

KRISHNA UNIVERSITY
MACHILIPATNAM
CHOICE BASED CREDIT SYSTEM (CBCS)
REGULATIONS GOVERNING
MASTER OF COMMERCE
(With effect from 2016-17)

1. Title of the Course

The course shall be called Master of Commerce which is abbreviated as M.Com.

2. Duration of the Course

The M.Com course shall be of two years' duration, and adopts choice based credit system (CBCS) and grading system in line with national policies and international practices.

3. Purpose

Students who complete the Master of Commerce should be able to

- Understand basic concepts and their applications to domestic and global commerce and trade.
- Familiarize themselves with financial concepts, analysis and reporting systems.
- Understand the political, environmental, legal, and regulatory settings of the organization.
- Acquire leadership skills, understand group and individual dynamics, and be able to work in teams.
- Enhance oral and written communication skills.

4. Internal Assessment

There will be internal Assessment for this course and it shall be 30 marks for each paper. The external assessment (Year end examination) shall be 70 marks per each paper. The internal assessment component shall be assessed with three internal assessment examinations, out of which one is an online exam (Compulsory) for 10 marks. The average of two internal examinations will be taken for 10 marks and online examination will be taken for 10 marks. The other 10 marks will be allotted for Seminars/Assignments (5 marks) and Attendance /Student performance in the class room (5 marks). Thus the total marks for internal assessment would be 30.

5. Credits

Credits can be based on various parameters such as the learning hours put in, learning outcomes and contact hours, the quantum of content/syllabus prescribed for the course.

6. Internship

All the candidates shall undertake an Internship of *Six weeks' duration* at the end of the Second semester but before the commencement of the third semester. The Internship should have industry orientation or practical exposure. The project report will be evaluated for 100 marks at the end of III Semester like theory paper.

7. **Viva-voce examination:** A comprehensive viva voce examination will be conducted at the end of the IV Semester for 100 marks. The viva voce committee shall consist of HOD subject professor of the University nominated by honorable Vice-chancellor and dean. The Candidate should have to secure minimum 50 percent marks in the comprehensive viva-voce examination.
8. **Award of degree and class:** A candidate shall be eligible for the award of M.Com. Degree if he/she secures the minimum academic requirements in a subject (i.e. securing a minimum of 40 percent of marks in the End Examination and a minimum aggregate of 40 percent of the total marks in the End Semester Examination and Internal Evaluation taken together). Notwithstanding anything contained in the above regulations in the case of Project Report/Dissertation and Viva-Voce, a candidate shall obtain not less than 50 percent of marks to be declared to have passed in the examination.

Classes shall be awarded to the candidates who have passed in all subjects at each semester on the aggregate marks obtained by them.

- a) A candidate who secures 70 percent and above marks in aggregate in first attempt shall be declared to have passed in first class with distinction.
 - b) A candidate who secures 60 percent or more marks but less than 70 percent in aggregate in first attempt shall be declared to have passed in first class.
 - c) Candidate who secures 50 percent or more marks but less than 60 percent in aggregate in first attempt shall be declared to have passed in second class.
 - d) Candidate who secures 40 percent or more marks but less than 50 percent in aggregate in first attempt shall be declared to have passed in the examination.
 - e) First class/Second class is awarded to a candidate as per the above classification provided that he/she completes the course within three years of joining the two year M.Com. Course.
9. **Rejection of results:** A candidate may at his / her desire reject his / her latest semester results of University Examination with respect to all subjects of that particular semester examination. Rejection of result of individual subjects shall not be permitted. Rejection shall be permitted only once during the entire course provided that earlier internal assessment marks of the rejected semester shall be retained. In case of rejection of IV Semester results, the rejection shall not include project Work (internship report) and comprehensive viva-voce marks awarded.
 - a) If the rejection of the University examination results of the semester happens to be of an odd semester, the candidate can take admission to the immediate next even semester. However, if the rejection of the University result is of even semester, the candidate cannot take admission to the next odd semester.
 - b) Application for rejection shall be submitted to the Controller of Examinations of the University, through the Principal of the college, within thirty days from the date of announcement of results.
 - c) A candidate, who opts for rejection is eligible for the award of class and distinction.

