

1.1 COMMUNICATION SKILLS – I

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3 - 2

RATIONALE

Interpersonal communication is a natural and necessary part of organizational life. Yet, communicating effectively can be challenging because of our inherent nature to assume, overreact to and misperceive what actually is happening. Poor communication or lack of communication is often cited as the cause of conflict and poor teamwork. In today's team-oriented workplace, managing communication and developing strategies for creating shared meaning are crucial to achieve results and create successful organizations. The goal of the Communicating Skills course is to produce civic-minded, competent communicators. To that end, students must demonstrate oral as well as written communication proficiency. These include organizational and interpersonal communication, public address and performance. The objectives of this subject are understanding how communication works, gaining active listening and responding skills, understanding the importance of body language, acquiring different strategies of reading texts and increasing confidence by providing opportunities for oral and written expressions

DETAILED CONTENTS

1. Communication Skills (12 Hrs)
 - 1.1 Verbal and Non-verbal Communication
 - 1.2 Process of Communication
 - 1.3 Barriers to Communication; Overcoming Strategies
 - 1.4 Listening and Speaking Skills and Sub-Skills
(All topics should be in detail)

2. Grammar and Usage (12 Hrs)
 - 2.1 Punctuation
 - 2.2 Articles-a, an, the
 - 2.3 Framing Questions
 - 2.4 Verbs-Classification: Main Verb, Auxiliary Verb, Transitive and Intransitive Verbs
 - 2.5 Word Formation

3. Writing Skills (10 Hrs)
 - 3.1 Writing Paragraphs
 - 3.2 Picture Composition

4. Reading Skills (14 Hrs)
Unseen comprehension passages (at least 5 passages).

LIST OF PRACTICALS

(Note: The following contents are only for practice. They should not be included in the final theory examination)

Developing Oral Communication Skills

- Greeting, Starting a Conversation
- Introducing Oneself
- Introducing Others
- Leave Taking
- Thanking, Wishing Well
- Talking about Oneself
- Talking about Likes and Dislikes

INSTRUCTIONAL STRATEGY

Looking into the present day needs of effective communication in every field, it is imperative to develop necessary competencies in students by giving practical tips and emphasis on grammar, vocabulary and its usage in addition to practical exercises. The teacher should give report writing assignments, projects etc. while teaching this subject.

LIST OF RECOMMENDED BOOKS

1. Communicating Effectively in English, Book-I by Revathi Srinivas; Abhishek Publications, Chandigarh.
2. High School English Grammar and Composition by Wren & Martin; S. Chand & Company Ltd., Delhi.
3. Communication Techniques and Skills by R. K. Chadha; Dhanpat Rai Publications, New Delhi.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	12	25
2	12	25
3	10	20
4	14	30
Total	48	100

1.2 BUSINESS ORGANIZATION

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4 2 -

RATIONALE

Since the diploma holders in business management have to work in different types of organizations, the study of the subject is very important for the students of this diploma in understanding the various types of business organizations. The course includes nature, scope and forms of business organizations. This will enable the student get familiar with the environment of an organization and working of different forms of organizations.

DETAILED CONTENTS

1. Introduction (14 hrs)
Concept and importance of business, trade, commerce and industry.
2. Sole Proprietorship and Partnership (16 hrs)
Concept, definition, meaning, characteristics, advantages and disadvantages of sole-proprietorship. Partnership - concept, definition, meaning, characteristics, advantage and disadvantage, registration, partnership deed, partner's rights, duties and liabilities, dissolution of partnership.
3. Joint Stock Companies (18 hrs)
Meaning, characteristics, registration and types, of companies, introduction to promotion and incorporation of company. Theoretical aspect of share capital.
4. Co-operative and State Ownership (16 hrs)
Concept, definition, meaning, characteristics, advantages and disadvantages of co-operative and state ownership

Note: At least two visit to industry/field in a semester

TUTORIAL ASSIGNMENTS

Teacher may give following tutorial assignments:

1. Prepare a partnership deed
2. Explain Business organizations
3. Explain Non profit organizations
4. Concept of Business, Trade, Commerce & Industry

INSTRUCTIONAL STRATEGY

Since it is an important subject, conceptual understanding is a must. Teacher should give examples of various organisations and emphasis of tutorial assignments.

