



# STELLA MARYS COLLEGE OF ENGINEERING

Aruthenganvilai, Kallukatti Junction, Azhikal Post, Kanyakumari District,  
Tamil Nadu - 629 202

## STANDARD PRACTICE RECORD FOR CHOICE OF ELECTIVES

1. Discussions regarding choice of electives to be done in department meeting and approved by the BoS.
2. Selection of suitable electives should also depend on the academic level of students.
3. Transparency should be maintained in the selection process.
4. Circulate the list of electives and discuss the details and intensity of electives among students to get their willingness.
5. When willingness is given by the students, if a minimum of 20 students opt for one particular elective that should be considered for approval.
6. If any student opts for special elective based on interest and need, it should be considered for approval.
7. Electives chosen are to be properly communicated to the college office and to the university through the Principal.

Dr. R. Suresh Kumar, M.E., Ph.D.  
PRINCIPAL

STELLA MARYS COLLEGE OF ENGINEERING  
ARUTHENGANVILAI, AZHICKAL POST - 629 202  
KANYAKUMARI DISTRICT



# **STELLA MARY'S COLLEGE OF ENGINEERING**

(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai)

(Accredited by NAAC and Accredited by NBA (Mech & CSE))

Aruthenganvilai, Kallukatti Junction, Azhikal Post, Kanyakumari District – 629202, Tamil Nadu.

## **DEPARTMENT OF MANAGEMENT STUDIES**

**YEAR -1**

**SEMESTER -01**

**BA4032 ENTREPRENEURSHIP DEVELOPMENT  
BA4033 EVENT MANAGEMENT**

**ELECTIVE CHOICE WILLINGNESS FORM**



# STELLA MARY'S COLLEGE OF ENGINEERING

(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai and Accredited with NAAC)  
Aruthenganvilai, Kallukatti Junction Azhikal Post, Kanyakumari District-629202, Tamil Nadu, South India.

## DEPARTMENT OF MANAGEMENT STUDIES

### Consent form for selection of elective paper

Sl. No.	Register Number	Name of the Student	Entrepreneurship Development	Event Management	Signature
1	963523631001	Abishal.P.Mohan	✓		Abishal P
2	963523631002	AbishaMary.M	✓		Abisha
3	963523631003	AfraMarcy.M	✓		Afra
4	963523631004	Akshai.R	✓		Akshai
5	963523631005	Akshiya.J	✓		Akshiya
6	963523631006	Amisha.M.S	✓		Amisha
7	963523631007	Anish.T	✓		Anish
8	963523631009	Antony AbishekBright.L	✓		Antony
9	963523631010	Anuba.P	✓		Anuba
10	963523631011	AnuMethra A	✓		Anu
11	963523631012	ArockiaDelbishMelony.W	✓		Arockia
12	963523631013	Arul Roosika.K	✓		Arul
13	963523631014	AslinStephy.D.M	✓		Aslin
14	963523631015	AswinAlex.R		✓	Aswin
15	963523631016	Aswini.M.S	✓		Aswini
16	963523631017	Athersha.S	✓		Athersha
17	963523631018	Baaluwin.M.R	✓		Baaluwin
18	963523631019	Babisha.N	✓		Babisha
19	963523631020	BirishaSharukan.J	✓		Birisha
20	963523631021	BishalniWills.J	✓		Bishalni
21	963523631022	BorishJohn.J.R	✓		Borish
22	963523631023	Brijitha.L	✓		Brijitha
23	963523631024	Deepesh Kumar .D	✓		Deepesh
24	963523631025	DharmendraVijayaRaj.G	✓		Dharmendra
25	963523631026	Dharsi.J	✓		Dharsi
26	963523631027	Gino Monsing.M	✓		Gino
27	963523631028	Honest Raj.S	✓		Honest
28	963523631029	Immanuel.T	✓		Immanuel
29	963523631030	Jaginsha.J	✓		Jaginsha
30	963523631031	Jenifer.E	✓		Jenifer
31	963523631032	Jenifer.P	✓		Jenifer
32	963523631033	Jeswin.S.K	✓		Jeswin
33	963523631034	Jibin Samuel	✓		Jibin
34	963523631035	Kaliyammal.K	✓		Kaliyammal

