

**MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION,  
MUMBAI**

1	<b>Name of Course</b>	<b>Certificate Course in Event Management Assistant</b>	
2	<b>Max no. of Students</b>	25	<b>Course Code - 415109</b>
3	<b>Duration</b>	6 month	
4	<b>Course Type</b>	Full Time	
5	<b>No. of Days per week</b>	6 days	
6	<b>No. of hours per day</b>	7 Hrs	
7	<b>Space require</b>	Theory Class Room – 200 sqft Practical Lab – 1000 sqft Total – 1200 sqft	
8	<b>Entry qualification</b>	S.S.C. Pass	
9	<b>Objective of syllabus</b>	To work as assistant to Event manager for event mangagement of Surveying and Marketing, Planning , Scheduling and Organising, Team building & Work Distribution of various occasion events	
10	<b>Employment opportunities</b>	Assistant to Event Manager	
11	<b>Teachers Qualification</b>	Diploma in Business Management or Diploma in Business Administration and 1 year Experience	

**12] Teaching Scheme – Training System for 6 Month**

**Training System per Week**

Theory	Practical	Total
12 Hours	30 Hours	42 Hours

**13] Examination Scheme –**

Sr	Paper code	Name of Subject	TH/PR	Hours	Max. Marks	Min Marks
1	<b>41510911</b>	Event Management Theory	Theory – I	3 Hrs	100	35
2	<b>41510921</b>	Basic Information Technology	Practical - I	3 Hrs	100	50
3	<b>41510922</b>	Event Management	Practical - II	6 Hrs	200	100
		Total			<b>400</b>	<b>185</b>

## Event Management Theory

<b>Theory - I Event Management Theory</b>	<b>Practical - II Event Management</b>
<b>Safety and fire fighting practice</b>	<b>Introduction :</b> Objective and scope of the course and its employment opportunity focusing to the national and global scenario __Concept of Event Management: (Mission and Vision) __Awareness of Cross cultural activities of region/state/ country/abroad __Organisational structure and Protocol
<b>Customer Relationship Management(CRM) Training</b>	
<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)	<b>CUSTOMER'S CARE SKILLS :</b>
<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>CROSS OCCUPATIONAL SKILLS</b> Individual and group behaviour for <ul style="list-style-type: none"> <li>• Organising and implementing,</li> <li>• Communication and cooperation</li> <li>• Application of mental</li> <li>• Technique and learning</li> <li>• methods</li> <li>• Independency and</li> <li>• Responsibility feeling</li> <li>• Stress Bearing</li> </ul>
<b>FOCUSING ON RESULT :</b> Achieving target, getting it right first time committing to improve.	<b>CONFLICT MANAGEMENT (HANDLING UPSET CUSTOMER)</b>
<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.	<b>TIME MANAGEMENT :</b>
<b>STRESS MANAGEMENT :</b> Staying positive and calm, keeping motivated, maintaining professionalism, contributing to the team and organisation, Various stress relieving technique.	<b>STRESS MANAGEMENT :</b>

<b>TELE COMMUNICATION SKILLS</b> Communication over Telephone for reminders/follow up of the event with Internal and external customer, Receiving & Dealing telephone calls. Delighting and Holding Customer	<b>Working principle of EPBAX and various telephone customer services</b>
<b>LISTENING COMPREHENSION AND PUBLIC SPEAKING :</b> Developing speaking Proficiency in English/ Hindi/Regional Language,	
Written and non-verbal communication practice.	
<b>EVENT MANAGEMENT</b>	
<b>Surveying and Marketing Skill :</b> <ul style="list-style-type: none"> <li>• Surveying and marketing skill</li> <li>• for the particular event</li> <li>• Media coverage</li> <li>• Motivational skill</li> <li>• Customer requirement analysis</li> <li>• skill</li> <li>• Telemarketing skill</li> <li>• Registration</li> </ul>	<b>Surveying and Marketing</b>
<b>Planning, Scheduling and Organising</b> —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 , 1. Cost estimation.	<b>Planning , Scheduling and Organising</b>
<b>Team Building &amp; Work Distribution :</b> <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>	<b>Team building &amp; Work Distribution</b>
<b>Conduction of the Event :</b> <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>	<b>Conduction of the Event</b> (Case studies)

<b>Feed back and Evaluation :</b> <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</li> <li>• keeping.</li> </ul>	
Exposure to multi events through Industrial Orientation	

### Practical - I - Basic Information Technology

<b>A] Computer Fundamental</b>	
<b>1] Fundamentals Of Computer</b>  Introduction  Components of PC  The system Unit  Front part of system Unit  Back part of system Unit  CPU  Memory of computer  Monitor  Mouse, Keyboard Disk, Printer, Scanner, Modem,  Video, Sound cards, Speakers	<b>List of Practical</b>  1. Working with Windows 2000 desktop ,start icon, taskbar, Recycle Bin, My Computer icon ,The Recycle Bin and deleted files Creating shortcuts on the desktop  2. The Windows 2000 accessories, WordPad – editing an existing document, Use of Paint – drawing tools  The Calculator, Clock  3. The Windows Explorer window, concept of drives, folders and files? Folder selection techniques, Switching drives, Folder creation, Moving or copying files, Renaming, Deleting files ,and folders  4. Printing, Installing a printer driver, Setting up a printer, Default and installed printers, Controlling print queues, Viewing installed fonts, The clipboard and ‘drag and drop’, Basic clipboard concepts  Linking vs. embedding,
<b>2] Introduction To Windows 2000/Xp</b>  Working with window Desktop  Components of window Menu bar option  Starting window Getting familiar with desktop	5. Moving through a Word document menu bar and drop down menus toolbars  6. Entering text into a Word 2000 document, selection techniques Deleting text  7. Font formatting keyboard shortcuts

