

Syllabus for the trade
Of
Event Management Assistant

(SEMESTER PATTERN)
UNDER
CRAFTSMAN TRAINING SCHEME

Designed in: 2013

By
Government of India
CENTRAL STAFF TRAINING AND RESEARCH INSTITUTE
Directorate General of Employment & Training
Ministry of Labour & Employment
EN - 81, SECTOR – V, SALT LAKE CITY
Kolkata – 700 091

List of members of the trade committee meeting for the trade of Event Management Assistant under CTS held on 12th December'2011 at Central Staff Training & Research Institute (CSTARI), Kolkata.

Sl. No.	Name & Designation Shri/Smt.	Representing Organisation	Remarks
1.	S.J.Amalan, Director	CSTARI, EN-81, Salt Lake, Kolkata-91	Chairman
2.	Rabin Debnath, Asstt. Director of Industrial Trg.	DTE. Of Indl. Trg., TE&T Dept., Govt. of West Bengal.	Member
3.	Sougata Saha, Director	Comtel Electronics (P) Ltd. Salt Lake, Kolkata.	Member
4.	Pijush Chatterjee, Manager	Hotel Kamala Residency, New Digha. Paschim Midnapore	Member
5.	M.C.Sharma, JDT.	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
6.	Dibyendu Paul, MD & CEO	PTIMA, BE-54, Salt Lake City, Sector-I, Kolkata-700 064	Member
7.	Dr. Ayan Dasgupta, Medical Practitioner	Dunlop, Kolkata-108.	Member
8.	Nisith Ranjan Seal, Director	Soft Tek, AB-19, Deshbandhu Nagar, Kolkata-59.	Member
9.	Dr. Amarendu Mondal, Director	PTIMA, BE-54, Salt Lake City, Sector-I, Kolkata-700 064	Member
10.	Swami Nath Prasad, Director	Dream Merchant Privet Limited, Kolkata.	Member
11.	Kshetra Mohan Ghosh, Instructor	ITI, Howrah Homes, West Bengal.	Member
12.	Muktanand, Trg. Officer	RDAT (ER), Kolkata-64.	Member
13.	Gautam Sardar, Director	National Institute of Hotel Management, Kolkata.	Member
14.	Mrs. Mousami Panigrahi, Manager	SAPTAK Tour & Travels, Kolkata.	Member
15.	Ganesh Sen, Manager	Sunita Tourist & Travels, Andaman & Nicobar Island, Kolkata.	Member
16.	Pranabesh Maity, Officer	Life Insurance corporation of India, Kolkata.	Member
17.	Soma Das (Talukdar)	RVTI (W), Kolkata	member
18.	A.K.Mandal, ADT	ATI, Kolkata	Member
19.	L.K.Mukherjee, DDT	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
20.	S.B.Sardar, ADT	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
21.	Nirmalya Nath, ADT	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
22.	Sipra Das, ADT	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
23.	R.N.Manna, T.O.	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
24.	Hemant Kujur, D/Man	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
25.	Pradip Biswas, D/Man	CSTARI, EN-81, Salt Lake, Kolkata-91	Member

List of members attended the Workshop to finalize the syllabi of existing CTS into Semester Pattern held from 6th to 10th May'2013 at CSTARI, Kolkata.