RECOMMENDED BOOKS

1. Fundamentals of Business Organization and Management by Bhushan, Y.K; Sultan Chand and Sons, New Delhi
2. Business Organization and Management by Gupta, C.B; Sultan Chand and Sons, New Delhi
3. Business Organization Principles and Practices by Katyal, J.C. and Sharma R.K
4. Business Organization and Management by M.C. Shukla
5. Business Organization by SK Gupta and RK Gupta; Kalyani Publishers, Ludhiana
6. Business Organization and Management by Kaul, Pearson Education, Sector 62, Noida
7. Business Organization and Management by Tulsian, Pearson Education, Sector 62, Noida
8. Principles of Business Organization and Management by Reddy, P.N.and Gulshan, S.S.; Sultan Chand and Sons, New Delhi.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	14	22
2	16	25
3	18	28
4	16	25
Total	64	100

1.3 PRINCIPLES OF MANAGEMENT

L T P
4 2 -

RATIONALE

It is observed that the diploma holders generally take up middle level managerial positions, therefore, their exposure to basic management principles is very essential. Accordingly students may be given conceptual understanding of different functions related to management. The subject includes elementary knowledge of concepts of management viz. planning, organizing, staffing, directing and controlling. The understanding of various functions of management will enable the students to take effective steps while performing various office duties.

DETAILED CONTENTS

1. Introduction (10 hrs)
Meaning, definitions, characteristics, objectives and importance of management, level of management, skills of management, management vs administration, main principle of management
2. Planning (9 hrs)
Meaning, objectives, nature, importance and elements of planning, planning process, requisites of effective planning
3. Organizing (10 hrs)
Meaning, objectives, nature, importance of organizing, steps in organizing process
4. Staffing (10 hrs)
Concept, definition, Nature and significance of staffing and manpower planning Process
5. Directing (09 hrs)
Concept, characteristics and importance of directing, principles and techniques of directing
6. Controlling (08 hrs)
Meaning, definition, nature and importance of control, control process
7. Coordination (08 hrs)
Meaning, nature and significance of coordination, process of coordination.

TUTORIAL ASSIGNMENTS

The teacher may give following tutorial assignments to students:

1. Importance of Management
2. Requisites of effective planning
3. Functions of Management
4. Elements of planning

Note: Visit an Industrial Organization. Teacher may invite experienced managers from Industries and other organizations to deliver extension lectures.

INSTRUCTIONAL STRATEGY

Since the diploma holders generally take up middle level managerial positions, therefore, their exposure to basic management principles is very essential. Accordingly students may be given conceptual understanding of different functions related to management. Some of the topics may be taught using question answer, assignment or seminar method. The teacher will discuss success stories and case studies with students, which in turn, will develop appropriate managerial qualities in the students. In addition, expert lectures may also be arranged from within the institutions or from management organizations. Appropriate extracted reading material and handouts may be provided.

RECOMMENDED BOOKS

1. Principles of Management by Philip Kotler, TEE Publication, New Delhi
2. Principles and Practice of Management by Shyamal Bannerjee: Oxford and IBM Publishing Co, New Delhi
3. Essentials of Management by H Koontz, C, O' Daniel, McGraw Hill Book Company, New Delhi.
4. Principles and Practices of Management by Prasad L.M.; Sultan Chand & Sons, New Delhi.
5. Principles of Management – An Analysis of Managerial Functions by Koontz, O Donnel; McGraw Hill Book Company, New Delhi
6. Management- Text and Case Studies by Satyaraju Parthsarthy; Published by Prentice Hall of India Ltd., New Delhi
7. Principles and Practices of Management by Bhattacharya, Pearson education, sector 62, Noida (uP}

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	10	16
2	09	14
3	10	15
4	10	15
5	09	14
6	08	13
7	08	13
Total	64	100

1.4 BUSINESS ECONOMICS

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4 2 -

RATIONALE

The objective of this subject is to make familiar the students with the basic concept of economics prevailing in the business world. They will learn about production, consumption, market, utility and competition etc.

DETAILED CONTENTS

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| 1. | Introduction

Economics - Meaning, nature and types of economics. | (12 hrs) |
| 2. | Theory of Demand

Types of demand-individual demand, and market demand, determinants of demand,law of demand, elasticity of demand and its determinants, change in demand, demand forecasting | (16 hrs) |
| 3. | Utility

Meaning and types of utility, law of diminishing marginal utility | (11hrs) |
| 4. | Theory of Production and Costs

Concept of production function, law of variable proportion and relation to scale. | (15 hrs) |
| 5. | Type of Markets

Meaning and characteristics of perfect competition, monopoly, monopolistic competition, oligopoly | (10 hrs) |

TUTORIAL ASSIGNMENTS

Teacher may discuss and give following tutorial assignments:

1. Elasticity of demand and factors which determine elasticity of demands
2. Application of law of diminishing marginal utility
3. Explain income and price effect
4. Explain factors of production
5. Explain monopoly and monopolistic competition

INSTRUCTIONAL STRATEGY

This subject will be mainly conducted through lectures, cases and examples. The teacher should lay emphasis on conceptual understanding of economics and clarify the doubts in the class. In addition small internet based projects may be given on the state of Indian economy, various industrial sectors and potential for growth in various sectors for independent study..

