



**Dayananda Sagar College of Arts, Science & Commerce**

**MBA-BU Department**

**Shavige Malleshwara Hills, Kumaraswamy layout  
Bangalore – 560 111**

**C I R C U L A R**

Date: 19-11-2019

All the Marketing students of the batch 2018-2020 of MBA-BU are required to attend the 30 hours certification course on “Event Management” from 02.12.2019 to 04.01.2020 on the scheduled dates. The time table for the certification course is attached along with the circular. All the participating students kindly make a note of the dates and attend the certification course accordingly. No absenteeism will be permitted on the said dates.

All the participating students will be receiving an e-certificate for the same. Please note that there is no fees for attending this certification course. Hence all the Marketing students are expected to make the best use of this opportunity.

*Vaibhavi*  
**Director/Principal**  
Dayananda Sagar College  
of Arts, Science & Commerce  
Shavige Malleshwara Hills  
Kumaraswamy layout  
Bangalore - 560 111

**Dayananda Sagar College of Arts, Science & Commerce**  
**Department of MBA – BU**  
**Event Management Certification Course**  
**Marketing specialization students (Batch- 2018-2020)**  
**Time Table**

| <b>Date</b> | <b>Day</b> | <b>Hours</b>      |
|-------------|------------|-------------------|
| 02/12/2019  | Monday     | 3.00 PM – 5.00 PM |
| 05/12/2019  | Thursday   | 3.00 PM – 5.00 PM |
| 07/12/2019  | Saturday   | 1.00 PM – 3.00 PM |
| 09/12/2019  | Monday     | 3.00 PM – 5.00 PM |
| 12/12/2019  | Thursday   | 3.00 PM – 5.00 PM |
| 14/12/2019  | Saturday   | 1.00 PM – 3.00 PM |
| 16/12/2019  | Monday     | 3.00 PM – 5.00 PM |
| 19/12/2019  | Thursday   | 3.00 PM – 5.00 PM |
| 21/12/2019  | Saturday   | 1.00 PM – 3.00 PM |
| 23/12/2019  | Monday     | 3.00 PM – 5.00 PM |
| 26/12/2019  | Thursday   | 3.00 PM – 5.00 PM |
| 28/12/2019  | Saturday   | 1.00 PM – 3.00 PM |
| 30/12/2019  | Monday     | 3.00 PM – 5.00 PM |
| 02/01/2020  | Thursday   | 3.00 PM – 5.00 PM |
| 04/01/2020  | Saturday   | 1.00 PM – 3.00 PM |

  
**Faculty Co-Ordinator**

  
**Director**  
Dayananda Sagar College  
of Arts, Science & Commerce  
Shavige Malleshwara Hills  
Kumaraswamy Layout  
BANGALORE - 560 077



# Dayananda Sagar College of Arts, Science & Commerce

## MBA-BU Department

Shavige Malleshwara Hills, Kumaraswamy layout

Bangalore – 560 111

### EVENT MANAGEMENT CERTIFICATION COURSE – Topics Covered

Course Date: 2<sup>nd</sup> December 2019 to 4<sup>th</sup> January 2020

#### Learning Objectives:

- a) The students will understand the managerial and operational aspects pertaining to event and conference or Convention Management
- b) They will be able to enhance the budgeting skills of any events

#### Learning Outcomes:

- a) When there is an event/conference/ exhibition, the students will be able to manage it meticulously.
- b) When given the planning of any tourism event, the students can assess and define the role of tourism industry in it.

#### Module 1 Event Management

8 Hours

Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknowmahotsava and TajMahotsava)

#### Module 2 Concept of MICE

6 Hours

Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.

#### Module 3 Planning & Organizing a Conference/ Exhibition/Event

8 Hours

Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

#### Module 4 Budgeting a Conference/ Exhibition/ Events

4 Hours

Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

#### Module 5 Future Trends in Event Management

4 Hours

Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB. Latest trends in event management industry. Case Studies of International Events in India, Indian events abroad.

# DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

ShivageMallechwara Hills, Kumaraswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC)

Department of Management Studies

## EVENT MANAGEMENT CERTIFICATION PROGRAM

Department: MBA (BU)

Date: 16.01.2020

| Sl. No. | Particulars   | Event related Details  |  |               |  |
|---------|---|--|--|---------------|--|
| 1.      | Event*  | CERTIFICATION PROGRAM  |  |               |  |
| 2.      | Title of the Event  | CERTIFICATION ON EVENT MANAGEMENT  |  |               |  |
| 3.      | Date  | 2nd December 2019 to 4th January 2020  |  |               |  |
| 4.      | Time  | Monday: 3 pm to 5 pm<br>Thursday: 3 pm to 5 pm<br>Saturday: 1 pm to 3 pm   |  |               |  |
| 5.      | Venue   | Room No.501, 5 <sup>th</sup> Floor   |  |               |  |
| 6.      | Resource Person 1 Details **<br>(Profile to be enclosed)              | Prof. Ameer Asra Ahmed   |  |               |  |
| 7.      | Topics Covered  | <ul style="list-style-type: none"><li>The students will understand the managerial and operational aspects pertaining to event and conference or Convention Management</li><li>They will be able to enhance the budgeting skills of any events</li><li>When there is an event/conference/ exhibition, the students will be able to manage it meticulously.</li><li>When given the planning of any tourism event, the students can assess and define the role of tourism industry in it.</li></ul> |  |               |  |
| 8.      | Resource Person 2 Details**<br>(Profile to be enclosed)               | NA   |  |               |  |
| 9.      | Topics Covered  | NA   |  |               |  |
| 10.     | No. Faculty Participants<br>(Enclose a copy of names with signatures) | Internal: Nil  |  | External: Nil |  |
| 11.     | No. Student Participants<br>(Enclose a copy of names with signatures) | Internal:30  |  | External: Nil |  |
| 12.     | Faculty Coordinator/s   | Prof. Ameer Asra Ahmed   |  |               |  |
| 13.     | Student Coordinator/s   | Mr. Bhairab Sakia (18CQCMD026) – Sec C   |  |               |  |
| 14.     | Total Expenditure<br>(Details to be enclosed)                         | NA   |  |               |  |
| 15.     | Sponsors and Amount (if any)  | NA   |  |               |  |
| 16.     | Agenda of the Event<br>(Enclose a copy)                               | NA   |  |               |  |

| Sl. No. | Particulars  | Event related Details  |
|---------|--|--|
| 17.     | Report uploaded on college website? If yes, give details:  |  |
| 18.     | Report sent to media? If yes, give details:  | NIL  |
| 19.     | Report uploaded in Social Media? If yes, give details:   | -  |
| 20.     | Certificates Printed? (Enclose a copy***)  | -  |
| 21.     | Feedback Collected? (Enclose a copy***)  | -  |
| 22.     | Summary of the Event (Minimum 100 words)   | Events and hospitality management isn't just conferences and birthday parties; in such a diverse sector, you can find your own place to suit your own goals. Some people who study event management may be more artistic, and some may be more business-focused; whatever you may be, there will be a niche for you to find. From job roles as unique as artist programmer for music festival to finance manager for a national exhibition, you'll be able to carve your own pathway to your dream job. A lot goes into being a good event manager than many people may realise. By studying events management, you'll be set up with skills that won't just help you succeed in this particular career path, but will set you up with a whole host of transferrable skills and experiences, such as handling budgets, running marketing campaigns, and managing people and logistics. The course was scheduled for 30 hours three days a week. It commenced on 2 <sup>nd</sup> December 2019 and concluded on 4 <sup>th</sup> January 2020. |
| 23.     | Photographs of the Event (At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached) | Photographs attached   |

**Notes:**

\* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

\*\* Name / Organization / Designation / Area of Expertise

\*\*\* Format Copy need to be attached and hard copy need to be filed

PS: Whichever column is not applicable, write as NA.