Sl. No.	Name & Designation	Organisation	Remarks
1.	R.N. Bandyopadhyaya, Director	CSTARI, Kolkata-91	Chairman
2.	K. L. Kuli, Joint Director of Training	CSTARI, Kolkata-91	Member
3.	K. Srinivasa Rao, Joint Director of Training	CSTARI, Kolkata-91	Member
4.	L.K. Mukherjee, Deputy Director of Training	CSTARI, Kolkata-91	Member
5.	Ashoke Rarhi, Deputy Director of Training	ATI-EPI, Dehradun	Member
6.	N. Nath, Assistant Director of Training	CSTARI, Kolkata-91	Member
7.	S. Srinivasu, Assistant Director of Training	ATI-EPI, Hyderabad-13	Member
8.	Sharanappa, Assistant Director of Training	ATI-EPI, Hyderabad-13	Member
9.	Ramakrishne Gowda, Assistant Director of Training	FTI, Bangalore	Member
10.	Goutam Das Modak, Assistant Director of Trg./Principal	RVTI, Kolkata-91	Member
11.	Venketesh. Ch. , Principal	Govt. ITI, Dollygunj, Andaman & Nicobar Island	Member
12.	A.K. Ghate, Training Officer	ATI, Mumbai	Member
13.	V.B. Zumbre, Training Officer	ATI, Mumbai	Member
14.	P.M. Radhakrishna pillai, Training Officer	CTI, Chennai-32	Member
15.	A.Jayaraman, Training officer	CTI Chennai-32,	Member
16.	S. Bandyopadhyay, Training Officer	ATI, Kanpur	Member
17.	Suriya Kumari .K , Training Officer	RVTI, Kolkata-91	Member
18.	R.K. Bhattacharyya, Training Officer	RVTI, Trivandrum	Member
19.	Vijay Kumar, Training Officer	ATI, Ludhiana	Member
20.	Anil Kumar, Training Officer	ATI, Ludhiana	Member
21.	Sunil M.K. Training Officer	ATI, Kolkata	Member
22.	Devender, Training Officer	ATI, Kolkata	Member
23.	R. N. Manna, Training Officer	CSTARI, Kolkata-91	Member
24.	Mrs. S. Das, Training Officer	CSTARI, Kolkata-91	Member
25.	Jyoti Balwani, Training Officer	RVTI, Kolkata-91	Member
26.	Pragna H. Ravat, Training Officer	RVTI, Kolkata-91	Member
27.	Sarbojit Neogi, Vocational Instructor	RVTI, Kolkata-91	Member
28.	Nilotpal Saha, Vocational Instructor	I.T.I., Berhampore, Murshidabad, (W.B.)	Member
29.	Vijay Kumar, Data Entry Operator	RVTI, Kolkata-91	Member

GENERAL INFORMATION

1. **Name of the Trade** : EVENT MANAGEMENT ASSISTANT
2. **N.C.O. Code No.** :
3. **Duration** : 06 Months (1 Semester)
4. **Power Norms** : 4 Kw
5. **Space Norms** : 56 Sq. mt.
6. **Entry Qualification** : Passed 10th Class Examination
7. **Unit Size (No, of students)** : 16
8. **Instructor's/Trainer's Qualification** : BBA from recognised university with one year experience in the relevant field.
OR
PGDBA/PGDM with One year experience in the relevant field.
OR
NAC/NTC in the trade of Event Management Assistant with three years experience in the relevant field.
9. **Desirable Qualification** : Preference will be given to a Craft Instructor's Certificate (CIC)

Note: At least one Instructor must have degree in relevant field.

Syllabus For The Trade Of Event Management Assistant Under C.T.S
DURATION:- Six Months

First Semester

Semster Code: EMA: SEM I

Week No	Trade Practical	Trade Theory
01	Safety and fire fighting practice	<p>Introduction : Objective and scope of the course and its employment opportunity focusing to the national and global scenario</p> <ul style="list-style-type: none"> ➤ Concept of Event Management: (Mission and Vision) ➤ Awareness of Cross cultural activities of region/state/ country/abroad <p>Organisational structure and Protocol</p> <p>Safety and occupational health:</p> <ul style="list-style-type: none"> ➤ Cramped room and ill-light working environment damage the eye sight and develop stress symptoms. ➤ Proper sitting posture. ➤ Proper lifting of posture of heavy monitor, computer, printer and other office machineries may cause back pain. ➤ When direct physical telephone line is used for internet connection make sure it is being detached whenever there is thundering. <p>Environment:</p> <ul style="list-style-type: none"> ➤ Pollution of environment due to e-waste like junk key board, components of computer and other office machineries ➤ Waste recovery facility through inter industry exchange.
02-09	Familiarization with computer and its accessories.	Working principle of computer, Laser Printer.

