<b>16 Dec</b>	<b>First Internal VI Semester UG</b>
		<b>17 Dec</b>	<b>First Internal VI Semester UG</b>
		<b>18 Dec</b>	<b>First Internal VI Semester UG</b>
		34	Statutory requirements for events
		35	Statutory requirements for events
		<b>20 Dec</b>	<b>Christmas Celebration</b>
<b>10</b>	<b>23-12-2019 To 28-12-2019</b>		<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
<b>11</b>	<b>30-12-2019 To 03-01-2020</b>	36	Safety and security in event
		37	Unit test
		<b>02 Jan</b>	<b>MannamJayanthi – Holiday</b>
		38	<b>Evaluation of Event Performance:–</b> _____
<b>12</b>	<b>06-01-2020</b>	39	basic evaluation process

No of Weeks	Dates	Session	Topic
	<b>To</b> <b>10-01-2020</b>	40	measuring performance
		41	formative evaluation
		42	objective evaluation
		43	summative evaluation
		44	correcting deviations
<b>13</b>	<b>13-01-2020</b> <b>To</b> <b>17-01-2020</b>	45	Critical evaluation points.
		46	Event management industry: India / international / present – future
		47	Event management industry: India / international / present – future
		48	Event management industry: India / international / present – future
		49	Unit test
		50	Old question paper discussion
		51	Old question paper discussion
<b>14</b>	<b>20-01-2020</b> <b>To</b> <b>24-01-2020</b>	52	Seminars
		53	Seminars
		54	Seminars
		55	Seminars
		56	Seminars
		57	Seminars
		58	Seminars
<b>15</b>	<b>27-01-2020</b> <b>To</b> <b>31-01-2020</b>	59	Seminars
		60	Seminars
		61	Seminars
		62	Revision
		63	Revision
<b>16</b>	<b>03-02-2020</b> <b>To</b> <b>07-02-2020</b>	64	Revision
		65	Revision
		66	Revision
		67	Revision
		68	Revision
		<b>08 Feb</b>	<b>IQINOX</b>
<b>17</b>	<b>10-02-2020</b> <b>To</b> <b>14-02-2020</b>	69	<b>Revision</b>
		70	Revision
		71	Revision
		72	Revision
<b>18</b>	<b>17-02-2020</b>	<b>17 Feb</b>	<b>Second Internal VI Semester UG</b>

No of Weeks	Dates	Session	Topic
	<b>To</b> <b>22-02-2020</b>		<b>Second Internal VI Semester UG</b>
			<b>Second Internal VI Semester UG</b>
			<b>Second Internal VI Semester UG</b>
		<b>21 Feb</b>	<b>Mahasivaratri – Holiday</b>
			<b>Second Internal VI Semester UG</b>
<b>19</b>	<b>24-02-2020</b> <b>To</b> <b>28-02-2020</b>	<b>24 Feb</b>	<b>College Day</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>20</b>	<b>02-03-2020</b> <b>To</b> <b>06-03-2020</b>		<b>Study Leave</b>
			<b>Study Leave</b>
		<b>04 Mar</b>	<b>University Exam VI Semester UG</b>

<b>Subject Code:</b>	<b>6B 20 BBA</b>
<b>Subject Name:</b>	<b>Management Accounting</b>
<b>No. of Credits:</b>	<b>4</b>
<b>No. of Contact Hours:</b>	<b>90</b>
<b>Hours per Week:</b>	<b>5</b>
<b>Name of the Teacher:</b>	<b>Vidya K. P.</b>

**Objective: -**

To provide the students an understanding about the managerial use of data, for planning, control and decision making.

**Module –I: Introduction to Management:** Meaning-Definitions, Scope and Objectives, Uses- Limitations of Financial Accounting- distinction between Financial, Cost and Management Accounting.

**Module – II: Analysis and interpretation of Financial Statements:** concepts, types of analysis, tools of analysis (Comparative Financial Statements, Common- size Financial Statements and Trend Analysis) Ratio Analysis – Concepts, Definition, Advantages, limitations, Types of Ratio, Solvency Ratio, Activity Ratio, Profitability Ratio(Construction of Financial Statements are not expected) Cash Flow Statement – Concept , Definitions, Uses- Concept of Working Capital- Preparation of Cash Flow Statement Only

**Module – III: Marginal Costing:** Concept, Definition- Features-CAP Analysis, Meaning, Importance and Limitations-UPBEAT- P/V Ratio-BEEP Chart-Margin of Safety-Managerial uses of Marginal Costing (Price fixation, Make or Buy Decisions, Key factor)

**Module – IV: Budgetary Control:** Concepts, Objectives, Classification- Preparation of Budgets (Cash Budget and Flexible Budget only)

**Module – V: Standard Costing:** Concepts ,Uses, Steps and Limitations- Variance Analysis ( Material and Labour only)

**Books for Reference**

1. Management Accounting : Sharama R.K & Sasi Guptha
2. Management Accounting : N.M Singhvi & BodhanWale
3. Management Accounting : RSN Pillai Bhagavathi
4. Management Accounting : S.K Guptha& R.K Sharama
5. Management Accounts : S.NMaheswari



