

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 -	
Module 2	activities - risk management	
	Module 2: Organizing the eventPurpose - venue - timing - guest list - invitations - food & drink - room dressing equipment - guest of honor - speakers -	

	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.
Objectives of the Course	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
Outcome of the Course	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	Jeseentha mathew 9901534807 Mamatha K 9481787179 Anusha N Bhat 9972270009 Sandhya Kumari Kumar Narayan Mousime
Any other details the Department wished to add	Nil

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
1	Prof. Nagarathna	Assistant Professor
5	Prof. Mousime Xaxlo	Assistant Professor

COORDINATOR Curriculum Enrichment Cell

St. Francis de Sales College

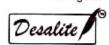
Date: 01.05.2022 Place: Bangalore

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

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Tel.: 080-27836065 / 27834611, Fax: 080-27832299, Email: principal@sfscollege.in

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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. Principles of Event Management 30 hours June 15th to september 15th

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 lst ,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

- I 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.

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COORDINATOR

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