10. **Withholding of results:** If the candidate has not paid any dues to the university or if any case of indiscipline is pending against him, the result of the candidate will be withheld and he will not be allowed into the next semester. The issue of degree is liable to be withheld in such cases.
11. **Choice Based Credit System:** Two Choice Based Credit papers are introduced each at the end of II and III semesters with two credits each from 2016-17 academic year. The student has to choose one paper out of three subjects specified in the respective semesters (six papers).

Electives:

At the end of II Semester

1. Fundamentals of Computers
2. Functional English
3. Human Values and Ethics

At the end of III Semester

1. Soft and Employability Skills
2. Disaster Management
3. Event Management

12. General

- The academic regulations should be read as a whole for the purpose of any interpretation.
- In case of any doubt of ambiguity in the interpretation of the above rules, the decision of the Vice-chancellor is final.
- The University may change or amend the academic regulations and syllabi at any time and the changes and amendments made shall be applicable to the students with effect from the date notified by the University.
- Wherever the word he, him or his occur, it will also include she or her.
- There shall be no transfers within the constituent colleges of Krishna University, Machilipatnam.

Table-1
Total number of marks at the end of Course

S. No.	Year	Semester	Marks
1	First year	I Semester	600
2	First year	II Semester	650
3	Second Year	III Semester	750
4	Second Year	IV Semester	700
Total			2700

Table-2
Total No. of credits at the end of the Course

Sl. No	Semester	Credits
1	I Semester	24
2	II Semester	26
3	III Semester	30
4	IV Semester	32
Total		112

de System: The course will be evaluated and the students will be evaluated on ten point scale with seven letter grades i.e., **O, A, B, C, D, E, and F.**

Performance in a Paper
(Conversion of marks to grade points and letter grade)

Sl.No.	Range of Marks	Grade Points	Letter Grade
1	>85%	10.0	O
2	75%-85%	9.0	A
3	67%-74%	8.0	B
4	58%-66%	7.0	C
5	50%-57%	6.0	D
6	40%-49%	5.0	E
7	<40%	0.0	F

Calculation of SGPA and CGPA

The Semester Grade Point Average (SGPA) = $\frac{\sum(CXGP)}{\sum C}$

The Cumulative Grade Point Average (CGPA) = $\frac{\sum(CXGP)}{\sum C}$

Where, C = Credits of the Subject GP = Grade Points of the Subject

SGPA is calculated considering only the subjects of that semester.

CGPA is calculated considering all the subjects.

Overall Performance
(Conversion of CGPA to grade and classification of final result)

Sl. No.	Range of CGPA	Grade	Classification of final result
1	8.00 to 10.00	O	First Class with Distinction

2	6.50 to < 8.00	A	First Class
3	5.50 to < 6.50	B	Second Class
4	5.00 to < 5.50	C	Pass
5	< 5.00	D	Re-appear

**Course Structure and Scheme of Teaching and Examination
Master of Commerce**

I Semester

Paper Code	Paper Title	Teaching Hours/ week		Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial/ Practical				
Com101	Business Management	4	1	Core	30	70	4
Com 102	Business Economics	4	1	Core	30	70	4
Com 103	Business Environment	4	1	Core	30	70	4
Com 104	Entrepreneurship Development	4	1	Core	30	70	4
Com 105	Information Technology for Business	4	1	Core	30	70	4
Com 106	Quantitative Techniques for Business Decisions	4	1	Core	30	70	4

II Semester

Paper Code	Paper Title	Teaching Hours/ week		Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial/ Practical				
Com 201	Business Laws	4	1	Core	30	70	4
Com 202	E-Commerce	4	1	Core	30	70	4
Com 203	Financial Management	4	1	Core	30	70	4
Com 204	Human Resources Management	4	1	Core	30	70	4
Com 205	Marketing Management	4	1	Core	30	70	4

