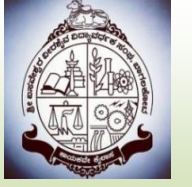




**B.V.V.Sangha's
Basaveshwar Commerce College, Bagalkot**



**CRITERION I
Curricular Aspects**



2023-24

**Certificate course on
Event Management**

Invitation for Inauguration of Certificate Course on Event Management

B V V Sangha's

BASAVESHWAR COMMERCE COLLEGE

BAGALKOT

Re-Accredited at 'B⁺⁺' Grade by NAAC

DEPARTMENT OF MANAGEMENT STUDIES (B.B.A)

Inauguration function of

Certificate Course

EVENT MANAGEMENT

President

Dr. Jagannath V. Chavan

Principal

Basaveshwar Commerce College, Bagalkot

Date: 24-05-2024

Venue: Hall No. Function Hall

Smt. Nandini N. Doddamani

HOD

Dr. M Nanjundaswamy

CO-ORDINATOR

Prof. G G. Balegar

Prof. V V. Handral

Prof. S V. Barshi

Faculty, Department of BBA

Faculty, Department of BBA

Faculty, Department of BBA

☺All are Cordially Invited☺



Notice to attend Inauguration function of certificate course on Event Management

B.V.V. SANGHA'S

**BASAVESHWAR COMMERCE COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES (B.B.A.)**

Notice

Hereby all the students of B.B.A. IV Semester are brought under notice that the registered students for Certificate Course on 'Event Management' should attend the Inauguration function at 3.30pm on 24/05/2024.



Date: 23/05/2024

Place: Bagalkot

Principal 
Principal,
Basaveshwar Commerce College,
BAGALKOTE.

Basaveshwar Commerce College,

Bagalkot

Syllabus of Certificate Course on Event Management

B.V.V.SANGHA'S

BASAVESHWAR COMMERCE COLLEGE

Re-Accredited at 'B⁺⁺' Grade by NAAC

Department of Management Studies, Bagalkot (B.B.A.)

CERTIFICATE COURSE 2023-24

EVENT MANAGEMENT

B.B.A IV SEMESTER

SYLLABUS

DURATION: 30 HOURS

Module: 1	What are Events - Events defined, Event management, Types of events, Key Elements of Events (brief description): Event infrastructure, clients, event organizers, venue, and media. Code of ethics. Event marketing, 5 C's of Events, Event designing, Reach and Interaction. Why Events - Event as marketing tool, the diverse Marketing needs addressed by event.	8 Hours
Module: 2	Understanding the event market - Concept of market in events, segmentation and targeting of the market for events, positioning in events and the concept of event property. Concept of product in events - Benefit levels, event hierarchy, categories of events and their characteristics, competitive, artistic, cultural, charitable, special business, retail Events, Event variations.	14 Hours
Module: 3	Event management - Planning, organizing, staffing, leading, coordinating and controlling. Strategic market planning: setting objectives, developing plan, assessment, problem analysis, opportunity & resource analysis. Event Life Cycle – Meaning, Process	8 Hours



Principal
Basaveshwar Commerce College
Bagalkote

(Handwritten Signature)

Principal,
Basaveshwar Commerce College,
BAGALKOTE.

A Notice to students to enroll their names classes for certificate course on Event Management

**B.V.V. SANGHA'S
BASAVESHWAR COMMERCE COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES (B.B.A.)**

Notice

Hereby all the students of B.B.A. IV Semester are brought under notice that they should register their names before 23/05/2024 for **Certificate Course on "Event Management"**.

