

## Associate – Event Management (Part – I) [EMA1]

CLASS XI  
SEMESTER I

THEORY

FULL MARKS –20

(MCQ Type Question)

UNIT	Topic	No of periods assigned	Marks
1	Explain Event Management as a career opportunity	14	06
2	Identify different category of Events	15	07
3	Work with clients to prepare a report for an event	16	07

### DETAIL SYLLABUS

UNIT	Topic	Sub Topic	No of periods assigned
1	<b>Explain Event Management as a career opportunity</b>	Understanding event management	3
		Role of the Event Manager – Project management	2
		Strength and weaknesses of the event management profession	4
		Risk management, Crisis management	3
		Planning your career	2
2	<b>Types of Events: Identify different category of Events</b>	Meetings – Conferences	3
		Launch events – Fashion shows	3
		Weddings Anniversaries – Concerts	3
		Religious events – Exhibitions – Sports events	2
		Fundraisers – Political events	2
		Film premiers – Photo calls	2
3	<b>Work with clients to prepare a report for an event</b>	Planning and preparing for the meeting	5
		Getting to know your client –What does your client need?	5
		Event proposal -Following up – Contracts and terms and conditions	6

## Outcomes of Associate Event Management

Out comes to be assessed	Assessment criteria for the outcome
<ul style="list-style-type: none"> <li>▪ Explain Event Management as a career opportunity.</li> </ul>	<ul style="list-style-type: none"> <li>● Able to explain event management</li> <li>● Able to explain role of event manager</li> <li>● Able to explain project management</li> <li>● Able to explain strength and weakness of event management profession</li> <li>● Able to explain risk management and crisis management</li> <li>● Able to plan the career</li> <li>● Able to list down various events that have happened in the town/city</li> </ul>
<ul style="list-style-type: none"> <li>▪ Identify different category of Events</li> </ul>	<ul style="list-style-type: none"> <li>● Able to illustrate different types of events like meeting, conferences, lunch events, fashion shows, weddings, concerts, sports events, fundraisers, political events etc.</li> <li>● Able to categorize various events</li> </ul>
<ul style="list-style-type: none"> <li>▪ Work with clients to prepare a report for an event.</li> </ul>	<ul style="list-style-type: none"> <li>● Able to plan and prepare for meetings with clients</li> <li>● Able to explain needs of client, event proposal</li> <li>● Able to explain contracts, terms and conditions</li> <li>● Able to interview organizer sand prepare report</li> </ul>

### SEMESTER II

#### THEORY

#### FULL MARKS – 30

(SAQ AND LAQ Type Question)

UNIT	Topic	No of periods assigned	SAQ Marks	LAQ Marks
1	<b>Steps for planning an event: Prepare plan for an event like destination wedding</b>	21	4 Marks (2 Questions of 2 Marks)	6 Marks (1 Question of 6 Marks)
2	<b>Invitations, Greetings, Dress Code and Seating arrangements: Deliver invitations maintaining protocols</b>	21	4 Marks (2 Questions of 2 Marks)	6 Marks (1 Question of 6 Marks)
3	<b>The Event: Maintain event protocols</b>	21	4 Marks (2 Questions of 2 Marks)	6 Marks (1 Question of 6 Marks)

#### DETAIL SYLLABUS

UNIT	Topic	Sub Topic	No of periods assigned
1	<b>Steps for planning an event: Prepare plan for an event like destination wedding</b>	Target goals and audience	5
		Planning the event: date and time	6
		Budget -Venue – Food and beverage	5
		Transportation – Speakers – Decorations	5
2	<b>Invitations, Greetings, Dress Code and Seating arrangements: Deliver invitations maintaining protocols</b>	Invitations and replies	5
		Greetings etiquette and	5

		handshake protocol – Dress code	
		Table-seating arrangements	6
		Table settings	5
3	<b>The Event: Maintain event protocols</b>	Last-minute preparations – During the event	5
		Business cards and networking	5
		Evaluating the event	5
		After the event: Keeping up with your clients, partners, and guests.	6

### **Outcomes of Associate Event Management**

<ul style="list-style-type: none"> <li>▪ Prepare plan for an event like destination wedding</li> </ul>	<ul style="list-style-type: none"> <li>● Able to illustrate target goals and audience</li> <li>● Able to plan event: date and time, budget, venue, food and beverage, transportation, speakers, decorations etc.</li> <li>● Able to prepare a plan of a destination wedding</li> </ul>
<ul style="list-style-type: none"> <li>▪ Deliver invitations maintaining protocols.</li> </ul>	<ul style="list-style-type: none"> <li>● Able to make invitation sand replies, greetings etiquette and handshake protocol.</li> <li>● Understands dress code, table-seating arrangements etc.</li> <li>● Able to explain various ways of invitation</li> </ul>
<ul style="list-style-type: none"> <li>▪ Maintain event protocols</li> </ul>	<ul style="list-style-type: none"> <li>● Able to identify last minute preparations of an event.</li> <li>● Able to explain business cards and networking</li> <li>● Able to evaluate an event</li> <li>● Able to explain post event protocols</li> <li>● Able to prepare a check list of an event</li> </ul>

### **PROJECT / PRACTICAL CLASS XI**

**FULL MARKS -50**

**NO OF PERIODS ASSIGNED - 144**

#### **DETAIL SYLLABUS**

<b>Sl. No.</b>	<b>CONTENT</b>	<b>HOURS</b>
1	List down various types of events that take place in your town/city.	24
2	Prepare a list of events from 5-6 local/national newspapers and categorize 10them.	24
3	Arrange an Interview with a fair organizer and prepare a report.	24
4	Plan a destination wedding with all required details.	24
5	Prepare a list of various ways of invitation (formal, telephonic etc.)	24
6	Prepare a checklist of an event.	24