

BMS Semester: IV

Paper No: 5 (a)

Paper: Entrepreneurship Development & Event Management (Vocational Paper -1)

Course Code: 4015

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

This course will enable the students to understand the fundamentals of event management and develop entrepreneurship skills related to it.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Business Analysis of two events. Preparing a Project Plan for starting new venture. Project on woman entrepreneur. Taking part in activities like Organising Department Fest, Seminar, Workshops, Guest lectures.	Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, practical event organising	Assessment	15
	Total	25

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Introduction to Entrepreneurship : <ul style="list-style-type: none">● Concept of Entrepreneur● Concept of Entrepreneurship● Factors contributing to Entrepreneurship Development● Importance of an Entrepreneur with reference to Indian economy● Personality characteristics of an Entrepreneur<ul style="list-style-type: none">● Modern Concept: Intrapreneur, Copreneur & Ontrapreneur● Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses	15	25

		<p style="text-align: center;">Introduction to Project :</p> <ul style="list-style-type: none"> ● Meaning and Definition ● Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical <p style="text-align: center;">Project Planning and Report :</p> <ul style="list-style-type: none"> ● Project Lifecycle ● Steps in project formulation ● Preparing a business plan, marketing plan, financial plan and organizational plan ● Contents of a project report <p style="text-align: center;">Project Feasibility and Appraisal (only concepts)</p> <ul style="list-style-type: none"> ● Financial Analysis ● Market Analysis ● Techno-economical Analysis ● Managerial Feasibility ● Social Cost Benefit Analysis ● Network Analysis (CPM/PERT) ● Break-even Analysis ● Internal and external constraints in project formulation 		
II	2	<p style="text-align: center;">Entrepreneurship related to Event Management</p> <p>Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur</p> <p style="text-align: center;">Case Studies of entrepreneurs</p> <p style="text-align: center;">Support and assistance for entrepreneurs</p> <ul style="list-style-type: none"> ● Commercial banks, SIDBI, SFC, RBI ● Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions <ul style="list-style-type: none"> ● Concept of Micro-finance <p style="text-align: center;">Ethical Practices related to Entrepreneurship</p>	15	25
III	3	<p>Historical Perspective, Introduction to Event Management, Size & type of event, Event Team, Code of ethics. Event feasibility : findings and testing an idea</p> <p style="text-align: center;">The screening process, processing the idea.</p> <p style="text-align: center;">Event Planning</p> <p>Introduction , Planning process, objectives, environment search and information-gathering, Demand and</p>	15	25

		Operational planning, financial planning, marketing planning		
IV	4	<p>Event related Financial Management and the Budget</p> <p>Introduction, Objectives and Financial planning, Creating a budget, The detailed budget, other sources of Income-sponsorship and public funding.</p> <p>The organization manager and the team.</p> <p>Introduction,organistical effectiveness, Staffing: professional or volunteer management?</p> <p>Factors influencing the number and type of staff, finding staff.</p> <p>Event related compliances</p> <p>Permission and various Authorities, Indian Contract Act, The Bombay Shops and Establishment Act, Applicability of various Labour Laws, Applicability of Income Tax Act, Applicability ofService Tax Act.</p> <p>Marketing and public relations for events</p> <p>Introduction, The target market, How to influence the target market, The marketing plan, Marketing for a new event.</p> <p>Case-Study of Event Managers</p> <p>Ethical Practices related to Event Management</p>	15	25
		Total	60	100

Reference Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan, 2010
5. Diwakar Sharm, Event Management and Planning, Deep & Deep Publications Pvt. Ltd., 2001
6. Anton shone and Bryn Parry, Success Event management, Thomson Learning, 2004
7. Sanjaya Singh Gaur and Sanjay V Saggere, Event Marketing and Management, Vikas Publishing House Pvt Ltd, 2003