Com 206	Research Methods and Business Analytics	4	1	Core	30	70	4
Com 207	Generic Elective -1	4	1	Elective	50	--	2

III Semester

Paper Code	Paper Title	Teaching Hours/ week		Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial/ Practical				
Com 301	Financial Accounting & Packages	4	1	Core	30	70	4
Com 302	Business Communication	4	1	Core	30	70	4
Com 303	Corporate Accounting	4	1	Core	30	70	4
Com 304	Direct Taxes	4	1	Core	30	70	4
Com 305	Advanced Banking	4	1	Core	30	70	4
Com 306	Insurance and Risk Management	4	1	Core	30	70	4
Com 307	Generic Elective -2	4	1	Elective	50	--	2
Com 308	Project work					100	4

IV Semester

Paper Code	Paper Title	Teaching Hours/ week		Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial/ Practical				
Com401	Indian Financial System	4	1	Core	30	70	4
Com 402	International Business	4	1	Core	30	70	4
Advanced Specializations (Four papers should be chosen)							
1. Accounting & Taxation							
Com403a	Corporate Restructuring Accounting	4	1	Electives	30	70	5
Com404a	Cost & Management Accounting	4	1		30	70	5
Com405a	Tax Planning & Management	4	1		30	70	5
Com406a	GST and Customs Act	4	1		30	70	5
2. Banking & Insurance							
Com 403b	E- Banking	4	1	Electives	30	70	5
Com404b	International Banking	4	1		30	70	5
Com405b	General Insurance	4	1		30	70	5
Com406b	Life Insurance	4	1		30	70	5
3. International Business							
Com403c	Foreign Exchange & Risk Management	4	1	Electives	30	70	5
Com 404c	Global Logistics & Supply Chain Mgt.	4	1		30	70	5
Com405c	International Business Negotiations	4	1		30	70	5
Com406c	India's Foreign Trade & Documentation	4	1		30	70	5
Com 407	Viva-Voce	--	--		--	100	4

THIRD SEMESTER

COM 301- FINANCIAL ACCOUNTING AND PACKAGES

Unit-I: Introduction to Accounting: Concept – Importance and scope – Generally Accepted Accounting Principles – Objectives, Nature and Scope of Financial Accounting. – Cost Accounting – Management accounting.

Unit-II: Preparation of Financial statements: Income statement and Balance sheet – Bank Reconciliation Statement – Inventory valuation and Depreciation.

Unit-III: Financial Analysis: Objectives – Ratio Analysis – Funds Flow & Cash Flow Analysis.

Unit- IV: Management Accounting: Marginal Costing – CVP analysis – Standard costing and Variance analysis.

Unit- V: Accounting Package- Tally (Theory and practical)

References

1. G. Prasad & V. Chandra Sekhara Rao, *Accounting for Managers*, Jai Bharat Publications,
2. Meigs & Meigs, *Accounting the Basis for Business Decisions*, Tata McGraw Hill, New Delhi.
3. Pankaj Gupta, *Management Accounting*, Excel Books, New Delhi, 2006.
4. Bhattacharya S.K. & Dearoon.J., *Accounting for Management – Text and Cases*, New Delhi, Vikas,
5. Narayana Swamy, *Financial Accounting: A Managerial Perspective*, Prentice Hall of India.
6. Ashish k., Bhattacharya, *Cost Accounting for Business managers*, Elsevier
7. Bhattacharya, *Financial Accounting for Business Managers – Perspective*, Prentice Hall of India.
8. MC Shukla, TS Grewal, *Cost Accounting*, S. Chand
9. I.M. Pandey: *Management Accounting*, Vikas Publishing House.
10. Chakraborty & Hrishikesh – *Management Accountancy*, Oxford University Press.
11. Khan and Jain, *Management Accounting*, Tata McGraw Hill, Delhi.
12. Rajsekharan, *Financial Accounting*, Pearson
13. J.C. Varshney: *Financial and Management Accounting*, Wisdom Publication.
14. Tulsian, P.C., *“Cost Accounting”*, S.Chand
15. Paresh Shah, *Management Accounting*, Oxford University Press
16. Sahaf, M.A., *Management Accounting*, Vikas Publishing House.
17. Rajesh Khothari & A. Godha, *Management Accounting*, MACMILLAN, 2007.
18. B. Parvathiswara Rao, *Accounting for Management*, Duvvuri’s Publications