  
Event Coordinator

  
HOD/Director

  
IQAC

  
Principal



# DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

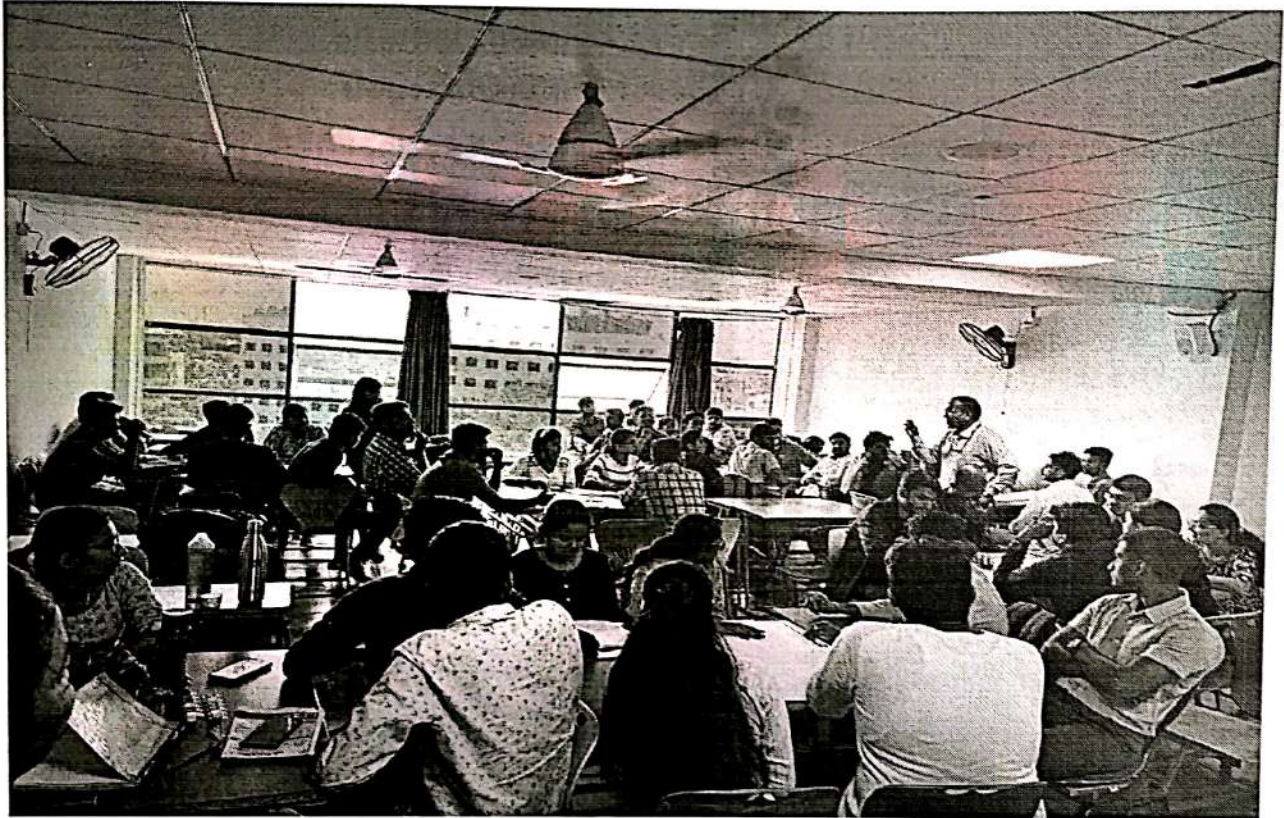
Shivage Malleshwara Hills, Kumaraswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC)