<p>Moving from one window to another</p> <p>Reverting windows to its previous size</p> <p>Opening task bar buttons into a windows</p> <p>Creating shortcut of program</p> <p>Quitting windows</p>	<p>8. Paragraph formatting Bullets and numbering</p> <p>9. Page formatting What is page formatting? Page margins Page size and orientation Page breaks, Headers and footers</p> <p>10. Introducing tables and columns</p>
<p><b>3] GUI Based Editing, Spreadsheets, Tables &amp; Presentation</b></p> <p>Application Using MS Office 2000 &amp; Open Office.Org Menus Opening, menus, Toolbars, standard toolbars, formatting toolbars &amp; closing Quitting Document , Editing &amp; designing your document Spreadsheets</p> <p>Working &amp; Manipulating data with Excel</p> <p>Changing the layout Working with simple graphs</p> <p>Presentation Working With PowerPoint and Presentation</p>	<p>11. Printing within Word 2000 Print setup Printing options Print preview</p> <p>12. Development of application using mail merge</p> <p>Mail merging addresses for envelopes Printing an addressed envelope and letter</p> <p>13. Creating and using macros in a document</p> <p>14. Creating and opening workbooks Entering data</p> <p>15. Navigating in the worksheet Selecting items within Excel 2000 Inserting and deleting cells, rows and column Moving between worksheets, saving worksheet, workbook</p>
<p><b>4] Introduction To Internet</b></p> <p>What is Internet</p> <p>Equipment Required for Internet connection</p> <p>Sending &amp;receiving Emails</p> <p>Browsing the WWW</p> <p>Creating own Email Account</p> <p>Internet chatting</p>	<p>16. Formatting and customizing data</p> <p>17. Formulas, functions and named ranges</p> <p>18. Creating, manipulating &amp; changing the chart type</p> <p>19. Printing, Page setup, Margins</p> <p>Sheet printing options, Printing a worksheet</p> <p>20. * Preparing presentations with Microsoft Power Point. Slides and presentations, Opening an existing presentation , Saving a presentation</p>
<p><b>5] Usage of Computer System in various Domains</b></p> <p>Computer application in Offices, books publication data analysis ,accounting , investment, inventory control, graphics, database management, Instrumentation, Airline and railway ticket reservation, robotics, artificial intelligence, military, banks, design and research work, real-time, point of sale terminals, financial</p>	<p>21. Using the AutoContent wizard ,Starting the AutoContent wizard, Selecting a presentation type within the AutoContent wizard Presentation type</p> <p>Presentation titles, footers and slide number</p> <p>22. Creating a simple text slide, Selecting a slide layout</p> <p>Manipulating slide information within normal</p>

transaction terminals.	and outline view, Formatting and proofing text, Pictures and backgrounds, drawing toolbar, AutoShapes, Using clipart, Selecting objects, Grouping and un-grouping objects, The format painter
	<p>23. Creating and running a slide show, Navigating through a slide show, Slide show transitions, Slide show timings. Animation effects</p> <p>24. Microsoft Internet Explorer 5 &amp; the Internet Connecting to the Internet The Internet Explorer program window, The on-line web tutorial Using hyper links, Responding to an email link on a web page</p> <p>25. Searching the Internet, Searching the web via Microsoft Internet Explorer, Searching the Internet using Web Crawler, Searching the Internet using Yahoo, Commonly used search engines</p>
<p><b>6] Information technology for benefits of community</b></p> <p>Impact of computer on society</p> <p>Social responsibilities</p> <p>Applications of IT</p> <p>Impact of IT</p> <p>Ethics and information technology</p> <p>Future with information technology</p>	<p>26. Favorites, security &amp; customizing Explorer Organizing Favorite web sites Customizing options – general, security, contents, connection, programs, advanced</p> <p>27. * Using the Address Book Adding a new contact Creating a mailing group, Addressing a message, Finding an e-mail address</p> <p>28. Using electronic mail, Starting Outlook Express Using the Outlook Express window, Changing the window layout, Reading file attachment, Taking action on message-deleting, forwarding, replying</p> <p>29. Email &amp; newsgroups, Creating and sending emails Attached files, Receiving emails, Locating and subscribing to newsgroups, Posting a message to a newsgroup</p> <p>30. Chatting on internet, Understating Microsoft chat environment, Chat toolbar</p>

## **List of Books**

### **Computer Fundamental**

- 1] Vikas Gupta Comdex Computer Course Kit First Dreamtech
- 2] Henry Lucas Information Technology for management 7Th Tata Mc-Graw Hills
- 3] B.Ram Computer Fundamentals Architecture and Organisation Revised 3<sup>rd</sup> New Age

International Publisher

## **List of Tools and Equipment**

### **A] General Class room**

<b>Sr</b>	<b>Name of Item</b>	<b>No.</b>
1	Steel lockers 8 compartments with individual lockers (1980 x 910 x 480 mm)	4
2	Chair with writing pad	25
3	Steel almari with self 6.5' x 3' (18 gauge)	2
4	Steel table 4' x 3'	2
5	Teacher chair	2

### **B] For Computer Fundamental and CAD Practical**

<b>Sr</b>	<b>Name of Item</b>	<b>No.</b>
1	Computer System P4 with accessories Complete with license OS. compatible for- to run AutoCAD 2010 and Windows 7 OS.	5+1
2	Plotter- HP Design Jet 500 latest model	1
3	Scanner	1
4	Computer table	5+2
5	Chair for computer	10+2
6	Laser Printer	1
7	M. S. Office Software	1

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