COM 302 - BUSINESS COMMUNICATION

Unit-I: Business Correspondence: Significance - Formal, informal and semiformal correspondence – Describing company activities and structures – Describing job responsibilities – Written Correspondence - Differences between formal and informal writings – Use of formal vocabulary and functional language in business letter writing – Planning effective business letters and responses – e-mail writing skills, call taking etiquette/skills.

Unit-II: Business Information: Completing of Forms - Asking appropriate questions to gather information–Polite phrases of confirmation and communication breakdown- understanding native speaking accents and dialects; Functional language used in making verbal agreements — Effective techniques of making and accepting offers – Efficient written offer making and accepting.

Unit-III: Business Presentations: Basic presentation techniques – Use of information in presenting product features – Explaining technical features for simplification; Giving and interpreting numerical data, Business abbreviations and acronyms - Oral and written conventions for expressing numerical information in English.

Unit-IV: Business Reporting: Effective presentation of oral and written instructions – Presenting and describing company information: Vocabulary of describing graphical and numerical information – Summarizing important information concisely.

Unit-V: Feedback and Evaluation: Giving feedback to others - Use of questions in self-assessment elicitation – Functional language of agreement/disagreement and opinion giving – good/bad feedback – Motivating others – Use of conditionals to discuss future possibilities – Discourse strategies for effective relationship – team building skills.

References

1. K. Srinivasa Krishna & B. Kuberudu: Business Communication and soft skills, excel, Hyderabad, 2008.
2. Seghal, M.K. Business Communication, Excel Books, New Delhi.
3. Mary Ellen Guffey, Business English.
4. Marie M. Stewart, Business & Communication
5. G.L. Handesson, P.R. Voiles, Business English & Communication.
6. Robert E. Barry, Pat Taylor Ellison, Business English for 21st Century.

COM 303- CORPORATE ACCOUNTING

Unit - I: Corporate Financial Accounting: Objectives-Scope - Role of Corporate Accountant-Analysis and Interpretation of Financial Statements - Inflation Accounting.

Unit - II: Valuation of Shares: Need for Valuation of Shares – Factors Effecting Value of Shares – Methods of Valuation – Impact of Earnings on Share Valuation – Role of Fundamental Analysis and Technical Analysis in Share Valuation – Fair Value of a Share – Buy Back of Equity Shares.

Unit - III: Financial Reporting: Concept, Objectives – Users of Financial Reporting and Specific Purpose of Report – Difficulties in Corporate Reporting– Interim Reporting – Problems – Improving Financial Reporting – Value Added Statements – Disclosure of Value Added Statements – Economic Value Added.

Unit - IV: Consolidated Financial Statements: Definition of Parent or Holding and its Subsidiary – Need for Consolidated Financial Statement – Preparation of Consolidated Balance Sheet of a Holding Company with one Subsidiary – Consolidation of Profit of Loss Account – Consolidated Statement of Changes in Financial Position.

Unit-V: New trends in Accounting: Human Resource Accounting - Environmental Accounting- Social Responsibility Accounting etc.