Department of Management Studies

## EVENT MANAGEMENT CERTIFICATION PROGRAM

### EVENT PHOTOGRAPHS



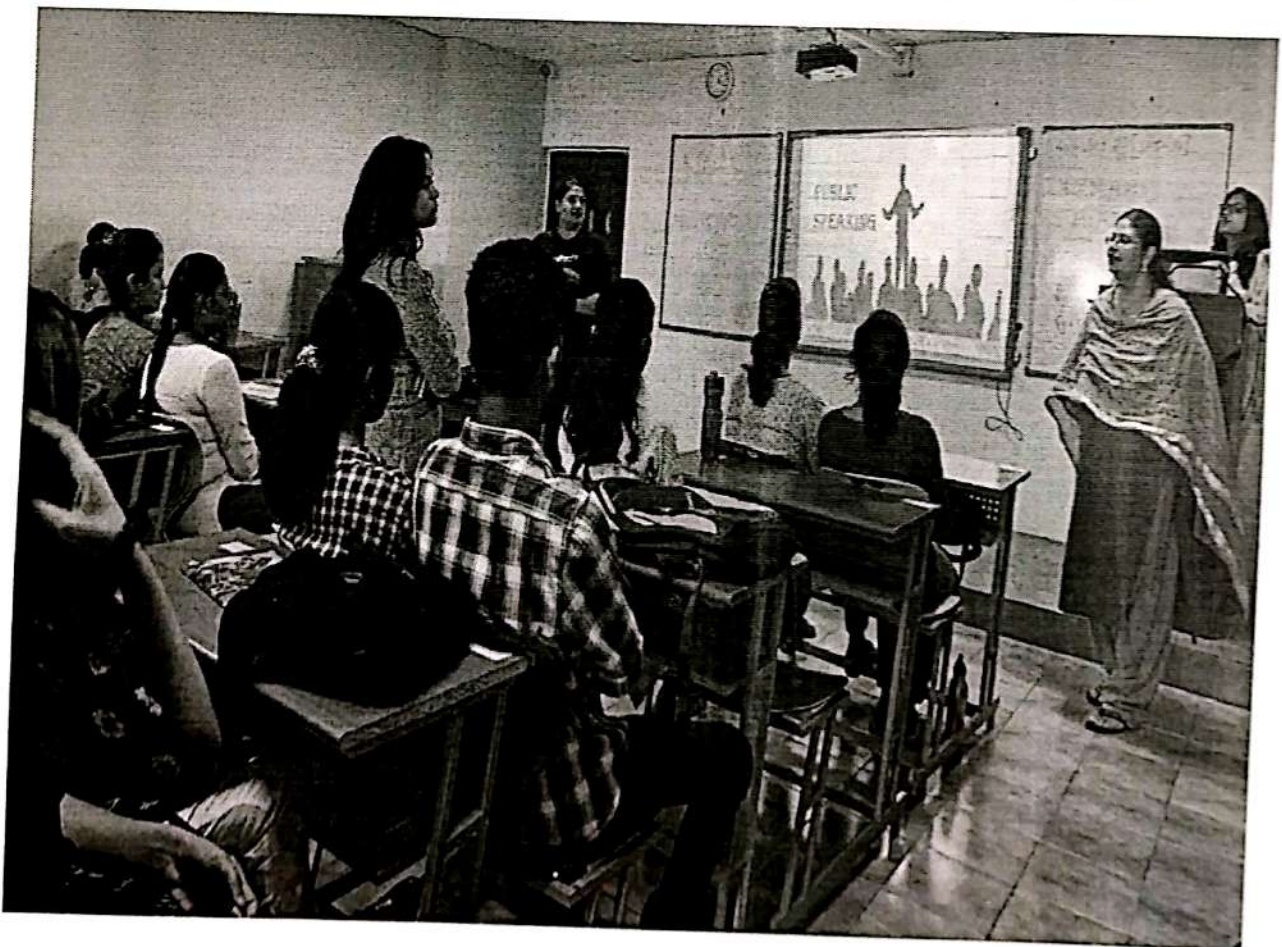
**Pic 1: Students gathered in classroom for the certification class**



