



Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)



Requisition Letter

Date: 12.11.2018

From

The HOD,
Department of Mechanical Engineering,
Bharath Institute of Higher Education and Research,
Selaipur, Chennai.

To

The Dean Engineering,
Bharath Institute of Higher Education and Research,
Selaipur, Chennai.

Respected Sir,

Sub: Requisition for conducting Value added course – reg.

Department of Mechanical Engineering has planned to conduct Value added course entitled “Managing and Promoting Sports Events” from 10/12/2018 to 15.12.2018. In this regard we kindly request you to grant permission for the same.

Thanking You

HOD/MECH

Dean Engineering

DEAN (Engineering)
Bharath Institute of Science & Technology
BHARATH INSTITUTE OF HIGHER EDUCATION & RESEARCH
(Declared as Deemed to be University U/S 3 of UGC Act. 1956)
Selaipur, Chennai-600 073.



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Date: 16.11.2018

Department of Mechanical Engineering

Circular

Department of Mechanical Engineering, BIHER is glad to conduct five days value added program entitled "*Managing and Promoting Sports Events*" from 10.12.2018 to 15.12.2018 for 30 hours. Those who are interested to participate do register your name to the program coordinator.

The registered students must attend all the classes without fail. Students who have completed the course successfully with good score will get the course completion certificate from the institute/Department.

Resource person: Mr.S.Thirumavalavan and Mr. R J Golden Renjith Nimal

Maximum no. of registration Allowed – 60.

Program coordinator

Mr.R J Golden Renjith Nimal



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Department of Mechanical Engineering

Managing and Promoting Sports Events

OBJECTIVE:

- The aim of the subject is to provide make the students to understand the Managing and Promoting Sports Events.

CASE STUDY AND PRESENTATION – Promoting national & International Sporting events.
Importance of IMC in promoting Sports Events Successfully., Role of Advertising, PR etc.

MODULE 1

(10Hrs)

[DAY: 1]

INTRODUCTION- Definition, Scope of Event management, Risk & Safety measures.

[DAY: 2]

MANAGING SPORTING EVENTS- Planning, Organizing, Coordinating and Controlling Pre events, During the Events & Post Events issues.

[DAY: 3]

WORLD OF SPORTS EVENT MANAGEMENT- Sponsors, Sports Management Companies, Spectators, Sports personalities, Media etc.

MODULE II

(5 Hrs)

[DAY: 4]

SPORTS MANAGEMENT COMPANIES- Introduction, Role, Scope of Work, Service rendered to the client, Ways of Functioning- Team work, Departments etc.

MODULE III

[DAY: 5]

(10 Hrs)

CAREER OPPORTUNITY IN SPORTS MANAGEMENT COMPANIES

MODULE IV

[DAY: 6]

(5 Hrs)

CASE STUDY AND PRESENTATION – Promoting national & International Sporting events. Importance of IMC in promoting Sports Events Successfully., Role of Advertising, PR etc.

CASE STUDY AND PRESENTATION- Managing Sporting Bodies , Associations-AIFF, IFA, BCCI,CAB, LEADING INDIAN FOOTBALL CLUBS etc.



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Department of Mechanical Engineering
One Week Value added Program on "Managing and promoting Sports Events" 2nd
Dec to 15th Dec 2018

Date	Morning Session (9 AM – 12 PM)	Afternoon Session (1:30 PM – 3:30 PM)
09 – 12 – 2018 (Wednesday)	Program Inauguration Mr.S.Thirumavalavan Definition, Scope of Event management, Risk & Safety measures.	Mr. R J Golden Renjith Nimal Planning, Organizing, Coordinating and Controlling Pre events, During the Events & Post Events issues.
10 – 12 – 2018 (Thursday)	Mr. R J Golden Renjith Nimal Sponsors, Sports Management Companies, Spectators ,Sports personalities, Media etc.	Mr.S.Thirumavalavan Introduction, Role, Scope of Work, Service rendered to the clients, Ways of Functioning- Team work, Departments etc.
11 – 12 – 2018 (Friday)	Mr.S.Thirumavalavan Promoting national & International Sporting events. Importance of IMC in promoting Sports Events Successfully., Role of Advertising, PR etc.	Mr. R J Golden Renjith Nimal Managing Sporting Bodies , Associations- AIFF, IFA, BCCI,CAB, LEANING INDIAN FOOTBALL CLUBS etc.
12 – 12 – 2018 (Saturday)	Mr. R J Golden Renjith Nimal Planning, Organizing, Coordinating and Controlling Pre events, During the Events & Post Events issues.	Mr.S.Thirumavalavan Definition, Scope of Event management, Risk & Safety measures.
14 – 12 – 2018 (Monday)	Mr.S.Thirumavalavan Introduction, Role, Scope of Work, Service rendered to the clients, Ways of Functioning- Team work, Departments etc.	Mr. R J Golden Renjith Nimal Sponsors, Sports Management Companies, Spectators ,Sports personalities, Media etc.
15 – 12 – 2018 (Tuesday)	Mr. R J Golden Renjith Nimal Managing Sporting Bodies , Associations-AIFF, IFA, BCCI,CAB, LEANING INDIAN FOOTBALL CLUBS etc.	Mr.S.Thirumavalavan Promoting national & International Sporting events. Importance of IMC in promoting Sports Events Successfully., Role of Advertising, PR etc. <i>Quiz/ Feedback / valedictory Session</i>