References

1. Advanced Accounting – Corporate Accounting Vol. 2 – Ashok Sehgal & Deepak Sehgal, Taxmann Allied Services Pvt Ltd, New Delhi.
2. Advanced Accounting – Volume – 2; R.L. Gupta & Radhaswami S. Chand & Co. Delhi.
3. Financial Accounting: A Managerial Perspective, R. Narayana Swamy, Prentice Hall of India.
4. Financial Accounting for Business Managers: Asish K. Bhattacharyya, Prentice Hall of India.
5. Human Resource Accounting – D. Prabhakara Rao.
7. Modern Accountancy Vol.2 – A. Mukharjee and M. Hanieff – Tata McGraw hill publishing Company. New Delhi.
8. Financial Accounting – A Managerial Perspective – R. Narayana Swami – Prentice Hall of India, New Delhi.
9. Corporate Accounting – S.N. Maheswari & S.K. Maheswari, Vikas Publishing House, New Delhi.

COM 304-DIRECT TAXES

- UNIT -I** : Income Tax Act 1961: Basic Concepts, Income, Agriculture Income - Residential Status and Incidence of Tax - Incomes Exempt from Tax u/s 10.
- UNIT-II** : Heads of Income of Individuals; Salaries- income from house property and gain from business or profession, capital gains, income from other sources, clubbing up of income set off and carry forward of losses, deductions from gross total income, computation of total income and tax liability.
- UNIT-III** : Assessment of Individuals, Hindu Undivided Families, Firms, Association of Persons, Cooperative Societies and Companies.
- UNIT- IV** : Tax Administration; Income Tax Authorities, Assessment procedure, collection and recovery of tax, refunds, penalties and procedures, appeals and revisions.
- UNIT – V** : Wealth Tax Act, 1957 – Chargeability – Incidence of Tax – Assets – Deemed Assets - Assets Exempt from Wealth Tax - Return of Wealth and Assessment – Rates of Tax - Computation of Net Wealth.

References

1. Singhanian, C.K., *Direct Taxes*, Taxmann Publications, New Delhi.
2. Lal B.B., *Direct Taxes*, Pearson Education, New Delhi.
3. Girish Ahuja and Ravi Gupta, *Direct Taxes*, Bharat Publications.
4. Gaur and Narang, *Direct Taxes*, Kalyani Publications.
5. Manoharan T.N., *Direct Taxes*, Snow White Publications.

COM 305- ADVANCED BANKING

- UNIT – I** : Central Banking Concept – Central Banking Policy in Developed and Developing Economies – Functions – Note issues – Banker to the Government; Banker to Commercial Banks – Credit Control – Techniques - Structure and Organization of RBI – Role of RBI as Central Bank.
- UNIT – II** : Structure and Organization of Central Bank in India, USA, UK and EU– Objectives – Central Banking Policy in Developed and Less Developed Countries – A Critical Study of Theory and Practice of Central Banking in India, USA and UK.
- UNIT – III** : Development of Commercial Banking in UK, USA and India – Study of Nature and Structure of Commercial Banking in India and Abroad – Theories of Asset Management – Commercial Banks, Recent Developments in Commercial Banking in USA, UK and India.
- UNIT – IV** : Economic Stabilization Policy: Objectives of Monetary Policy – Choosing Between Conflicting Objectives – Monetary and Fiscal Policies and Economic Stabilization – Interdependence of Monetary and Fiscal Policies – Debt Management Policy.
- UNIT – V** : Emerging Trends – Technological Advancement in Banking Sector – Challenges and Issues – Next Generation Banking.

References

1. Hawtrey, *The Art of Central Banking*, Sugustus M Kelley Publishers, 1970, New York.
2. Narendra Kumar, *Bank Nationalism of India – A Symposium*, Lalvani Publishing House, 1969, Mumbai.
3. Pal Panadlkar & N.C.Mehra, *Rural Banking*, National Institute of Bank Management, Mumbai.
4. Vasant Desai, *Indian Banking-Nature and Problems*, Himalaya Publishing House, Mumbai.
5. Benjamin H Bankhurt, *Money Banking System*, Times of India Press, Mumbai.
6. Charless L Prather, *Money & Banking*, Richard Inc., Illinois.