**Pic 2: Resource person addressing the students on Event Management**



**Pic 3: Resource person and students interacting event management session**



**Pic 4: Resource person addressing students doubts during the event management session**





|                                |            |                      |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |        |
|--------------------------------|------------|----------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------|
| 16                             | 18CQCMD068 | KOUSALYA M           | P            | P            | P            | P            | AB           | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | Maha   |
| 17                             | 18CQCMD080 | MATHVIK M N          | P            | AB           | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | Nag    |
| 18                             | 18CQCMD083 | NAG CHINMAY          | P            | P            | P            | P            | P            | P            | P            | P            | AB           | P            | P            | P            | P            | P            | P            | Amr    |
| 19                             | 18CQCMD095 | PRAGATHI K           | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | Jale   |
| 20                             | 18CQCMD104 | RAKESH V             | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | Ch     |
| 21                             | 18CQCMD111 | CHAITRA S            | P            | P            | P            | AB           | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | Re     |
| 22                             | 18CQCMD115 | SACHIN R             | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | Sahana |
| 23                             | 18CQCMD117 | SAHANA SP            | P            | P            | P            | P            | AB           | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | Sanath |
| 24                             | 18CQCMD119 | SAMARTH ARAVINDMAMAL | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | Sange  |
| 25                             | 18CQCMD123 | SANJANA GURURAJ      | P            | P            | P            | P            | P            | AB           | AB           | P            | P            | P            | P            | P            | P            | P            | P            | Shan   |
| 26                             | 18CQCMD125 | SHANKAR NARAYANK     | P            | P            | P            | P            | P            | P            | P            | P            | AB           | P            | P            | P            | P            | P            | P            | Shree  |
| 27                             | 18CQCMD130 | SHIRESHA RAJ         | P            | P            | P            | P            | P            | P            | AB           | P            | P            | P            | P            | P            | P            | P            | P            | Shree  |
| 28                             | 18CQCMD137 | SOUMYA G HEGDE       | P            | P            | P            | P            | P            | P            | P            | P            | AB           | P            | P            | P            | P            | P            | P            | Shree  |
| 29                             | 18CQCMD144 | SUSHMITHA VY         | P            | P            | AB           | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | Shree  |
| 30                             | 18CQCMD161 | VIDYA SHREEKP        | AB           | P            | P            | AB           | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | P            | Shree  |
| Faculty Co-ordinator Signature |            |                      | <del>P</del> | <del>P</del> | <del>P</del> | <del>P</del> | <del>P</del> | <del>P</del> | <del>P</del> | <del>P</del> | <del>P</del> | <del>P</del> | <del>P</del> | <del>P</del> | <del>P</del> | <del>P</del> | <del>P</del> |        |

*Venubalishu*

**Director**  
 Jayananda Nagar College  
 Arts, Science & Commerce  
 Shavige, Malleshwara Hills  
 Kuvempu University Layout  
 BANGALORE - 560 079

Dayananda Sagar College of Arts, Science and Commerce  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111  
Internal Quality Assurance Cell - IQAC



# CERTIFICATE OF COURSE COMPLETION

IS PRESENTED TO

*Ajishal P C*

for successfully completing the  
**Course on Event Management**  
from 2nd December 2019 to 4th January 2020

  
**Prof. Ameer Asra Ahmed**  
Resource Person

  
**Dr. BR Venkatesh**  
Director

Dayananda Sagar College of Arts, Science and Commerce  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111  
Internal Quality Assurance Cell - IQAC



# CERTIFICATE OF COURSE COMPLETION

IS PRESENTED TO

*Akshay P*

for successfully completing the  
**Course on Event Management**  
from 2nd December 2019 to 4th January 2020

**Prof. Ameer Asra Ahmed**  
Resource Person

**Dr. BR Venkatesh**  
Director

Dayananda Sagar College of Arts, Science and Commerce  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111  
Internal Quality Assurance Cell - IQAC



# CERTIFICATE OF COURSE COMPLETION

IS PRESENTED TO

*Ambrish Sangashetty*

for successfully completing the  
**Course on Event Management**  
from 2nd December 2019 to 4th January 2020