Program Coordinator:

Mr.R J Golden Renjith Nimal

Assistant Professor,

E-Mail:goldenrenjith.mech@bharathuniv.ac.in



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FEEDBACK FORM

- ❖ As part of a continuing improvement process, our college appreciates suggestions and inputs regarding the institution. We request you to sincerely answer these questions under assurance of complete confidentiality. Your interest in making our institution better is greatly appreciated.

Name of Department : Mechanical Engineering

Date : 10.12.2018

Event / Speaker Name : Managing and Promoting Sports

- Please rate the session on the scale indicated. Your comments are most appreciated.

S.NO	Parameters	Below Average	Average	Good	Excellent	Outstanding
1.	The Topic				<input checked="" type="checkbox"/>	
	The choice of topic was relevant to me					<input checked="" type="checkbox"/>
2.	The Lecturer / Speaker					<input checked="" type="checkbox"/>
	Self-confidence				<input checked="" type="checkbox"/>	
	Communication skills					<input checked="" type="checkbox"/>
	Doubts/ queries were answered satisfactorily					<input checked="" type="checkbox"/>
3.	The Content (Topic)					<input checked="" type="checkbox"/>
	Refers to latest developments in the field					<input checked="" type="checkbox"/>
	Career oriented					<input checked="" type="checkbox"/>
	Innovative learning, if any					<input checked="" type="checkbox"/>

- Overall, how would you rate this Guest Lecture / Workshop / Seminar / Event/Value added course?

1. Below Average	2. Average	3. Good	4. Excellent	5. Outstanding
				<input checked="" type="checkbox"/>

- Comments (If any):

Very Informative.



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- ❖ As part of a continuing improvement process, our college appreciates suggestions and inputs regarding the institution. We request you to sincerely answer these questions under assurance of complete confidentiality. Your interest in making our institution better is greatly appreciated.

Name of Department : Mechanical Engineering

Date : 10.12.2016

Event / Speaker Name : Managing and Promoting Sports Events

- Please rate the session on the scale indicated. Your comments are most appreciated.

S.NO	Parameters	Below Average	Average	Good	Excellent	Outstanding
1.	The Topic				✓	
	The choice of topic was relevant to me				✓	
2.	The Lecturer / Speaker				✓	
	Self-confidence					✓
	Communication skills					✓
	Doubts/ queries were answered satisfactorily					✓
3.	The Content (Topic)					✓
	Refers to latest developments in the field				✓	
	Career oriented				✓	
	Innovative learning, if any				✓	

- Overall, how would you rate this Guest Lecture / Workshop / Seminar / Event/Value added course?

1. Below Average	2. Average	3. Good	4. Excellent	5. Outstanding
			✓	

- Comments (If any):

Some type of course Repeat Again.

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

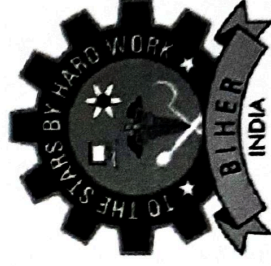
This is to certify presented to :

ANISH A.S.

Has participated in the Value Added Course titled "Managing and Promoting Sports Events" conducted by the School of Mechanical Engineering during the month of December 2018.