**TEACHING SCHEDULE**

No of Weeks	Dates	Session	Topic
1	21-10-2019 To 25-10-2019	1	Introduction to Management Accounting
		2	Meaning
		3	Definitions, Objectives
		4	Uses
		5	Scope of Management Accounting
		6	Management Accounting Vs Financial Accounting
		7	Management Accounting Vs Cost Accounting
		8	Nature of management Accounting
2	28-10-2019 To 01-11-2019	9	Analysis and interpretation of financial statements
		10	concepts
		11	Tools of analysis
		12	Comparative Financial statements
		13	problems
		14	problems
		15	problems
3	04-11-2019 To 08-11-2019	16	problems
		17	Common- size Financial statements
		18	problems
		19	Trend analysis
		20	problems
		21	problems
4	11-11-2019 To 15-11-2019	22	Ratio analysis
		23	problems
		24	problems
		25	Class test
		26	problems
		27	Concepts, definition
		28	Advantages, limitations
5	18-11-2019 To 23-11-2019	29	Types of ratios
		19 Nov	<b>Union Inauguration</b>
		30	Liquidity ratios
		31	problems
		32	Solvency ratios

No of Weeks	Dates	Session	Topic
		33	Class test
		34	Activity ratios
		<b>23 Nov</b>	<b>Sports Day</b>
<b>6</b>	<b>25-11-2019 To 29-11-2019</b>		<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
<b>7</b>	<b>01-12-2019 To 05-12-2019</b>		<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
			<b>Semester Break</b>
<b>8</b>	<b>09-12-2019 To 13-12-2019</b>	35	problems
		36	Profitability ratios
		37	<b>problems</b>
		38	Market test ratios
		39	<b>problems</b>
		<b>12 Dec</b>	<b>Arts Day</b>
		<b>13 Dec</b>	<b>Arts Day</b>
<b>9</b>	<b>16-12-2019 To 20-12-2019</b>	<b>16 Dec</b>	<b>First Internal VI Semester UG</b>
		<b>17 Dec</b>	<b>First Internal VI Semester UG</b>
		<b>18 Dec</b>	<b>First Internal VI Semester UG</b>
		40	seminar
		41	seminar
		<b>20 Dec</b>	<b>Christmas Celebration</b>
<b>10</b>	<b>23-12-2019 To 28-12-2019</b>		<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>

No of Weeks	Dates	Session	Topic
			<b>Christmas – Holiday</b>
			<b>Christmas – Holiday</b>
<b>11</b>	<b>30-12-2019 To 03-01-2020</b>	42	Cash flow statements
		43	<b>features</b>
		44	Concepts
		45	Definitions, Uses
		<b>02 Jan</b>	<b>Mannam Jayanthi – Holiday</b>
		46	<b>seminar</b>
<b>12</b>	<b>06-01-2020 To 10-01-2020</b>	47	Preparation of Cash Flow Statement
		48	problems
		49	problems
		50	problems
		51	Marginal Costing
		52	Concept, Definitions
		53	Features-CVP Analysis
		54	B.E.P- P/V Ratio
		55	Simple BEP Chart
<b>13</b>	<b>13-01-2020 To 17-01-2020</b>	56	problems
		57	Price fixation
		58	Make or buy decisions
		59	problems
		60	key factor
		61	problems
		<b>17 Jan</b>	<b>COMET</b>
		<b>18 Jan</b>	<b>COMET</b>
<b>14</b>	<b>20-01-2020 To 24-01-2020</b>	62	Budgetary control
		63	Concepts
		64	Objectives
		65	Classification of budgets
		66	Preparation of Cash and Flexible budgets
		67	problems
		68	<b>problems</b>
		69	<b>problems</b>
		70	<b>problems</b>
		<b>15</b>	<b>27-01-2020 To</b>
72	Standard Costing		
73	Definition		

No of Weeks	Dates	Session	Topic
	<b>31-01-2020</b>	74	Uses and limitations
		75	Procedure for setting standards
		76	Analysis of variances
		77	Material Cost Variance
<b>16</b>	<b>03-02-2020 To 07-02-2020</b>	78	problems
		79	problems
		80	problems
		81	Material Price
		82	Material Usage Variance
		83	Labour Cost
		84	problems
<b>17</b>	<b>10-02-2020 To 14-02-2020</b>	85	Labour Rate
		86	seminar
		87	Class test
		88	Labour Efficiency and Idle Time Variance
		89	Revision
		90	Revision
<b>18</b>	<b>17-02-2020 To 22-02-2020</b>	<b>17 Feb</b>	<b>Second Internal VI Semester UG</b>
			<b>Second Internal VI Semester UG</b>
			<b>Second Internal VI Semester UG</b>
			<b>Second Internal VI Semester UG</b>
		<b>21 Feb</b>	<b>Mahasivaratri – Holiday</b>
			<b>Second Internal VI Semester UG</b>
<b>19</b>	<b>24-02-2020 To 28-02-2020</b>	<b>24 Feb</b>	<b>College Day</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>20</b>	<b>02-03-2020 To 06-03-2020</b>		<b>Study Leave</b>
			<b>Study Leave</b>
		<b>04 Mar</b>	<b>University Exam VI Semester UG</b>