**Prof. Ameer Asra Ahmed**  
Resource Person

**Dr. BR Venkatesh**  
Director

Dayananda Sagar College of Arts, Science and Commerce  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111  
Internal Quality Assurance Cell - IQAC



# CERTIFICATE OF COURSE COMPLETION

IS PRESENTED TO

*Akash Malu*

---

for successfully completing the  
**Course on Event Management**  
from 2nd December 2019 to 4th January 2020

**Prof. Ameer Asra Ahmed**  
Resource Person

**Dr. BR Venkatesh**  
Director

Dayananda Sagar College of Arts, Science and Commerce  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111  
Internal Quality Assurance Cell - IQAC



# CERTIFICATE OF COURSE COMPLETION

IS PRESENTED TO

*Aishwarya A*

for successfully completing the  
**Course on Event Management**  
from 2nd December 2019 to 4th January 2020

**Prof. Ameer Asra Ahmed**  
Resource Person

**Dr. BR Venkatesh**  
Director

Dayananda Sagar College of Arts, Science and Commerce  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111  
Internal Quality Assurance Cell - IQAC



# CERTIFICATE OF COURSE COMPLETION

IS PRESENTED TO

*Bhairab Saikia*

for successfully completing the  
**Course on Event Management**  
from 2nd December 2019 to 4th January 2020

**Prof. Ameer Asra Ahmed**  
Resource Person

**Dr. BR Venkatesh**  
Director

Dayananda Sagar College of Arts, Science and Commerce  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111  
Internal Quality Assurance Cell - IQAC



# CERTIFICATE OF COURSE COMPLETION

IS PRESENTED TO

*Boban Philip Mathew*

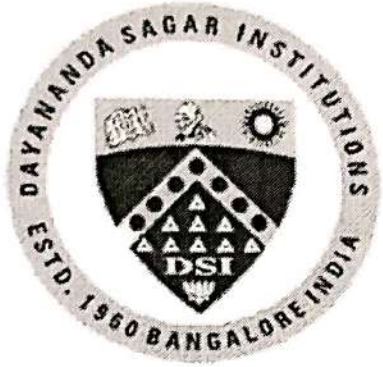
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**Prof. Ameer Asra Ahmed**  
Resource Person

**Dr. BR Venkatesh**  
Director



Dayananda Sagar College of Arts, Science and Commerce  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111  
Internal Quality Assurance Cell - IQAC



# CERTIFICATE OF COURSE COMPLETION

IS PRESENTED TO

*Chaitra S*

---

for successfully completing the  
**Course on Event Management**  
from 2nd December 2019 to 4th January 2020

**Prof. Ameer Asra Ahmed**  
Resource Person

**Dr. BR Venkatesh**  
Director

Dayananda Sagar College of Arts, Science and Commerce  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111  
Internal Quality Assurance Cell - IQAC



# CERTIFICATE OF COURSE COMPLETION

IS PRESENTED TO

*Sachin R*

for successfully completing the  
**Course on Event Management**  
from 2nd December 2019 to 4th January 2020

  
Prof. Ameer Asra Ahmed  
Resource Person

  
Dr. BR Venkatesh  
Director

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Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111  
Internal Quality Assurance Cell - IQAC



# CERTIFICATE OF COURSE COMPLETION

IS PRESENTED TO

*Vidya Shree K P*

for successfully completing the  
**Course on Event Management**  
from 2nd December 2019 to 4th January 2020

**Prof. Ameer Asra Ahmed**  
Resource Person

**Dr. BR Venkatesh**  
Director

Dayananda Sagar College of Arts, Science and Commerce  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111  
Internal Quality Assurance Cell - IQAC



# CERTIFICATE OF COURSE COMPLETION

IS PRESENTED TO

*Sushmitha V Y*

---

for successfully completing the  
**Course on Event Management**  
from 2nd December 2019 to 4th January 2020

**Prof. Ameer Asra Ahmed**  
Resource Person

**Dr. BR Venkatesh**  
Director