

# Syllabus

For the trade of

Event management ASSISTANT

Under CTS

2002

Designed by

**Government of India**

**Ministry of Labour (D.G.E.&T.)**

**CENTRAL STAFF TRAINING AND RESEARCH INSTITUTE**

**EN – Block, Sector – V, Salt Lake,**

**Kolkata-700091.**

**List of the Trade Committee Members approved the syllabus for the  
Trade of “Event Management Assistant” under CTS**

**S/Shri**

1.	H. Somasundaram, Director	C.S.T.A.R.I., Kolkata	Chairman
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9.	G Giri, ADT	-do-	Member
10.	M.S.Ekambaram, ADT	-do-	Member
11.	Ashis Chakraborty, T.O.	-do-	Member

## GENERAL INFORMATION

- |                                   |   |   |
|-----------------------------------|---|---|
| 1. Name of the Trade              | : | EVENT MANAGEMENT ASSISTANT  |
| 2. N.C.O. Code No.                | : |   |
| 3. Duration of Craftsmen Training | : | 06 Months   |
| 4. Entry Qualification            | : | Passed 10+2 Class Examination under 10+2 System of Education or its equivalent.( with English as subject) |
| 5. Unit Strength                  | : | 16 trainees   |
| 6. Space for Workshop             | : | 3.5 Sq m per trainee  |

**SYLLABUS FOR THE TRADE OF “EVENT MANAGEMENT ASSISTANT”  
UNDER CTS**

**PERIOD OF TRAINING: 06 MONTHS**

Week Nos.	Trade Practical	Trade Theory
01	<b>Safety and fire fighting practice</b>	<p><b>Introduction</b> : Objective and scope of the course and its employment opportunity focusing to the national and global scenario</p> <ul style="list-style-type: none"> <li>➤ Concept of Event Management: (Mission and Vision)</li> <li>➤ Awareness of Cross cultural activities of region/state/ country/abroad</li> <li>➤ Organisational structure and Protocol</li> </ul>
02-09	<p><b>COMPUTER OPERATIONAL SKILLS</b> Demonstration and identification of different input output devices – CPU, VDU, Keyboard, Interconnecting Cords, Hard disk, floppy disk, CD ROMs etc. Key Boarding Skills.</p> <p><b>Demonstration on Window O.S.</b> Booting practice, Use of task bar, start button, title bar, mouse menu and window’s help, using My Computer and Recycle bin etc.</p> <p>Opening and closing different windows, creating and renaming files and folder</p> <p>Hands on practice of basic files, <b>Directory manipulation commands</b> – COPY, EDIT, DEL, TYPE, MD, RD, CD, RENAME, MOVE, etc</p> <p><b>Introduction to linux O.S.</b></p>	<p><b>Working principle of computer, Laser Printer, DOT Matrix and INK JET Printer.</b></p>

	<p><b><u>DEMONSTRATION PRACTICE ON MS OFFICE:</u></b></p> <p><b>WORD PROCESSING ( MS WORD) :</b>          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><b>WORKSHEET (MS EXCEL):</b>          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><b>DATA BASE (MS ACCESS:)</b>          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><b>10-11</b></p>	<p><b>INTERNET OPERATIONAL SKILL</b>          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. Web Page Transaction.</p>	<p><b>Net working and Internet Communication Concept.</b></p>

<b>Customer Relationship <u>Management</u>(CRM) Training</b>	
<b>12-19</b>	<p><b>CUSTOMER’S CARE SKILLS</b>  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><b>CUSTOMER’S CARE SKILLS :</b></p>
	<p><b>CROSS OCCUPATIONAL SKILLS :</b>  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 checking satisfaction and offering more.  <b>FOCUSING ON RESULT :</b>  Achieving target, getting it right first time committing to improve.</p>
	<p><b>CROSS OCCUPATIONAL SKILLS</b>  Individual and group behaviour for  ➤ Organising and implementing,  ➤ Communication and co-operation  ➤ Application of mental Technique and learning methods  ➤ Independency and Responsibility feeling  ➤ Stress Bearing</p>
	<p><b>CONFLICT MANAGEMENT (HANDLING UPSET CUSTOMER)</b>  Listening sympathetically, apologising, taking responsibility now, controlling emotions etc.  <b>MANAGING ANGER AND ABUSE :</b>  Listening positively, reducing anger by apologizing, Not taking personally, staying calm, be responsive etc.</p>
	<p><b>CONFLICT MANAGEMENT (HANDLING UPSET CUSTOMER)</b></p>
	<p><b>TIME MANAGEMENT :</b>  Maintaining patience, responding and moving on, asking questions and offering help, summarizing, interrupting politely, using by name, meeting dead lines &amp; target within time frame.</p>
	<p><b>TIME MANAGEMENT :</b></p>
	<p><b>STRESS MANAGEMENT :</b>  Staying positive and calm, keeping motivated, maintaining professionalism, contributing to the team and organisation, Various stress relieving technique.</p>
	<p><b>STRESS MANAGEMENT :</b></p>