35	963523631036	Kamalesh.K			
36	963523631038	KrisiHesan.T	✓		Krisi
37	963523631040	Mahendran.R	✓		Mahendran
38	963523631041	Makesh.R	✓		Makesh
39	963523631042	Manju.R	✓		Manju
40	963523631043	Maria Abisha.A	✓		Abisha
41	963523631044	MeryShanu.K	✓		Shanu
42	963523631045	Mohamed Rashid.M	✓		Mohamed Rashid
43	963523631046	Mohamed Thowfecq.S	✓		Thowfecq.S
44	963523631047	Monisha.A	✓		Monisha
45	963523631048	MuthuKumar.M	✓		MuthuKumar
46	963523631049	Nandhana S.R	✓		Nandhana
47	963523631050	Nanthini.K.S	✓		Nanthini
48	963523631051	Nithisha.R.V	✓		Nithisha
49	963523631052	RahiyaBegum.M	✓		Rahiya
50	963523631053	Raja Sekar.J	✓		Raja Sekar
51	963523631054	RajithaRoja.T	✓		Rajitha
52	963523631055	Reshma.M	✓		Reshma
53	963523631056	Rishmitha.E	✓		Rishmitha
54	963523631057	SahayaRashila.C	✓		SahayaRashila
55	963523631058	Sahaya Simons Bro.E	✓		Sahaya Simons
56	963523631059	SahayaStephny.D	✓		SahayaStephny
57	963523631060	SahayaVarshini.M	✓		SahayaVarshini
58	963523631061	Salomiya.N	✓		Salomiya
59	963523631063	Sektheeswathi.R	✓		Sektheeswathi
60	963523631064	Shibiya.S	✓		Shibiya
61	963523631065	ShivaniSharo.M	✓		ShivaniSharo
62	963523631066	Sneka.K	✓		Sneka
63	963523631068	SreeSupriya.R	✓		SreeSupriya
64	963523631070	SweetlinRishany.I	✓		SweetlinRishany
65	963523631071	Thanisha.T	✓		Thanisha
66	963523631072	Varshini.C	✓		Varshini
67	963523631073	Vidhya.M	✓		Vidhya
68	963523631074	Vidhya. S	✓		Vidhya
69	963523631075	Vigneshwar.A	✓		Vigneshwar
70	963523631076	Vishnu.M	✓		Vishnu

*[Signature]*  
HOD

Dr.R.Suresh Kumar,M.E.,Ph.D  
PRINCIPAL  
STELLA MARY'S COLLEGE OF ENGINEERING  
GRUTHENGANVILAI, AZHICKAL POST-625 21  
KANYAKUMARI DISTRICT

**ANNA UNIVERSITY, CHENNAI**  
**NON-AUTONOMOUS COLLEGES AFFILIATED TO ANNA UNIVERSITY**  
**REGULATIONS – 2021**  
**MASTER OF BUSINESS ADMINISTRATION (FULL – TIME)**  
**CHOICE BASED CREDIT SYSTEM**  
**CURRICULA AND SYLLABI FOR I TO IV SEMESTERS**

**SEMESTER - I**

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>THEORY</b>								
1.	BA4101	Statistics for Management	PCC	3	0	0	3	3
2.	BA4102	Management Concepts and Organizational Behavior	PCC	3	0	0	3	3
3.	BA4103	Managerial Economics	PCC	3	0	0	3	3
4.	BA4104	Accounting for Decision Making	PCC	3	0	0	3	3
5.	BA4105	Legal Aspects of Business	PCC	3	0	0	3	3
6.	BA4106	Information Management	PCC	3	0	0	3	3
7.		Non-Functional Elective	NEC	3	0	0	3	3
<b>PRACTICAL</b>								
8.	BA4111	Indian ethos (Seminar)	EEC	0	0	4	4	2
9.	BA4112	Business Communication (Laboratory)	EEC	0	0	4	4	2
<b>TOTAL</b>				<b>21</b>	<b>0</b>	<b>8</b>	<b>29</b>	<b>25</b>

**NOTE: In the first semester students need to choose one elective from the Non-Functional stream**

**NON FUNCTIONAL ELECTIVES (2 electives)**

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
1.	BA4032	Entrepreneurship Development	NEC	3	0	0	3	3
2.	BA4033	Event Management	NEC	3	0	0	3	3

**PROFESSIONAL ELECTIVES (PEC)****FUNCTIONAL SPECIALISATIONS**

- Students can take three elective subjects from **two functional** specializations  
Or
- Students can take six elective subjects from any **one sectoral** specialization

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>Stream/ Specialization : Financial Management [ 7 ]</b>								
1.	BA4001	Security Analysis and Portfolio Management	PEC	3	0	0	3	3
2.	BA4002	Financial Markets	PEC	3	0	0	3	3
3.	BA4003	Banking and Financial Services	PEC	3	0	0	3	3
4.	BA4004	Financial Derivatives	PEC	3	0	0	3	3
5.	BA4005	Financial Modelling	PEC	3	0	0	3	3
6.	BA4006	International Finance	PEC	3	0	0	3	3
7.	BA4007	Behavioral Finance	PEC	3	0	0	3	3
<b>Stream/ Specialization : Marketing Management [ 7 ]</b>								
8.	BA4008	Retail Marketing	PEC	3	0	0	3	3
9.	BA4009	Consumer Behavior	PEC	3	0	0	3	3
10.	BA4010	Integrated Marketing Communication	PEC	3	0	0	3	3
11.	BA4011	Services Marketing	PEC	3	0	0	3	3
12.	BA4012	Sales and Distribution Management	PEC	3	0	0	3	3
13.	BA4013	Product and Brand Management	PEC	3	0	0	3	3
14.	BA4014	Digital Marketing	PEC	3	0	0	3	3

