OMCA
30

STUDY AND EVALUTION SCHEME FOR DIPLOMA PROGRAMME IN OFFICE MANAGEMENT AND COMPUTER APPLICATIONS

FIRST SEMESTER

Sr. No	Subject	L	T	P	Internal Assessment		External Assessment				Total Mark
		Hrs/Week			Theory	Prac.	Theory		Prac.		
					Max. Marks	Max. Marks	Max. Marks	Hrs.	Max. Marks	Hrs.	
1.1	English and Communication Skills-I (030011)	2	-	1	25	25	100	3	50	2	200
1.2	Basics of Information Technology	-	-	6	-	50	-	-	100	2	150
1.3	Data Processing-I	-	-	6	-	50	-	-	100	2	150
1.4	Office Methods and Practices (093015)	5	-	1	50	-	100	3	-	-	150
1.5	Fundamentals of Business Mathematics and Statistics (093016)	4	-	2	25	25	100	3	50	2	200
1.6	Principles of Management (033014)	6	-	-	50	-	100	3	-	-	150
	#Student Centered Activities	-	-	2	-	25	-	-	-	-	25
	Total	17	-	18	150	175	400	-	300	-	1025

Student centered Activities will comprise of various co-curricular activities like games, hobby clubs,
seminars declamation contests, extension lectures, field visits, NCC, NSS and cultural activities etc.

FIRST SEMESTER

1.1 ENGLISH AND COMMUNICATION SKILLS – I

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 can actually is happening. Poor 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 achieving results and creating successful organizations. The goal of ***Communication Effectively in English*** 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.

Objectives course in Communicating Effectively in English for the first year (I & II semesters) are:
- ❖ Understanding how communication works
- ❖ Gaining active listening and responding skills
- ❖ Seeing things from other points of view
- ❖ Managing ones assumption more effectively
- ❖ Understanding ones own strengths
- ❖ Understanding the importance of body language
- ❖ Increasing confidence by providing opportunities for oral & written expressions

DETAILED CONTENTS FOR FIRST YEAR (I & II Semesters)

I SEMESTER

1. COMMUNICATION SKILLS
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

2. Spoken English-Introduction, Feature of spoken English

2. DEVELOPING ORAL COMMUNICATION SKILLS
2.1 Greetings, starting a conversion
2.2 Introducing oneself
2.3 Introducing others
2.5 Leave taking

2.6 Thanking, wishing well
2.7 Talking about oneself
2.8 Talking about likes and dislikes

3. GRAMMAR AND USAGE
3.1 Punctuation
3.2 Articles-a, an, the
3.3 Framing Questions
3.4 Verbs-classification: Main verb, auxiliary verb, transitive & intransitive verbs, phrasal verbs
3.5 Word Formation

4. WRITTING SKILLS
4.1 Features of a paragraph-Topic Sentence, Unity & Coherence
4.2 Developing paragraphs through various strategies (by comparison, illustration, process)
4.2 Picture Composition

5. READING SKILLS
5.1 Vocabulary enhancement
5.2 Techniques of Reading: Skimming, Scanning, Intensive & Extensive Reading

Note: The Skills of the learners (along with vocabulary enhancement) will be through reading thematic articles/essays and/ or stories.

FIRST SEMESTER

1.2 BASICS OF INFORMATION TECHNOLOGY

L T P
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RATIONALE

Information technology has great influence on all aspects of life. Almost all work places and living environment are being computerized. In order to prepare diploma holders to work in these environments, it is essential that they are exposed to various aspects of information technology such as understanding the concept of information technology and its scope; operating a computer; use of various tools of MS office; using internet etc. form the broad competency profile of diploma holders. This exposure will enable the students to enter their professions with confidence, live in a harmonious way and contribute to the productivity.

Note:
1. Teaching of theory should be dovetailed with practical work
2. The following topics may be taught in the laboratory along with the practical exercises.