COM 306- INSURANCE AND RISK MANAGEMENT

UNIT-I

Risk Management process – Risk Identification, Evaluation -Risk Management Techniques, Selecting and Implementing Risk Management Techniques – Types of Risks – Insurance and risk.

UNIT-II

Commercial Liability Insurance – Commercial Risk Management Applications – Property – Liability – Commercial Property Insurance, Different policies and contracts – Business Liability and Risk Management – Workers compensation and Risk Financing.

UNIT-III

Property and liability Insurance Coverage – Personal Risk Management Applications–Property – Liability – Risk Management for Auto Owners – Risk Management for Home Owners.

UNIT-IV

Risk Management Applications – Loss of Life – Loss of Health – Retirement Planning and Annuities – Employee Benefits – Financial and Estate Planning.

UNIT-V

Risk Management Scenario- Functions and organisation of Insurers – Government Regulation of Insurance Sector – IRDA – Privatization of Insurance – Changes in Insurance Acts – Insurance Intermediaries – Insurance Product pricing and Claim valuation – Bank Assurance – Foreign Insurers in India.

References

1. McNamara principles of Risk Management and Insurance, Addison- Wesley,
2. Dorfman, Introduction to Risk Management and Insurance, PHI.
3. Anand Ganguly Insurance Management PHI, New Delhi, 2005
4. George E Resda, Risk Management and Insurance

III SEMESTER (Generic Elective-2)
(Choose one paper out of three subjects)

Com 307 (i) - Soft and Employability Skills

Unit-I: Soft skills: Meaning of Soft skills, global competition, hard skills (technical skills) versus soft skills, interpersonal skills, leadership skills, decision making, negotiation skills, problem solving skills, conflict management, stress management, crisis management, teamwork.

Unit-II : Presentation Skills – Writing Oral Presentations – Using Visual Aids in Oral Communication – Communicating Across Cultures – 7 Cs of Communication – Body Language- Tips on how to Create a Power Point and other Presentations.

Unit-III

Goal Setting – Creating Individual Action Plans – Article Writing – SWOT Analysis – Event Management – (Training Students to Organize Events and present a report on Event organized).

Unit-IV

Case Study – Case Analysis – Discussion and Presentation –Team Building and Team Work – Innovation and Creativity – Emotional Intelligence – Self Management

Unit-V

Business and Corporate Etiquettes – Overview of Interview– Self introduction at Various Forums and During Interview – Mock Interview – CV Preparation-Group Discussion.

References

1. Bovee, Thill, Schatzman, (2005), Business communication Today, Pearson Education
2. Meenakshi Raman Prakash Singh, Business communication, Oxford University Press.
3. E.H.McGrath, S.J, Basic Managerial Skills, PHI Pvt.Limited
4. Chaturvedi & Chaturvedi, (2006), Business communication, Pearson Education
5. Namarta Palta, The art of Effective communication, Lotus Press, New Delhi, 2007.
6. S.K.Mandal, Effective Communication and Public Speaking, Jaico Publishing
7. Priyadarshini Patnaik, Group Discussion and Interview Skills, Cambridge University Press Pvt.Ltd.
8. Krishna Mohan and Neers Banarge (1996), Developing Communication Skills, Macmillan India Ltd.
9. Day (1995), How to write and publish a scientific paper, Cambridge Low priced Edition.
10. Bernice Hurst (1996), Handbook of communication skill, 2nd Edition, Kogan page.
11. Strunk W (Jr.) and White E.B., The elements of style, Latest edition, Macmillan Publishing Company, New York
12. University of Chicago Press, Manual of Style, Publ. University of Chicago Press, (Chicago. Latest Edition)
13. M Ashraf Rizvi, Effective Technical Communication, Mc graw Hill.

Com 307 (ii) Disaster Management

Unit-1

Disaster: Introduction, Types of Disaster-Natural and Manmade, Introduction, causes, important Examples, effects, Management Blizzards- Introduction, causes, important examples, effects, management.