Date: 22/05/2024

Place: Bagalkot


Principal,
Basaveshwar Commerce College,
Basaveshwar Commerce College,

Bagalkot



List of students registered for certificate course on Event Management

B.V.V. SANGHA'S
BASAVESHWAR COMMERCE COLLEGE
Re-Accredited at 'B⁺⁺' Grade by NAAC
DEPARTMENT OF MANAGEMENT STUDIES (B.B.A.)
CERTIFICATE COURSE 2023-24
Event Management
List of students registered
CLASS: B.B.A. IV SEM

SL. No.	Name of the Student
1.	MUHMADSAKIB MULLA
2.	AMIT A DODAMANI
3.	SHRADDHA SANJEEVKUMAR MANVI
4.	PRATHIK HIREMATH
5.	BHAVANA LAMANI
6.	BHAGYASHRI ASHOK CHAVAN
7.	LAXMI KALLOLAPPA BHOVIWADDAR
8.	MANALI MAHENDRA PALANKAR
9.	BASAVARAJ KALAKAPPA KAMATAR
10.	USHA ANAND PARADESHI
11.	RAKSHITA KODABAGI
12.	VAIBHAV GORAYYANAVAR
13.	KOLI PRATHAMESH ASHOK
14.	AKSHAYKUMAR BASAVARAJ KELUR
15.	SACHIN CHANDRAKANT GALAGALI
16.	SAHANA GOVINDARAJ ILLURA
17.	RAJESHWARI AYYANAGOUDRA
18.	MAHAMMADNAEEM R KUNTOJI
19.	RAKSHITA GIRIJA
20.	JAVED LALSAB NADAF
21.	RANGANATH MALAGOND
22.	APOORVA PARASHURAM PAWAR
23.	SUREKHA L BADIGER
24.	RATNA SHIVANAND BADIGER
25.	BISMILLA SAYEDASAB KUNDARAGI
26.	PALLAVI PATIL
27.	ABHISHEK RAVI SHIRUR
28.	SUPRIYA KOLHAR
29.	SHRISHAIL BENNIMUDDI
30.	KAVANA
31.	ANUSHA K KUMATGI
32.	SUJATHA NAYAKAR
33.	SHREYA S JAJU

Signature of the Lecturer




Principal,
Basaveshwar Commerce College,
BAGALKOTE,
Principal

Notice of time table for certificate course on Event Management

**B.V.V.Sangha's
Basaveshwar Commerce College
Department of Management Studies [B.B.A]
Certificate Course on Export Management**

TIME TABLE (wef from 27-05-2024)

Class: B.B.A. IV Semester

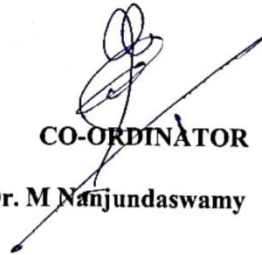
Duration: 30 Hours

Day \ Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3.00 PM to 4.00 PM	VVH	VVH	VVH	VVH	VVH	VVH



HOD

Smt. Nandini N. Doddamani



CO-ORDINATOR

Dr. M Nanjundaswamy



Principal,

Basaveshwar Commerce College.

Dr. Jagannath M. Chavan



Attendance of the students who have taken the certificate course on Event Management



B.V.V. SANGHA'S
BASAVESHWAR COMMERCE COLLEGE
 Re-Accredited at 'B'' Grade by NAAC
 DEPARTMENT OF MANAGEMENT STUDIES (B.B.A.)
CERTIFICATE COURSE 2023-24
EVENT MANAGEMENT
 Attendance List
CLASS: B.B.A. IV SEM

