



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

17VMBEM –EVENT MANAGEMENT – REPORT

Name of the Value Added Course	EVENT MANAGEMENT
Course code	17VMBEM
Course Coordinator	Dr. G.Karthi, Assistant Professor Department of MANAGEMENT SCIENCE (PG)
Date	Starting Date: 09.07.2018 Ending Date: 26.09.2018
Duration of the Course	40 Hours
Total participants Enrolled	70
Successfully Completed	62
Type of Assessment	Theory
Course Outcome	On Completion of this course the students will be able to ✓ Describe basis on various event and qualities of event manager. ✓ Exhibit awareness on event planning, concept development and location planning. ✓ Gain exposure on scheduling, organisation of events and its presentation. ✓ Acquire knowledge on event promotion, media campaign and sponsor management. ✓ Handle the event management and corporate communication effectively.
Outcome Attainment	28 out of 62 Students scored above 60% of Marks

Feedback Question Analysis – Questions Asked

Q. No.	Parameters
Q1	The Course content was in line with my expectations
Q2	General content of the Course
Q3	The Course provided additional knowledge and skill
Q4	Well-designed Practical sessions
Q5	Schedule of the classes and other relevant details have been informed promptly
Q6	Course materials provided were useful
Q7	Provides scope for self-employment and fulfills the industrial needs



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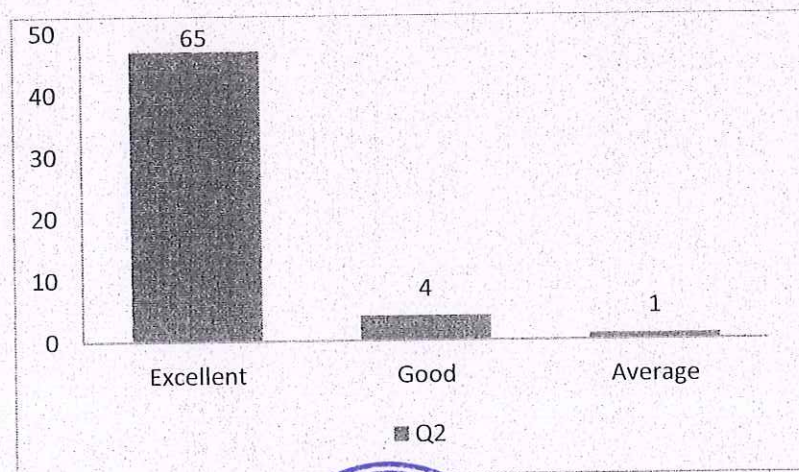
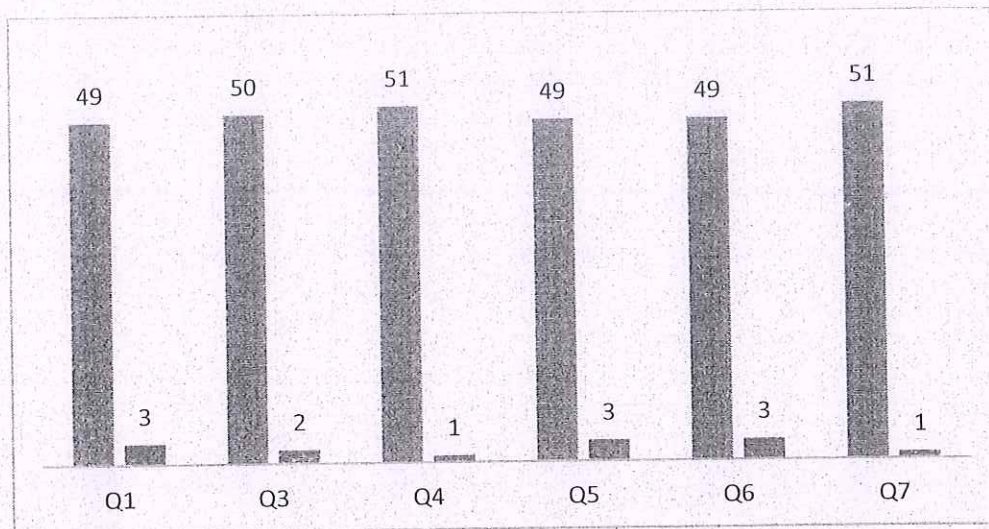


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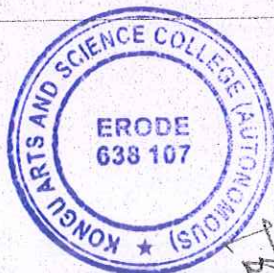
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17VMBEM – EVENT MANAGEMENT – RATINGS





Course Coordinator




HOD/ MBA
HEAD OF THE DEPARTMENT
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Principal
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