Unit-II

Introduction, causes, important examples, effects and management of famines storms, cyclones, floods.

Unit-III

Introduction, causes, important examples, effects and management of earthquakes, tsunamis, landslides

Unit-IV

Introduction, causes, important examples, effects and management of, volcanic eruptions, lightning strikes, limnic eruption, wildfires/bushfires

Unit-V

Introduction, causes, important examples, effects and management of epidemics, mining nuclear, chemical and biological

References:

1. Harsh K. Gupta, Disaster Management, Universities Press, 2003.
2. Vinod K. Sharma, Disaster Management, Jain Book Agency, 2nd edition, 2013.
3. N. C. Asthana, Disaster Management, Jain Book Agency, 2014.
4. Thomas D. Schneid & Larry Collins, Disaster Management and Preparedness, CRC Press, 2000.
5. Jack Pinkowski, Disaster Management Handbook, CRC Press, 2008.
6. Rajib Shaw & R.R Krishnamurthy, Disaster Management, Universities Press, 2009.
7. Dr. I. Sundar & Mr. J. Tezhiyan, Disaster Management, Sarup & Sons, New Delhi, 2007.

Com307 (iii) Elements of Event Management

Unit – I

Introduction to Event Management: Design, Size and Types of Events – Event Team – Code of Ethics. *Concept and Design:* Analyzing the Concept – Logistics of the Concept. *Feasibility:* Keys to Success – SWOT Analysis.

Unit – II

Marketing: Nature and Process of Event Marketing – Marketing Mix – Sponsorship. *Promotion:* Image / Branding – Advertising – Publicity – Public Relations. *Financial Management:* Budget Preparation – Cash Flow Analysis – Income and Expenditure Statement – Balance Sheet – Financial Control Systems – Panic Planning. *Risk Management:* Process of Risk Management – Incident Reporting – Emergency Response Plans – Standards for Risk Management.

Unit – III

Planning: Developing a Mission Statement – Establish the Aim and Objectives – Prepare Event Proposal – Planning Tools. *Protocol:* Titles - Dress for Formal Occasions – Protocol for Speakers – Religious and Cultural Protocol – Protocol for Sporting Ceremonies – Preparing for Dignitaries – Rules of Flag Flying. *Staging:* Selection of Event Site – Developing the Theme – Conducting Rehearsals – Providing Services: Catering, Accommodation – Managing the Environment.

Unit – IV

Staffing: Developing Organizational charts–Job Description–Recruitment and Selection – Drawing Up Rosters–Training–Managing Legal Requirements–Developing Recognition Strategies – Managing Volunteers. *Leadership:* Developing Leadership Skills – Managing Temporary and Diverse Teams – Group Development – Improving Communication – Time Management – Managing Meetings. *Operations and Logistics:* Logistics – Policies – Procedures – Performance Standards – Functional Areas – Staff Motivation.

Unit – V

Safety and Security: Security – Occupational Safety and Health – Incident Reporting, *Crowd Management and Evacuation:* Crowd Management Plan – Major Risks Management – Emergency Planning–Implementing Emergency Procedures. *Monitoring, Control and Evaluation:* Monitoring and Control Systems–Operational Monitoring and Control–Evaluation–Broader Impact of Events.

References

1. Event Management: For Tourism, Cultural, Business and Sporting Events, Lynn Van Der Wagen, Pearson, 2005.
2. Event Marketing & Management - Sanjaya Singh Gaur & Sanjay V. Saggere, Vikas Publication House, 2003.
3. Successful Event Management - Anton Shone: Thomson, 2004.
4. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
5. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
6. Joe Gold Blatt (1997), Special Events - Best Practices in Modern Event Management, John Wiley and Sons, New York.
7. Arvich Barry (1994), Event and Entertainment Marketing, Vikas Publishers, New Delhi.
8. Panwar J.S. (1998), Marketing in the New Era, Sage Publications, New Delhi.