SL.NO	Name of the Student	1/6	2/6	3/6	4/6	5/6	6/6	7/6	8/6	9/6	10/6	11/6	12/6	13/6	14/6	15/6	16/6
1	MUHMADSAKIB MULLA	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
2	AMIT A DODAMANI	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
3	SHRADDHA SANJEEVKUMAR MANVI	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A
4	PRATHIK HIREMATH	P	A	P	P	A	P	P	P	P	P	P	P	P	P	P	A
5	BHAVANA LAMANI	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
6	BHAGYASHRI ASHOK CHAVAN	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
7	LAXMI KALLOLAPPA BHOVIWADDAR	P	P	A	P	P	A	P	P	P	P	P	A	P	P	P	P
8	MANALI MAHENDRA PALANKAR	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A
9	BASAVARAJ KALAKAPPA KAMATAR	P	P	P	P	P	A	P	P	P	P	P	A	P	P	P	P
10	USHA ANAND PARADESHI	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P
11	RAKSHITA KODABAGI	P	P	P	P	A	P	P	A	P	P	P	P	P	P	P	P
12	VAIBHAV GORAYANAVAR	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
13	KOLI PRATHAMESH ASHOK	P	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P
14	AKSHAYKUMAR BASAVARAJ KELUR	P	A	P	P	P	P	P	P	P	P	P	A	P	P	P	P
15	SACHIN CHANDRAKANT GALAGALI	P	P	P	P	A	P	P	P	P	P	A	P	A	P	P	P
16	SAHANA GOVINDARAJ ILLURA	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
17	RAJESHWARI AYYANAGOUDRA	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
18	MAHAMMADNAEM R KUNTOJI	P	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P
19	RAKSHITA GIRIJA	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P
20	JAVED LALSAB NADAF	P	P	A	A	P	P	P	P	P	P	A	P	P	P	P	P
21	RANGANATH MALAGOND	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
22	APOORVA PARASHURAM PAWAR	P	A	P	A	P	P	A	P	P	P	P	P	P	P	P	P
23	SUREKHA L BADIGER	P	P	P	P	P	P	A	P	P	P	P	A	P	P	P	P
24	RATNA SHIVANAND BADIGER	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P
25	BISMILLA SAYEDASAB KUNDARAGI	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
26	PALLAVI PATIL	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
27	ABHISHEK RAVI SHIRUR	P	P	P	P	P	P	P	P	A	P	P	A	P	P	P	P

28	SUPRIYA KOLHAR	P	A	P	A	P	P	P	P	P	P	P	P	P	P	A	P
29	SHRISHAIL BENNIMUDDI	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P
30	KAVANA	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P
31	ANUSHA K KUMATGI	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P
32	SUJATHA NAYAKAR	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P
33	SHREYA S JAJU	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P

Attendance of the students who have taken the certificate course on Event Management



B.V.V. SANGHA'S
BASAVESHWAR COMMERCE COLLEGE
 Re-Accredited at 'B⁺⁺' Grade by NAAC
 DEPARTMENT OF MANAGEMENT STUDIES (B.B.A.)
 CERTIFICATE COURSE 2023-24
EVENT MANAGEMENT
 Attendance List
 CLASS: B.B.A. IV SEM

SL.NO	Name of the Student	19/6	20/6	21/6	22/6	23/6	24/6	25/6	26/6	27/6	28/6	29/6	30/6	01/7	02/7	03/7	04/7
1	MUHMADSAKIB MULLA	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P
2	AMIT A DODAMANI	P	P	P	P	A	P	P	P	P	P	A	P	P	P	P	P
3	SHRADDHA SANJEEVKUMAR MANVI	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P
4	PRATHIK HIREMATH	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
5	BHAVANA LAMANI	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P
6	BHAGYASHRI ASHOK CHAVAN	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P
7	LAXMI KALLOLAPPA BHOVIWADDAR	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A
8	MANALI MAHENDRA PALANKAR	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
9	BASAVARAJ KALAKAPPA KAMATAR	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P
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11	RAKSHITA KODABAGI	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
12	VAIBHAV GORAYYANAVAR	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
13	KOLI PRATHAMESH ASHOK	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
14	AKSHAYKUMAR BASAVARAJ KELUR	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
15	SACHIN CHANDRAKANT GALAGALI	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
16	SAHANA GOVINDARAJ ILLURA	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
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19	RAKSHITA GIRIJA	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
20	JAVED LALSAB NADAF	P	P	P	P	P	A	A	A	P	P	P	P	P	P	P	P
21	RANGANATH MALAGOND	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
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25	BISMILLA SAYEDASAB KUNDARAGI	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
26	PALLAVI PATIL	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
27	ABHISHEK RAVI SHIRUR	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A