DETAILED CONTENTS
1. Information Technology – its concept and scope
2. Computers for information storage, information seeking, information processing and information transmission
3. Elements of computer system, computer hardware and software; data – numeric data, alpha numeric data; contents of a program, processing
4. Computer organization, block diagram of a computer, CPU, memory
5. Input devices; keyboard, mouse etc; output devices; VDU and Printer, Scanner, Plotter
6. Electrical requirements, inter-connections between units, connectors and cables
7. Secondary storage; magnetic disks – tracks and sectors, optical disk (CD and DVD Memory), primary and secondary memory: RAM, ROM, PROM etc., Capacity; device controllers, serial port, parallel port, system bus
8. Exercises on file opening and closing; memory management; device management and input – output (I/O) management with respect of windows

9. Installation concept and precautions to be observed while installing the system and software
10. Introduction about Operating Systems such as MS-DOS and Windows
11. Special features, various commands of MS word and MS-Excel
12. About the internet – server types, connectivity (TCP/IP, shell); applications of internet like: e-mail and browsing
13. Various Browsers like WWW (World wide web); hyperlinks; HTTP (Hyper Text Transfer Protocol); FTP (File Transfer Protocol)
14. Basics of Networking – LAN,WAN, Topologies

LIST OF PRACTICALS

1. Given a PC, name its various components and list their functions
2. Identification of various parts of a computer and peripherals
3. Practice in installing a computer system by giving connection and loading the system software and application software
4. Installation of DOS and simple exercises on TYPE, REN, DEL, CD, MD, COPY, TREE, BACKUP commands
5. Exercises on entering text and data (Typing Practice)
6. Installation of Windows 98 or 2000 etc.

(1) Features of Windows as an operating system
- Start
- Shutdown 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 (back ground and fore ground)
- Using short cuts
- Using on line help

7. MS-WORD
- File Management:
  Opening, creating and saving a document, locating files, copying contents in some different file(s), protecting files, Giving password protection for a file
- Page Set up:
  Setting margins, tab setting, ruler, indenting
- Editing a document:
  Entering text, Cut, copy, paste using tool- bars

- Formatting a document:
  Using different fonts, changing font size and colour, 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
- Formatting paragraph, inserting page breaks and column breaks
- Use of headers, footers: Inserting footnote, end note, use of comments
- Inserting date, time, special symbols, importing graphic images, drawing tools
- Tables and Borders:
  Creating a table, formatting cells, use of different border styles, shading in tables, merging of cells, partition of cells, inserting and deleting a row in a table- Print preview, zoom, page set up, printing options

- Using Find, Replace options
- Using Tools like:
Spell checker, help, use of macros, mail merge, thesaurus word content and statistics, printing envelops and lables
- Using shapes and drawing toolbar,
- Working with more than one window in MS Word,
- How to change the version of the document from one window OS to another
- Conversion between different text editors, software and MS word

8. MS-EXCEL
- Starting excel, open worksheet, enter, edit, data, formulas to calculate values, format data, create chart, printing chart, save worksheet, switching from another spread sheet
- Menu commands:
create, format charts, organise, manage data, solving problem by analyzing data, exchange with other applications. Programming with MSExcel, getting information while working
- Work books:
Managing workbooks (create, open, close, save), working in work books, selecting the cells, choosing commands, data entry techniques, formula creation and links, controlling calculations, working with arrays
- Editing a worksheet, copying, moving cells, pasting, inserting, deletion cells, rows, columns, find and replace text, numbers of cells, formatting worksheet
- Creating a chart:
Working with chart types, changing data in chart, formatting a chart, use chart to analyze data
- Using a list to organize data, sorting and filtering data in list
- Retrieve data with MS – query: Create a pivot table, customising a pivot table. Statistical analysis of data
- Customised MS-Excel:
How to change view of worksheet, outlining a worksheet, customise workspace, using templates to create default workbooks, protecting work book
- Exchange data with other application: linking and embedding, embedding objects, linking to other applications, import, export document.

9. Internet and its Applications
a) Log-in to internet
b) Navigation for information seeking on internet
c) Browsing and down loading of information from internet
d) Sending and receiving e-mail
- Creating a message
- Creating an address book
- Attaching a file with e-mail message
- Receiving a message
- Deleting a message

FIRST SEMESTER

1.3 DATA PROCESSING -I

DETAILED CONTENTS

Note: The student will practice on the computer

1. Development of speed to attain accurate speed of 15wpm.
2. Display of different types of office letters (indented, semi-blocked and fully blocked letters).
3. Typing from a manuscript.
4. Typing practice using different fonts on computer.

Attainment:
15 WPM speed test and office letters.