<p>COMPUTER OPERATIONAL SKILLS Demonstration and identification of different input output devices – CPU, Keyboard, Monitor, Interconnecting Cords, Hard disk, External HD, CD ROMs, DVD writer etc. Key Boarding Skills.</p> <ul style="list-style-type: none"> • Operating system software <ul style="list-style-type: none"> • Windows • Basics • Accessories • File Manager and Program Manager • Utility Software <p>Introduction to linux O.S.</p> <p><u>DEMONSTRATION PRACTICE ON MS OFFICE:</u></p> <p>WORD PROCESSING (MS WORD) : Creating, Saving,quitting, Opening Document, Moving Around Document, Manipulating Windows using tool bar, Editing Text – Insert, delete, move, copy, paste , Finding, replacing text, spell check, grammar check etc. Creating modifying Tables and doing calculation, creating a formation of charts and graphs etc. Creating and printing merged documents using mail merge.</p> <p>WORKSHEET (MS EXCEL): Elements of worksheets, application of electronic worksheet and entering data in Worksheet, Saving and Quitting, Opening and Moving around worksheet, Formating cells, and Data copying, printing, editing and entering formula.</p> <p>DATA BASE (MS ACCESS:) Data-based Management system – Microsoft Access Interface, Title Bar, Menu Bar, Tables, Query, Forms, Reports , Opening a form, report, Printing and closing etc.</p>	<p>Word Processing</p> <ul style="list-style-type: none"> • Introduction to Word Processing • Editing a Document • Move and Copy Text and Help System • Formatting Text and Paragraph • Finding and Replacing Text and Spell Checking • Using Tabs • Enhancing Document • Columns, Tables and Other Features • Using Graphics, Templates and Wizards • Using Mail Merge • Miscellaneous features of Word <p>Spread Sheet</p> <ul style="list-style-type: none"> • Introduction to Spreadsheet • Creating Worksheets & feeding data Using functions • Editing Cells and Using commands and functions • Moving and Copying, Inserting and Deleting Rows and Columns • Formatting a Worksheet • Opening, Saving and Printing a
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10-11	<p>Presentation</p> <ul style="list-style-type: none"> • Creating Presentations using AutoContent Wizard, Template & Blank Presentation • Working with Master’s Slide, Title handout and Notes • Viewing a Presentation <p>INTERNET OPERATIONAL SKILL</p> <p>Networking concept, LAN WAN, Services on Internet – Websites(www) e-Mails, Voice Mails, Browser and search engines. Searching, Downloading, Printing, Saving portion of webpage. E-Mail addressing, Inbox, outbox viewing, sending and saving mails. Sending same mails to various users(multi-address) sending attachment and enclosures.</p>	<p>Worksheet</p> <ul style="list-style-type: none"> • Working with Charts <p><u>MS Power Point</u></p> <p>Preparation of a presentation containing own profile</p> <p>Net working and Internet Communication Concept.</p>
<u>Customer Relationship Management(CRM) Training</u>		
12-13	<p>CUSTOMER’S CARE SKILLS</p> <p>Communicating clearly with smile , avoiding jargon and slang, greeting early asking permission to hold respecting customer on hold, explaining transferring, offering service, building relationship by personal preference. (Using Microteaching and video recording and Role play).</p> <p>Communication over Telephone for reminders/follow up of the event with Internal and external customer, Receiving & Dealing telephone calls. Delighting and Holding Customer.</p>	<p>CUSTOMER’S CARE SKILLS :</p> <p>Introduction and objectives True value of customer care</p> <p>Working principle of EPBAX and various telephone customer services.</p>
14	<p>CROSS OCCUPATIONAL SKILLS :</p> <p>Dealing with enquiries, complaint , problem solving, listening to the problem, expressing concern, apologising, committing to help, clarifying the details summarising and confirming providing total solution</p>	<p>CROSS OCCUPATIONAL SKILLS</p> <p>Individual and group behaviour for</p> <ul style="list-style-type: none"> ➤ Organising and implementing, ➤ Communication and co-operation ➤ Application of mental Technique and learning

