

BUSINESS ADMINISTRATION (B.B.A)

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	25UBAVAC1	Value Added Course - I	30	-	-	100	100
Course Title		CAREER MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION Career Management - Meaning – Definition - Career Management Process - Benefit of Career Management - Career Development Planning	6
II	CAREER DECISIONS Career Decisions – Meaning - Know About Yourself - Know About Your Options Career Decision-making Process - Gaining Experience - Career Changing - Benefits and Steps of Career Change.	6
III	CAREER PATHS Career Paths – Meaning - Self-awareness - Career Mapping - Collection of Student's Career Objectives Data and Mapping their respective Career Path.	6
IV	PROFESSIONAL DEVELOPMENT Professional Development - Meaning – Definition - Build a Skill set – Self Assessment for Skills and Mind set - Structured Approach to Problem Solving.	6
V	PROFESSIONAL BEHAVIOUR AND TEAM INTERACTIONS Professional Behaviour – Meaning - Essentials of Professional Behaviour - Effectiveness in Team Environment. Team Interactions – Meaning -Emotional Intelligence Game and practicing presence.	6

Text Book (s):
1. Dr.A.S.Mohanram, “Career Management”, HSRA Publications, First Edition 2023 2. Greenhaus Jeffrey H., “Career Management”, Sage Publication, Fourth Edition 2015 3. Mr. Madusudhan –“Mastering the Life Foundation”-Notion Press, First Edition 2025
Reference Book (s):
1.Schein, E. H., & Van Maanen, J, “Career Anchors and Job Planning: Tools for career and talent management”, First Edition 2016 2. Jeffrey H. Greenhaus, Gerard A. Callanan, Veronica M. Godshalk, Career Management, SAGE, First Edition 2010 3. Gary W. Carter and Kevin W. Cook, “Career Paths”, Second Edition 2009
Web Resource (s):
1. https://career-management.de/en/ 2. https://www.careermanagementservices.co.nz/

Course Outcomes	
Upon successful completion of this course, the student will be able to:	
CO No.	CO Statement
CO1	To Develop their professional development plan
CO2	To Develop a toolkit for personal productivity
CO3	To Design a system to manage their professional relationships
CO4	To Evaluate company's positioning in the industry value chain
CO5	To Create a personal learning plan to best leverage

Course Coordinator: Dr. S. KUMAR

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	25UBAVAC2	Value Added Course - II	30	-	-	100	100
Course Title		EVENT MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION Meaning - Definition - Characteristics - Need - Types of events – Parties involved in Events – Event Distribution	6
II	EVENT MANAGEMENT PRINCIPLES Meaning – Feasibility - Event Process – Concept - Budgets Schedule of items- Suppliers - Media coverage of events – Themes – Creative - SWOT Analysis	6
III	PROPERTY CREATION AND MARKETING PROMOTION Meaning - Implications of special events - Cultural Event - Organizational Event - Personal Event - Marketing and Promotion – Five Ps of Event Marketing - Sponsorship and Public Funding	6
IV	EXHIBITIONS Meaning - Definition - Need - Reasons - Economic Impact of Exhibitions - Cost Effective Way of exhibition - Exhibitions in India - Ways to build a dream team - Steps to create the great indoors	6
V	TRADE ORGANIZATION India Trade Promotion Organization (ITPO) – Functions - Pragati Maidan – Functions- Code of Ethics - Promotion Through Department Stores.	6

Text Book (s):
1. D. Ramkumar “Basics of Event Management” Vijay Nicole Imprints Private Limited, First Edition, 2024. 2. Dr. Rama Sarraf and Dr. Preeti “A textbook of Event Management: From concept to completion, Astitva Prakashan, First edition, 2024. 3. Hoshi Bhiwandiwal “Event Management” Nirali Prakashan, Educational Publishers, First Edition, 2017.
Reference Book (s):
1. Dr.Arati Prabhu, Neha Saxena, “A Comprehensive Handbook to Successful Event Management” Himalaya publishing house First Edition, 2021. 2. Judith Mair, Gürhan Aktaş, Metin Kozak, “International case studies in event management” Routledge Publisher, First Edition, 2024.
Web Resource (s):
1. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf Aerospace web: http://www.aerospaceweb.org/ 2. https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf

Course Outcomes	
Upon successful completion of this course, the student will be able to:	
CO No.	CO Statement
CO1	To describe the fundamental , significance, and key components of event management
CO2	To demonstrate the ability to plan, design, and structure events effectively using systematic approaches.
CO3	To apply marketing principles to promote events and attract targeted audiences through various media channels.
CO4	To analyze comprehensive budgets and apply financial management techniques to ensure cost-effective events.
CO5	To develop the collaborative and interpersonal skills by working effectively with clients, vendors, and team members.

Course Coordinator: Dr. K. MOHAMED ANWAR