28	SUPIYA KOLHAR	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
29	SHRISHAIL BENNIMUDDI	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
30	KAVANA	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P
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32	SUJATHA NAYAKAR	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
33	SHREYA S JAJU	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P

Sample answer paper of the certificate course on Event Management

NAME - BHAVANA LAMANI

26
30

B V V Sangha's
BASAVESHWAR COMMERCE COLLEGE, Bagalkot
DEPARTMENT OF MANAGEMENT STUDIES B.B.A
Test on Event Management
Certificate Course

Time: 03:00 pm-03.30 pm
Class: B.B.A. IV Semester

Max. Marks: 15
Date: 01/07/2024

Choose the correct answer

1. An Event can be described as
 - a. A public assembly for the purpose of celebration, education, marketing or reunion
 - b. A Movie making
 - c. A video making
 - d. Attending a large gathering

2. Events can be classified on the basis of their
 - a. Size, type and context
 - b. Location
 - c. Budget
 - d. Chief Guest

3. Who is the creative side of the event design industry?
 - a. Event planner
 - b. Event manager
 - c. Event coordinator
 - d. Event administrator

4. What is the deciding factor for selecting a theme for an event –
 - a. Budget
 - b. Venue
 - c. The Target audience
 - d. Security

5. Which type of event is used to honour and motivate key staff-
 - a. Award ceremonies
 - b. Board meetings
 - c. Product launches
 - d. Annual shareholder meeting



Sample answer paper of the certificate course on Event Management

6. Transportation cost in most cases is function of the _____ of the product -
a. Density
b. Value
 c. Weight
d. Volume

7. Which of the following plays an important role these days for event branding -
a. Community
 b. Social Media
c. Visual styling
d. Return Gift

8. Who ensures that the team sticks to the budget of the event?
 a. Event planner
b. Event Coordinator
c. Event assistant
d. None of the above

9. The information that event proposals should include
a. Description of the Event
b. The proposed event budget
c. Venue and facilities offered
 d. All of the above



10. Most important skill of event industry
a. Organisational skills
b. Management skills
c. Marketing skills
 d. All of these

11. Which department handles seating, directions and refreshments?
a. Venue department
 b. Hospitality department
c. Programme department
d. Equipment department

Sample answer paper of the certificate course on Event Management

12. Which of the following is most popular type of event site used?

- a. Hotel/resort
- b. Convention centre
- c. Banquet hall
- d. Club

13. What are the key elements of event management?

- a. Event infrastructure, target audience, clients, event organizers, venue, media
- b. Guest list, target audience, clients, event organizers, venue, media
- c. Event infrastructure, money, clients, event organizers, venue, media
- d. Event infrastructure, target audience

14. Which of the following is not a type of event impacts

- a. Social impact
- b. Economical impact
- c. Physical impact
- d. Environmental impact

15. Event marketing is

- a. A good
- b. Tangible
- c. A service
- d. A product



Sample answer paper of the certificate course on Event Management

Name - Manali. Palankar

28
30

**B V V Sangha's
BASAVESHWAR COMMERCE COLLEGE, Bagalkot
DEPARTMENT OF MANAGEMENT STUDIES B.B.A
Test on Event Management
Certificate Course**

Time: 03:00 pm-03.30 pm
Class: B.B.A. IV Semester

Max. Marks: 15
Date: 01/07/2024

Choose the correct answer

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Sample answer paper of the certificate course on Event Management

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Sample answer paper of the certificate course on Event Management

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Sample answer paper of the certificate course on Event Management

26
30

Name - Rajeshwar . A

B V V Sangha's
BASAVESHWAR COMMERCE COLLEGE, Bagalkot
DEPARTMENT OF MANAGEMENT STUDIES B.B.A
Test on Event Management
Certificate Course

Time: 03:00 pm-03.30 pm
Class: B.B.A. IV Semester

Max. Marks: 15
Date: 01/07/2024

Choose the correct answer

1. An Event can be described as
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Sample answer paper of the certificate course on Event Management