	<p>checking satisfaction and offering more. FOCUSING ON RESULT : Achieving target, getting it right first time committing to improve.</p>	<p>methods</p> <ul style="list-style-type: none"> ➤ Independency and Responsibility feeling ➤ Stress Bearing
15	<p>CONFLICT MANAGEMENT (HANDLING UPSET CUSTOMER) Listening sympathetically, apologising, taking responsibility now, controlling emotions etc. MANAGING ANGER AND ABUSE : Listening positively, reducing anger by apologizing, Not taking personally, staying calm, be responsive etc.</p>	<p>CONFLICT MANAGEMENT (HANDLING UPSET CUSTOMER) Introduction to conflict management. Frustration, efficiency and counselling.</p>
16	<p>TIME MANAGEMENT : Maintaining patience, responding and moving on, asking questions and offering help, summarizing, interrupting politely, using by name, meeting dead lines & target within time frame.</p>	<p>TIME MANAGEMENT : Introduction to planning, allocation and setting goals.</p>
17	<p>STRESS MANAGEMENT : Staying positive and calm, keeping motivated, maintaining professionalism, contributing to the team and organisation, Various stress relieving technique.</p>	<p>STRESS MANAGEMENT : Introduction to stress management. Different techniques to control stress.</p>
18 - 19	<p>LISTENING COMPREHENSION AND PUBLIC SPEAKING : Developing speaking Proficiency in English/ Hindi/Regional Language, Written and non-verbal communication practice.</p>	<p>Learn English Written</p>
20	<p>Surveying and Marketing Skill :</p> <ul style="list-style-type: none"> ➤ Surveying and marketing skill for the particular event ➤ Media coverage ➤ Motivational skill ➤ Customer requirement analysis skill ➤ Telemarketing skill ➤ Registration 	<p>Surveying and Marketing</p>

21	<p>Planning, Scheduling and Organising</p> <ul style="list-style-type: none"> ➤ Arrangement of infra structure and facilities Venue, Material , Transport facilities , P A system , decoration, tenting, Furniture, fooding, Fire fighting requirement, First aid , electrical safety , refreshment and recreation, General amenities , Legal formalities & Permission from competent authority , Cost estimation. 	Planning , Scheduling and Organising
22	<p>Team Building & Work Distribution :</p> <ul style="list-style-type: none"> ➤ Distribution of work and responsibilities ➤ Supervising skill ➤ Managing the unwarranted_ incidents ➤ Security arrangement 	Team building & Work Distribution
23	<p>Conduction of the Event :</p> <ul style="list-style-type: none"> ➤ Communication and handling skill ➤ Reception ➤ Maintaining the infra structure and facilities ➤ Systematic supervision to ensure proper distribution and discharge of duties ➤ fire fighting skill ➤ putting things back to the place 	Conduction of the Event (Case studies)
24	<p>Feed back and Evaluation :</p> <ul style="list-style-type: none"> ➤ Communication Processing skill ➤ Gathering the all relevant information ➤ Analysing the existing discrepancies ➤ Adopting the means to plug it ➤ Improvement of overall efficiency for the next event. ➤ Documentation & Record keeping. 	
25	Revision	
26	Examination	

TRADE: EVENT MANAGEMENT ASSISTANT
LIST OF TOOLS & EQUIPMENT
A. TRAINEES TOOL KIT

Sl No	Name of the Items	Quantity
1	File server for LAN Xeon Latest 64 bit processor or Higher with PCI Express Video Card 4GB VRAM,8 GB RAM, 22" TFT Keyboard, Mouse, DVD OR BLU-RAY WRITER with latest license of OS - Server Edition Internet, <u>Antivirus - Server Edition</u> & UPS for Power Back up.	1No
2	Personal Computer : Latest configuration 8 GB RAM 1 Terabyte HDD 22" TFT Monitor DVD OR BLURAY WRITER KEYBOARD/INTERNET USB Optical Mouse/Cordless mouse, Cordless/USB Keyboard with latest license of OS - Professional/Ulimate Edition	8 Nos
3	Laser Printer	1 No
4	19 Port Hub	1 No
5	UPS 1KVA for server	1 No
6	UPS 0.5 VA for work stations	8 Nos
7	LCD Projector	1 No
8	ISDN INTERNET CONNECTION with accessories	1 No
9	29" LCD Colour T V	1 No
10	Digital Camera with computer and LCD TV compatible	1 No
11	Various pre-recorded CD	As required
12	White Magnetic Board	1 No
13	Room A.C. 1.5 ton capacity	2 Nos
14	Castor wheel chair for trainees	16 Nos
15	Instructors table	1 Nos
16	Instructors chair	1 No
17	Fire extinguisher	4 Nos