FIRST SEMESTER

1.4 OFFICE METHODS AND PRACTICES - I

RATIONALE

One of the main objective of the diploma programme in Office Management and Computer Application is to make the students understand the concepts and principles of office methods and procedures and develop skills in performing various office operations. This subject on office management aims at making the students well conversant with the services provided by a modern office and help them to perform efficiently and effectively.

DETAILED CONTENTS

1. **Introduction**
1.1 Meaning of Office
1.2 Importance
1.3 Functions
1.4 Relation with other departments
1.5 Centralization and decentralization of office service
1.6 Allocation and distribution of work

2. **Office Accommodation and Layout**
2.1 Office location
2.2 Office accommodation
2.3 Office layout- objectives, principles and type

3. **Office Environment**
3.1 Significance of external surroundings and internal environment
3.2 Working facilities – lighting arrangements, seating arrangement, recreational facilities, safety and sanitary arrangement, pollution control, etc.

4. **Handling Office Correspondence**
4.1 Incoming correspondence procedures
4.2 Outgoing correspondence procedures
4.3 Equipment, furniture and accessories required.
4.4 Ordinary post, Resgistered post, Parcel, Registered Parcel, Speed post, Courier, Airmail and e-mail etc.

5. **Office Records**
5.1 Meaning, significance and control of forms
5.2 Essentials of a good filing system
5.3 Classifications of files
5.4 Modern filing methods and equipments
5.5 Indexing- Meaning, importance and methods

6. **Office Forms**
6.1 Meaning and significance
6.2 Types of forms
6.3 Form designing
6.4 Filling up of forms

7. **Office Communication**
7.1 Meaning and importance
7.2 Means of verbal and written communication
7.3 Internal and external communication
7.4 Process of Communication

ASSIGNMENTS
1. Handling of mail- sorting, recording of inward mail and its distribution. Preparation of envelopes, use of stamps, folding machine, franking machine, record in dispatch book and open book, preparation of parce;s.
2. Practice of filing and indexing – filing papers in the appropriate files, arranging files alphabetically, numerically, subject wise and geographically. Taking out a particular file from a filing cabinet.
3. Retrieving of paper/ documents/ records
4. Preparation of hand-book of all the equipment and material available in the department, helping the librarian in preparing cards for books. Displaying given information on strip index and card index.
5. Assembling papers, punching, use of tags and binding machine.
6. Peon book, receipt register, dispatch register, appointment diary, message book application.
7. Folded letters, addressed envelopes, stamped envelopes, use of staples, u-cip, all pins and other stationary/office materials used in offices.

FIRST SEMESTER

1.5 FUNDAMENTALS OF BUSSINESS MATHEMATICS AND STATISTICS

Module Objective
This module will help the students understand the use of
Various statistical tools & techniques in the business decision
making and help preparing various reports.

Detail Contents
Introduction to statistical techniques, Collection and
organization of statistical data, Presentation of statistical
data, presentation of Statistical data, Measure of Central
tendency-Mean, Median, Mode, Arithmetic, Geometric &
Harmonic Mean. Measure of Dispersion-range, Quartile
Deviation, Average & Standard Deviation. Types of
Sampling.

Index numbers, Time series-using average and regression
analysis, Statistical Quality Control.

Practical :

 The application of statistical methods and tools (as stated above)
on computer by using MS Excel .

FIRST SEMESTER

1.6 PRINCIPLES OF MANAGEMENT

RATIONALE

Resides oral and written communication the diploma holders of Office Management And Computer Application have to manage different aspects viz planning, organizing, staffing, directing and control etc. for which the understanding of necessary basic principles of management is essential for the students of this diploma. Through this course, functional management inputs shall be given to the students so that they can take appropriate decisions and actions while performing various office duties.

DETAILED CONTENTS

1. Introduction: Nature and functions of management and its process of Evolution, Role and objectives of management in changing environment – manager as a facilitator rather than as a Dictator.

2. Nature and Process of planning : types of plans concept of corporate planning and strategic planning decision making.

3. Nature and process of organization : Types of organizational formats – Functional product , geographical matrix, team, delegation and decentralization concept of empowerment elements of organizational conflict and its management.

4. Staffing formation its nature and significance.

5. Leading function – An overview of communication leadership and motivation

6. Controlling – nature and process, basic techniques of controlling

7. Emerging – horizon in management learning organization, concept of total quality management, time management, management of change.