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- c. A service
- d. A product



Name : Amit A Doddamani
Roll No : 2



B V V Sangha's
BASAVESHWAR COMMERCE COLLEGE, Bagalkot
DEPARTMENT OF MANAGEMENT STUDIES B.B.A
Test on Event Management
Certificate Course

Time: 03:00 pm-03.30 pm
Class: B.B.A. IV Semester

Max. Marks: 15
Date: 01/07/2024

Choose the correct answer

1. An Event can be described as
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 - c. Budget
 - d. Chief Guest

3. Who is the creative side of the event design industry?
 - a. Event planner
 - b. Event manager
 - c. Event coordinator
 - d. Event administrator

4. What is the deciding factor for selecting a theme for an event –
 - a. Budget
 - b. Venue
 - c. The Target audience
 - d. Security

5. Which type of event is used to honour and motivate key staff-
 - a. Award ceremonies
 - b. Board meetings
 - c. Product launches
 - d. Annual shareholder meeting



6. Transportation cost in most cases is function of the _____ of the product -
- a. Density
 - b. Value
 - c. Weight
 - d. Volume
7. Which of the following plays an important role these days for event branding -
- a. Community
 - b. Social Media
 - c. Visual styling
 - d. Return Gift
8. Who ensures that the team sticks to the budget of the event?
- a. Event planner
 - b. Event Coordinator
 - c. Event assistant
 - d. None of the above
9. The information that event proposals should include
- a. Description of the Event
 - b. The proposed event budget
 - c. Venue and facilities offered
 - d. All of the above
10. Most important skill of event industry
- a. Organisational skills
 - b. Management skills
 - c. Marketing skills
 - d. All of these
11. Which department handles seating, directions and refreshments?
- a. Venue department
 - b. Hospitality department
 - c. Programme department
 - d. Equipment department



12. Which of the following is most popular type of event site used?

- a. Hotel/resort
- b. Convention centre
- c. Banquet hall
- d. Club

13. What are the key elements of event management?

- a. Event infrastructure, target audience, clients, event organizers, venue, media
- b. Guest list, target audience, clients, event organizers, venue, media
- c. Event infrastructure, money, clients, event organizers, venue, media
- d. Event infrastructure, target audience

14. Which of the following is not a type of event impacts

- a. Social impact
- b. Economical impact
- c. Physical impact
- d. Environmental impact

15. Event marketing is

- a. A good
- b. Tangible
- c. A service
- d. A product

30
30



26
30

Name : Shruya . S. Jaju
Roll no : 53

B V V Sangha's
BASAVESHWAR COMMERCE COLLEGE, Bagalkot
DEPARTMENT OF MANAGEMENT STUDIES B.B.A
Test on Event Management
Certificate Course

Time: 03:00 pm-03.30 pm
Class: B.B.A. IV Semester

Max. Marks: 15
Date: 01/07/2024

Choose the correct answer

1. An Event can be described as
 - a. A public assembly for the purpose of celebration, education, marketing or reunion
 - b. A Movie making
 - c. A video making
 - d. Attending a large gathering

2. Events can be classified on the basis of their
 - a. Size, type and context
 - b. Location
 - c. Budget
 - d. Chief Guest

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Certificate for certificate course on Event Management



B.V.V. Sangha's
Basaveshwar Commerce College, Bagalkot
Accredited at "B⁺⁺" Grade by NAAC
DEPARTMENT OF MANAGEMENT STUDIES (B.B.A.)



CERTIFICATE OF PARTICIPATION

This is to certify that Mr. /Miss _____ of B.B.A. IV Semester has attended the Certificate Course on "Event Management" conducted by Department of Management Studies (B.B.A.) from 27 May, 2024 to 27 June, 2024 and secured good marks.

Smt. Nandini N. Doddmani
HOD



Dr. M Nanjundaswamy
CO-ORDINATOR

Dr. Jagannath V. Chavan
PRINCIPAL