## REFERENCES:

1. Rousing Creativity: Think New Now Floyd Hurt, ISBN 1560525479, Crisp Publications Inc.1999
2. Geoffrey Petty, "How to be better at Creativity", The Industrial Society 2012
3. Clayton M. Christensen Michael E. Raynor, "The Innovator's Solution", Harvard Business School Press Boston, USA, 2007
4. Semyon D. Savransky, "Engineering of Creativity – TRIZ", CRC Press New York USA," 1<sup>st</sup> edition 2000
5. CSG Krishnamacharyalu, Lalitha R Innovation management , Himalaya Publishing House 2013

BA4032

## ENTREPRENEURSHIP DEVELOPMENT

L T P C  
3 0 0 3

### COURSE OBJECTIVES:

- To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.
- To impart the learners entrepreneurial competencies needed for managing business efficiently and effectively.

### UNIT I ENTREPRENEURIAL COMPETENCE

9

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.

### UNIT II ENTREPRENEURIAL ENVIRONMENT

9

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations.

### UNIT III BUSINESS PLAN PREPARATION

9

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

### UNIT IV LAUNCHING OF SMALL BUSINESS

9

Finance and Human Resource Mobilisation - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, Start-ups.

### UNIT V MANAGEMENT OF SMALL BUSINESS

9

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies.

**TOTAL : 45 PERIODS**

### COURSE OUTCOMES:

After the completion of the course, the students will be able to:

1. The learners will gain entrepreneurial competence to run the business efficiently.
2. The learners are able to undertake businesses in the entrepreneurial environment
3. The learners are capable of preparing business plans and undertake feasible projects.
4. The learners are efficient in launching and develop their business ventures successfully
5. The learners shall monitor the business effectively towards growth and development..

### REFERENCES:

1. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.
2. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.
3. Rajeev Roy ,Entrepreneurship, Oxford University Press, 2nd Edition, 2011.
4. Donald F Kuratko,T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning, 2012.
5. Dr. Vasant Desai, "Small Scale Industries and Entrepreneurship", HPH,2006.
6. Arya Kumar. Entrepreneurship, Pearson,2012.
7. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8 th edition ,2017.

**COURSE OBJECTIVE:**

- This course is designed to provide an introduction to the principles of event management. The course aims to impart knowledge on the various events and how these events can be organized successfully.

**UNIT I EVENT CONTEXT**

9

History & Evolution – Types of events – MICE – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry – Event Management as a profession – Perspectives on event : Government, Corporate & Community – Code of Ethics.

**UNIT II EVENT PLANNING & LEGAL ISSUES**

9

Conceptualizing the event – Host, sponsor, Media, Guest, Participants , Spectators – Crew – Design of concept – Theme and content development – Visualization – Event objectives – Initial planning – Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, Licence and Permits – Negotiation.

**UNIT III EVENT MARKETING**

9

Role of Strategic Marketing Planning - Pricing – Marketing Communication Methods & budget – Elements of marketing communication – Managing Marketing Communication – Role of Internet – Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring & Evaluating sponsorship.

**UNIT IV EVENT OPERATION**

9

Site Selection – Types of location – Venue Requirements – Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography – Protocols – Guest list – Guest demographics – Children at event – Invitation – Media – Freelance Event Operation – Road show - Food & Beverage – Entertainment – Event Logistics – Supply of facilities – Onsite logistics – Control of event logistics – Evaluation & Logistics.

**UNIT V SAFETY & EVENT EVALUATION**

9

Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality - Customer Satisfaction.

**TOTAL: 45 PERIODS****COURSE OUTCOMES:**

1. Learning about structure and code of ethics of events
2. Exploring and getting to know about event planning and regulations
3. Understand about event marketing, planning and strategies
4. Enhance professional skills in event management
5. Analyse the safety measure of event management

**REFERENCES:**

1. Lynn Van Der Wagen, Event Management for Tourism, Cultural Business & Sporting Events, 4 th Edition, Pearson Publications, 2014.
2. Lynn Van Der Wagen, & Brenda R. Carlos ,Sucessful Event Management.
3. Judy Allen, Event Planning 2nd Edition, Wiley & Sons, Canada, 2014.
4. G.A.J. Bowdin, Events Management ,Elseiver Butterworth
5. John Beech, Sebastian Kaiser & Robert Kaspar, The Business of Events Management, Pearson Publication, 2014.
6. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2014.
7. Shannon Kilkenny, The complete guide to successful event planning.
8. Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series.
9. Allison ,The Event Marketing Handbook: Beyond Logistics & Planning.