INSTUCTIONAL METHODOLOGY USED

1. Field visit to study qualities, general functions and duties of managers and leaders followed by group presentation.

2. Internet research on management, yesterday and today.

3. Group work presentation on human needs and motivation.

SECOND SEMESTER (OFFICE MANAGEMENT AND COMPUTER APPLICATIONS)

Sr. No	Subject	L	T	P	EVALUTION SCHEME						Total Mark
		Hrs/Week			Internal Assessment		External Assessment				
					Theory	Prac.	Theory		Prac.		
					Max. Marks	Max. Marks	Max. Marks	Hrs.	Max. Marks	Hrs.	
2.1	English and Communication Skills-II (030021)	3	-	2	25	25	100	3	50	2	200
2.2	IT Tools and Application +	2	-	5	-	50	-	-	100	3	150
2.3	Data Processing-II	-	-	5	-	50	-	-	100	3	150
2.4	Financial institutions and banking operations (093022)	5	-	-	50	-	100	3	-	-	150
2.5	Fundamentals of Accounts (093023/033013)	4	2	-	50	-	100	3	-	-	150
2.6	Personality development & soft Skills (093024)	5	-	-	50	-	100	3	-	-	150
#Student Centered Activities		-	-	2	-	25	-	-	-	-	25
Total		19	2	14	175	150	400	-	250	-	975

Student centered Activities will comprise of various co-curricular activities like games, hobby clubs, seminars declamation contests, extension lectures, field visits, NCC, NSS and cultural activities etc.

+   There will be no theory paper in this subject.

SECOND SEMESTER
2.1 ENGLISH AND COMMUNICATION SKILLS – II

1. **LISTENING COMPREHENSION**
   Locating main ideas in a listening excerpt
   Note – making

2. **ORAL COMMUNICATION SKILLS**
   Offering – Responding to offers
   Requesting – Responding to Requests
   Congratulating
   Expressing Sympathy
   Expressing Condolences
   Expressing Disappointments
   Asking Questions – Polite Responses
   Apologizing, Forgiving
   Complaining
   2.10 Persuading and Warning
   2.11 Asking for and giving Information
   2.12 Giving Instructions
   2.13 Getting and giving Permission
   2.14 Expressing Opinions

3. **GRAMMER AND USAGE**
   Prepositions
   Pronouns
   Determiners
   Conjunctions
   Questions and Question Tags
   Tenses (Simple Present, Simple Past)

*One chapter revising the topics discussed during the first semester.
   (Punctuation, Articles, Framing questions, Verbs, Word formation)

4. **WRITING SKILLS**
   Writing Notice
   Writing Circular
   Writing a Memo
   Agenda for a meeting
   Minutes of the meeting
   Telephonic messages

* Writing a paragraph will be a continuous exercise through out the session.
   (Writing will be based on verbal stimuli, tables and graphs.)

5. READING SKILLS
Vocabulary Enhancement
Techniques of reading Skimming, Scanning, Intensive and Extensive Reading

Note:- The Reading Skills of the learners (along with vocabulary enhancement)will be through reading thematic articles/ essays and/or stories. A few articles will be based on technical topics.

SECOND SEMESTER
2.2 IT TOOLS AND APPLICATIONS

RATIONALE

The aim of this subject is to focus on detailed knowledge about computer organization. It also familiarizes the student with various operating system i.e. DOS, Windows and Linux. In addition to this, the student will be made familiar with MS PowerPoint.

DETAILED CONTENTS

Note: Relevant theory instructions should be imparted along with the practicals in each topic.

1. Computer Appreciation

Characteristics of Computers, Input, Output, storage units, CPU, computer system, Binary number system, Binary to decimal conversion, Decimal to Binary Conversion, Binary Coded Decimal (BCD) Code, ASCII Code.

2. Computer Organisation

2.1 Central Processing Unit

Control Unit, arithmetic Unit, Instruction Set, Register, Processor Speed

2.2 Memory

Main memory, Storage Evaluation, Criteria, Memory Organisation, capacity, RAM, Read only Memories, Secondary Storage Devices:- Magnetic Disks, Floppy and Hard Disks, Optical Disks CD- ROM, Mass Storage Devices.

