



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

Proposal for Certificate/Add on Course

Title of the Course	Event management
Date of Registration (From- to)	June 1 2022
Date of Commencement	June 15 2022
Date of Completion	September 15 2022
Platform (Online/Offline)	Onlinet
Duration	30 hours
Target Audience	B.com Students
Registration Fee	NO FEES
Course Facilitators	Mamatha K, Anusha N Bhat, Sandhya Kumari, Kumar Narayan, Mousime
Module 1	Module 1: Principles of project/Event Management: From concept to reality Understanding project management - resources - activities - risk management
Module 2	Module 2: Organizing the event Purpose - venue - timing - guest list - invitations - food & drink - room dressing equipment - guest of honor - speakers -

	<p>media - photographers - podium -exhibition. Marketing tools Types of advertising - merchandising - give away -competitions - promotions - website and text messaging. Media tools Media invitations - photo-calls - press releases - TV opportunities - radio interviews. Promotional tools Flyers - posters - invitations - website - newsletters .</p>
Objectives of the Course	<p>CourseDescription: The purpose of this course is to enable the students to acquire a general knowledge about the "event management"and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events</p>
Outcome of the Course	<ol style="list-style-type: none"> 1.To acquire an understanding of the role and purpose(s) of special events in the organizations. 2.To acquire an understanding of the techniques and strategies required to plan successful special events. 3.To acquire the knowledge and competencies required to assess the quality and success of specialevents.
Name and Contact details of HOD and Course Facilitators	<p>Jeseentha mathew 9901534807 Mamatha K 9481787179 Anusha N Bhat 9972270009 Sandhya Kumari Kumar Narayan Mousime</p>
Any other details the Department wished to add	<p>Nil</p>

Points to Note:

- Separate forms to be filled for different courses

- The syllabus of the Add on Course can be designed by the Department. It can have two modules.
- The main topic and the subtopics of each module should be mentioned.
- Each module should have 15 recorded videos/sessions, one quiz and one assignment.
- Each recorded video should be 45 – 60 minutes.
- A complete set of instructions for the Certificate/Add on course will be sent in the due course.



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Letter of Appointment

The Curriculum Enrichment Committee is pleased to appoint the following faculty as the course facilitators of the Certificate/Add-On course **Event Management** from the **Department of Commerce – UG**. They will be responsible for designing and developing the curriculum for the Certificate/Add-On course, conducting the courses, and evaluating the course for the even semester 2021-2022.

S.No	Name	Designation
1	Prof. Mamatha K	Assistant Professor
2	Prof. Anusha N Bhat	Assistant Professor
3	Prof. Sandhya Kumari	Assistant Professor
4	Prof. Nagarathna	Assistant Professor
5	Prof. Mousime Xaxlo	Assistant Professor


COORDINATOR

Curriculum Enrichment Cell
St. Francis de Sales College
Bengaluru - 560100
Date: 01.05.2022
Place: Bangalore


PRINCIPAL
St. Francis de Sales College
Electronics City Post, Bangalore - 560 100



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REPORT ON ADD ON COURSE

DATE OF EVENT(S)	ACADEMIC YEAR 2021-22: even SEM
DEPARTMENT / ASSOCIATION	COMMERCE
TARGET AUDIENCE	B Com I year, 2nd year and 3 rd year
FACULTY NAME Name of the add on course Duration of the course Date of commencement	Mamatha k Sandhya Kumari B. Nagarathna, Anusha Bhat, Mousume Xalxo, Ko Principles of Event Management 30 hours June 15 th to september 15 th

The objectives of the add on course are

1. To update the students about the recent trends trends in management.
2. To help students gain knowledge about the job opportunities and growth
3. To understand the need to plan the logistics
4. To learn to co-ordinate the technical aspects before actually executing the event

Process of conducting the course

Add on course for the current semester was Principles of event management. These courses were offered to all the students in the 1st, 2nd and 3rd year B .Com.

This was carried out through Linways Technology.

Two videos on each module was uploaded every alternate day into LT.

Students watched these videos and submitted assessment the following day

Out come of the course

- 1 Most of the students have watched the videos and attended the exam
- 2 486 students have attended all the sessions and taken up the exam
3. Certificates are issued to the students who have cleared all the tests
4. Students have gained knowledge about the prospects and ways of conducting events
5. They are able to assess the job opportunities available in event management.

Ch

AA
11/01/23

COORDINATOR
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St. Francis de Sales College
Bengaluru - 560100

July
28/02/2023

COORDINATOR
Curriculum Development Cell
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