RECOMMENDED BOOKS

1. Modern Microeconomics by Koutsoyiannis;
2. Managerial Economics by Varshney & Maheshwari;
3. Managerial Economics by Mote, Paul & Gupta;
4. Micro Economics by Ferguson & Gould;
5. Economics for Business (3rd Edition) by Sloman; Pearson Education, Sector 62, Noida

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	12	20
2	16	25
3	11	15
4	15	25
5	10	15
Total	64	100

1.5 BUSINESS MATHEMATICS

L T P
4 2 -

RATIONALE

This subject will help the students understand the business mathematics, formula, calculation of interest, equated monthly installment, manipulation of matrices and various statistical tools and techniques in the business decision making and help preparing various reports.

DETAILED CONTENTS

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| 1. | Introduction

Business mathematics, its scope and importance. | (08 hrs) |
| 2. | Interest

Simple interest, compound interest (reducing balance and flat interest, rate of interest) equated monthly installment (EMI) and problems. | (10 hrs) |
| 3. | Matrix

Definition and types of matrices, addition of matrices, multiplication of a matrix by Non zero scalar, subtraction of matrices. | (15 hrs) |
| 4. | Introduction to Statistics

Definition, Scope and Limitation of Statistics | (06 hrs) |
| 5. | Measurement of Central Tendency

Mean, mode, median, geometric mean, harmonic mean, arithmetic mean. | (15 hrs) |
| 6. | Measures of Dispersion

Quartile deviation, average deviation and standard deviation | (10 hrs) |

INSTRUCTIONAL STRATEGY

Since this subject being mathematical, the teacher must give at least five problems of each topic as home assignment to be done independently by the student and side wise evaluation of the same must take place regularly. This should be supplemented with tutorial assignments.

TUTORIAL ASSIGNMENTS

The teacher should give following tutorial assignments:

1. Numerical problems related to calculation of interest simple and compound
2. Numerical problems on Matrices
3. Numerical problems for calculating Mean, mode, median, geometric mean, harmonic mean, arithmetic mean.
4. Numerical problems on dispersion

RECOMMENDED BOOKS

1. Elementary Mathematics of Class 10+2, CBSE, New Delhi
2. Business Statistics by R.P. Hooda
3. Business Statistics by Bajpai; Pearson Education, Sector 62, Noida
4. Business Statistics by Sharma; Pearson Education, Sector 62, Noida

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	08	10
2	10	15
3	15	25
4	06	10
5	15	25
6	10	15
Total	64	100

1.6 COMPUTER FUNDAMENTALS

L T P
2 - 4

RATIONALE

Almost all work places and living environment are being computerized. And computer has entered in all walks of our life. Sensing the need, this subject introduces the fundamentals of computer system for using various hardware and software components and various aspects of operating computers and its use in corporate sector. Operating a computer; use of various tools of MS Office/Open Office using internet etc. form the broad competency profile of diploma holders. This will enable the students to develop the skills to handle and manipulate various kinds of data and information. In addition, it will also update the knowledge of the students related with cyber laws.

Note:

- a) Teaching of theory should be dovetailed with practical work. There will be a theory exam also.
- b) The following topics may be taught in the laboratory along with the practical exercises.

DETAILED CONTENTS

1. Introduction (08 hrs)
Computer and its capabilities, block diagram of a computer, CPU, input devices- keyboard, mouse, scanner, etc.; output devices- VDU and Printer (Impact and non-Impact printers), Plotter etc., visual devices.