VAC CO-ORDINATOR





HOD MECHANICAL



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Attendance sheet

S.No	Name	Register No.	Department
1	AKASH M	U15ME010	Mechanical Engineering
2	AKIRI VENKATESH	U15ME011	Mechanical Engineering
3	AMBATI ADI ESWAR REDDY .	U15ME016	Mechanical Engineering
4	ANISH A S	U15ME018	Mechanical Engineering
5	ARVINDH V	U15ME026	Mechanical Engineering
6	ASHISH PATEL	U15ME027	Mechanical Engineering
7	ASWIN GOPI	U15ME029	Mechanical Engineering
8	BADAGALA RAVITEJA	U15ME035	Mechanical Engineering
9	BALAJI S	U15ME036	Mechanical Engineering
10	BASAVA GANESH REDDY .	U15ME039	Mechanical Engineering
11	BHARATH KUMAR R	U15ME041	Mechanical Engineering
12	PADALA ROHITH GOUD .	U15ME503	Mechanical Engineering
13	RAJAVELU CHERVAI R	U15ME508	Mechanical Engineering
14	SAJJATH C	U15ME521	Mechanical Engineering
15	SRIKRISHNA S	U15ME524	Mechanical Engineering
16	GAMBALI SANTHAN	U15ME060	Mechanical Engineering
17	GOLLAPROLU SRINUVAS	U15ME068	Mechanical Engineering
18	GOLLAVILLI MOHAN KUMAR .	U15ME069	Mechanical Engineering
19	GURAJALA SATISH VARMA .	U15ME070	Mechanical Engineering
20	JOHNSON.J J	U15ME088	Mechanical Engineering
21	KAIPU JAYAPRAKASHREDDY	U15ME089	Mechanical Engineering
22	KARRI YASWANTH SRINIVAS .	U15ME095	Mechanical Engineering
23	KARTHICK V	U15ME096	Mechanical Engineering
24	KORLAM SAI NARASIMHA GOUTHAM	U15ME107	Mechanical Engineering
25	KRISHNAMPETA GIRIDHAR	U15ME108	Mechanical Engineering
26	MANDLA MAHESH	U15ME121	Mechanical Engineering
27	MANIPATRUNI BHARATH KUMAR .	U15ME123	Mechanical Engineering
28	MANISH KUMAR .	U15ME124	Mechanical Engineering
29	MD AFROZ ALAM	U15ME131	Mechanical Engineering
30	MD ANAYATHULLAH AFSAR	U15ME132	Mechanical Engineering
31	NARENDRULA SHASHANK	U15ME157	Mechanical Engineering
32	NARINA PRABHU TEJA .	U15ME159	Mechanical Engineering
33	NAVEEN KUMAR JANGHEL	U15ME160	Mechanical Engineering
34	NAVNISH KUMAR SRIVASTAV	U15ME161	Mechanical Engineering
35	PARIPALLI SWAMY	U15ME170	Mechanical Engineering

36	PARTHIBAN R	U15ME171	Mechanical Engineering
37	PARUPALLI ADITHYA	U15ME172	Mechanical Engineering
38	SATHISH M	U15ME703	Mechanical Engineering
39	RAVI RANJAN KUMAR .	U15ME204	Mechanical Engineering
40	REGI JAMES J	U15ME205	Mechanical Engineering
41	SABEEL BASHA M	U15ME213	Mechanical Engineering
42	SAI PRASAD YANAMANDRA .	U15ME215	Mechanical Engineering
43	SHANKAR A	U15ME231	Mechanical Engineering
44	YETHULA KUMAR RAJA	U15ME273	Mechanical Engineering
45	YOGARAJ R	U15ME274	Mechanical Engineering
46	ZAMEERUL HAQUE	U15ME275	Mechanical Engineering
47	NAVEEN KUMAR MORLA	U15ME276	Mechanical Engineering
48	BADAVATH NAKUL	U15ME277	Mechanical Engineering
49	ABHISHEK KUMAR .	U15ME278	Mechanical Engineering
50	SYED IMRAN BASHA .	U15ME279	Mechanical Engineering
51	ANANDA RAO D	U15ME280	Mechanical Engineering
52	DEENESH KUMAR CHHETRI	U15ME303	Mechanical Engineering
53	SATHIYASEELAN S	U16MT007	Mechatronics Engineering
54	RAKESH P	U16MT008	Mechatronics Engineering
55	ABDUL FAHEEM S	U16MT009	Mechatronics Engineering
56	ANJERI BALU	U16AM021	Automobile Engineering
57	JONATHAN LEVI WILLIAMS S	U16AM022	Automobile Engineering



Bharath Institute of Higher Education and Research

[Declared Under Section 3 of UGC Act, 1956]

Chennai – 600 073

7

INTERNAL QUALITY ASSURANCE CELL (IQAC) DOCUMENTS SUBMISSION FORM

Date of Submission	14/1/2019
Type of Documents	Value Added Course Program Report
Description	Behavioural Economics
Enclosures	a) Resolution Letter
	b) Circular
	c) Curriculum
	d) Schedule
	e) Attendance Sheet
	f) Feedback Form
	g) Certificate
	h) Image
No. of Pages	13
Submitted By	Name : Mr. R. Hariharan
	Designation : Asst Professor
	Department : Mechanical
	Signature : [Signature]

For Office Use Only

Verified By:	Dr. N. S. SENTHILAR	Sign: [Signature]	Date: 20.1.2019
Uploaded By:		Sign:	Date:
File Name:			

IQAC - BIHER