	<p><b>TELE COMMUNICATION SKILLS</b></p> <p>Communication over Telephone for reminders/follow up of the event with Internal and external customer, Receiving &amp; Dealing telephone calls. Delighting and Holding Customer</p>	<p><b>Working principle of EPBAX and various telephone customer services</b></p>
	<p><b>LISTENING COMPREHENSION AND PUBLIC SPEAKING :</b></p> <p>Developing speaking Proficiency in English/ Hindi/Regional Language,</p>	
<b>20</b>	Written and non-verbal communication practice.	
<b>21-24</b>	<b>EVENT MANAGEMENT</b>	
	<p><b>Surveying and Marketing Skill :</b></p> <ul style="list-style-type: none"> <li>➤ Surveying and marketing skill for the particular event</li> <li>➤ Media coverage</li> <li>➤ Motivational skill</li> <li>➤ Customer requirement analysis skill</li> <li>➤ Telemarketing skill</li> <li>➤ Registration</li> </ul>	<p><b>Surveying and Marketing</b></p>
	<p><b>Planning, Scheduling and Organising</b></p> <ul style="list-style-type: none"> <li>➤ 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 &amp; Permission from competent authority , Cost estimation.</li> </ul>	<p><b>Planning , Scheduling and Organising</b></p>
	<p><b>Team Building &amp; Work Distribution :</b></p> <ul style="list-style-type: none"> <li>➤ Distribution of work and responsibilities</li> <li>➤ Supervising skill</li> <li>➤ Managing the unwarranted_ incidents</li> <li>➤ Security arrangement</li> </ul>	<p><b>Team building &amp; Work Distribution</b></p>

	<p><b>Conduction of the Event :</b></p> <ul style="list-style-type: none"> <li>➤ Communication and handling skill</li> <li>➤ Reception</li> <li>➤ Maintaining the infra structure and facilities</li> <li>➤ Systematic supervision to ensure proper distribution and discharge of duties</li> <li>➤ fire fighting skill</li> <li>➤ putting things back to the place</li> </ul>	<p><b>Conduction of the Event</b> (Case studies)</p>
	<p><b>Feed back and Evaluation :</b></p> <ul style="list-style-type: none"> <li>➤ Communication Processing skill</li> <li>➤ Gathering the all relevant information</li> <li>➤ Analysing the existing discrepancies</li> <li>➤ Adopting the means to plug it</li> <li>➤ Improvement of overall efficiency for the next event.</li> <li>➤ Documentation &amp; Record keeping.</li> </ul>	
25-26	Exposure to multi events through Industrial Orientation	



**List of Equipment and Machineries for the Trade of “Event Management Assistant” ( For a batch of 16 Trainees)**

<b>Sl.</b>	<b>Item</b>	<b>Quantity</b>
1	<b><u>Server Computer Loaded with N/W O.S</u></b> Processor:- Pentium-4, 1.6 GHz or Higher DR RAM :- 256 MB, HDD 40 GB, FDD:- 1.44MB, 52 X CD ROM Drive, 15”SVGA colour Monitor with 32 MB graphic adaptor, 104 KB, 10/100BPS Ethernet Card, Sound Card (Speaker & Microphone) Modem 56 KBPS	1
2	<b><u>Workstation</u></b>	1
3	Processor:- Pentium-4, 1.6GHz or Higher. SD RAM :- 128 MB, HDD:-20 GB, FDD - 1.44MB, SVGA Monitor 104KB, 10/100BPS Ethernet Card	8
4	Laser Printer	1
5	16 Port Hub	1
6	UPS 1KVA for server	1
7	UPS 0.5 VA for work stations	8
8	Dot matrix Pinter	1
9	Multimedia projector	1
10	Colour Inkjet Printer	1
11	M.S.Office XP or latest (Academic version)	1
12	Antivirus Software,	1
13	ISDN INTERNET CONNECTION with accessories	1
14	Over head projector	1
15	24” Colour T V	1
16	Digital Camera with computer compatible	1
17	VCD/DVD Player	1
18	Various pre-recorded Cassettes on CRM	1(One for each topic)
19	White Magnetic Board	1
20	FAX Machine	1
21	Intercom Demonstrator	1
22	Fire extinguisher	one each type
23	OHP Screen	1
24	CD writer	1
25	Room A.C. 1.5 ton capacity	4
26	Castor wheel chair for trainees	16
27	Instructors table (Sun mica table)	1
28	Sun mica top table for equipment with drawer facilities to fit as per workshop layout.	11
29	Instructors chair	1