Computers for information storage, information seeking, information processing and information transmission, computer organization, computer hardware and software; primary and secondary memory: RAM, ROM, PROM etc. Primary and Secondary Storage (Auxiliary Storage), Secondary storage; magnetic disks – tracks and sectors, optical disk (CD, CD-RW and DVD Memory)
2. Applications of MS office (10 hrs)
Special features, various applications of MS-Word, MS-Excel, MS PowerPoint
3. Local Area Networks and Data-nets (08 hrs)
 - Basics of Networking - LAN, WAN, Topologies Types of LAN
 - Network Components
 - Network Topologies
4. Mail and Message System (06 hrs)
 - E-mail, document and picture transmission, voice mail

- Managing e-Mail

Creating a message ; sending, receiving and forwarding a message; attaching a file; deleting a message

LIST OF PRACTICALS

1. Given a PC, name its various components and list their functions.
2. Identification of various parts of a computer.
3. Practice in installing a computer system by giving connection and loading the system software and application software.
4. Installation of Window XP, Window 2000 and Window 2007 etc.

Features of Windows as an operating System:

- Start
- Shut down and restore
- Creating and operating on the Icons
- Opening, closing and sizing the windows
- Using elementary job commands like creating, saving, modifying, renaming, finding and deleting a file.
- Creating and operating on a folder
- Changing setting like date, time color (background and foreground)
- Using shortcuts
- Using on-line help

5. MS Word

- File Management
Opening, Creating and saving a document, locating files, copying contents in some different files, protecting files, giving password protection for a file.
- Page setup
- Editing a document
- Formatting a document
Using different fonts, changing font size and color, changing the appearance through bold/Italic/underlined, highlighting a text, changing case, using subscript and superscript, using different underline methods.
- Aligning of text in a document, justification of document, inserting bullets and numbering
- Use of spell check
- Formatting paragraph, inserting page break and column breaks
- Use of Headers, Footers
- Inserting date, time, special symbols, importing graphic images, drawing tools
- Table and borders

- How to change docx file to doc file
- Print preview, Zoom, page setup, Printing options

6. MS Excel (MS Office/Open Office)

Starting Excel

- open worksheet, enter, edit data, formulae to calculate values, format data, create chart, printing chart, save worksheet, switching between different spread sheets

Menu commands:

- Create, format charts, organize, manage data, solving problem by analyzing data, creating graphs

Work books:

- Managing workbooks (create, open, close, save, rename), working in work books
- Editing a worksheet: copying, moving cells, pasting, inserting, deleting cells, rows, columns, find and replace text, numbers of cells, formatting worksheet

7. MS Power Point (MS Office/Open Office)

a) Introduction to PowerPoint

- How to start PowerPoint
- Working environment: concept of toolbars, slide layout, templates etc.
- Opening a new/existing presentation
- Different views for viewing slides in a presentation: normal, slide sorter etc.

b) Addition, deletion and saving of slides

c) Insertion of multimedia elements

- Adding text boxes, importing pictures, tables and charts etc.

d) Formatting slides

- Text formatting, changing slide layout, changing slide colour scheme
- Changing background, Applying design template

e) How to view the slide show?

- Viewing the presentation using slide navigator, Slide transition
- Animation effects etc.

INSTRUCTIONAL STRATEGY

Since this subject aims at gaining hands on experience, the teacher should demonstrate the capabilities of computers to students while doing practical exercises. The students should be made familiar with computer parts, peripherals etc. and proficient in making use of MS Office/Open Office in addition to working on internet. The student should be made capable of working on computers independently. This subject should be taught with the help of LCD projector, (while teaching a group) using PowerPoint presentation slides.

RECOMMENDED BOOKS

1. Fundamentals of Computer by E Balagurusamy, Tata McGraw Hill Education Pvt Ltd , New Delhi
2. Fundamentals of Computer by V Rajaraman; Prentice Hall of India Pvt. Ltd., New Delhi
3. Fundamentals of Computer by Sumita Arora by Dhanpat Rai and Co , New Delhi
4. MS Office by BPB Publications.
5. Computers Today by SK Basandara, Galgotia Publication Pvt ltd. Daryaganj, New Delhi.
6. Internet for Every One by Alexis Leon and Mathews Leon; Vikas Publishing House Pvt. Ltd., Jungpura, New Delhi
7. A First Course in Computer by Sanjay Saxena; Vikas Publishing House Pvt. Ltd., Jungpura, New Delhi
8. Computer Fundamentals by PK Sinha; BPB Publication, New Delhi
9. Fundamentals of Information Technology by Leon and Leon; Vikas Publishing House Pvt. Ltd., Jungpura, New Delhi
10. Information Technology for Management by Henery Lucas, 7th edition, Tata McGraw Hill Education Pvt Ltd , New Delhi

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	08	25
2	10	30
3	08	25
4	06	20
Total	32	100