2.3 Input Devices

Keyboard, Mouse, trackball, joystick, Scanner, OMR, Bar-code reader, MICR, Digitiser, Card Reader, Voice Recognition, web cam, video camers.

2.4 Output Devices

Monitors, Printers-Dot Matrix, Inkjet, Laser, Plotters, Computer Output Micro-Film (COM), Multimedia Projector, speech synthesiser; dumb, smart and intelligent terminal.

2.5 Multimedia:

What is Multimedia, Text, Graphics, Animation, Audio, Images, Video; Multimedia Application in Education, Entertainment, Marketing.

2.6 Computer Software

Relationship between Hardware and software; System Software, Application Software, compiler Names of some high level languages, Free domain software.

2.7 Information Technology and Society

Applications of Information in Railways, Airlines, Banking, Insurance, Inventory Control, Financial systems, Hotel management, Education, Video games, Telephones exchanges, Mobile phones

Note: The underlying concepts may be illustrated using MS Office package.

2.8 Computer based Business applications using MS Access:
Programming under DBS environment, concepts of DBMS, Data Field, Records and files, sorting and indexing data, searching records, designing queries and reports, linking of data files, understanding, programming environment n DBMS and developing application using MS Access.

LIST OF PRACTICALS
1. Operating System
1.1 Disk Operating system
Executing simple DOS Commands, Simple file operations, Directory
related commands.
1.2 Microsoft Windows
Performing file management through windows. Using essential
accessories: System tool-Disk cleanup, Disk defragmenter, Entertainment,
Games, calculator, Imaging-Fax, Notepad, Paint and WordPad.
1.3 Presentation Package
Creating, Opening and saving Presentations, Creating, the Look of Your
Presentation, Working in Different Views, Working with Slides Adding
and Formatting Text, Formatting Paragraphs, Checking Spelling and
Correcting typing Mistakes, Making Notes Pages and Handouts, Drawing
and Working with Objects, Adding Clip Art and other Pictures, Designing
Slide Shows, Running and Controlling a Slide Show, Printing
Presentations.
1.4 MS Access:
Creation of data base, forms , reports, programming and developing applications.

Note: The underlying concepts may be illustrated using MS Office package. The underlying concepts and theory may be taught along with the practicals.

SECOND SEMESTER
2.3 DATA PROCESSING - II

RATIONALE

Computer is used in the offices for typing letters, bills, invoices, forms, notices, reports, statements and other written forms of communication. The students of this programme must have the necessary skills to operate the key-board of computer, which is having similar key positions that of manual type writer. The proficiency in typing will enable the students to perform in the written communication necessary for modern offices, efficiently and effectively. Through the series of courses in typing, data processing and computer applications in modern office, the necessary skills shall be developed in the students of this diploma programme.

DETAILED CONTENTS

Note The student will practice on the computer.

1. Development of speed to attain accurate speed of 30 wpm.
2. Display of different types of business letters (indented, semi-blocked and fully blocked letters)
3. Typing from a manuscript.
4. Typing practice using different fonts on computer.

Attainment

30 WPM speed test and – business letters

RECOMMENDED BOOKS

A. For Practicals

1. Typewriting Made Easy for beginners (Book-I) by OP Kuthiala : Pitman Publications
2. Typewriting Speed and Accuracy (Book-II) by OP Kuthiala: Pitman Publications
3. Commercial Typewriting by Welmslay

B. For Theory

1. A Hand Book or Type Writing – Government of India Publications
2. English Typewriting Instructor by Dr GD Bist: Published by Short hand House
3. Typewriting Theory and Practice by R C Bhatia

SECOND SEMESTER
2.4 FINANCIAL INSTITUTIONS AND BANKING OPERATIONS

Module Objective

This module will enable the students to have knowledge about banking and financial institution operating in our economy and their role in shaping up the economy

Detailed Contents:

Banks: Meaning, Functions, Structure of Banks, Credit Creation. Non-Banking Financial Companies, Financial Institutions; Working and organization of different financial institutions in India like IFC, ICICI, IDBI, UTI, LIC, Mutual Funds, Pvt. Banks and their impact on economy.

Handling Cash Transaction: Methods of making payment: cash, Draft, Money orders, IPO Telegraphic transfer, standing instruction, ATM, Credit card, Debit Cards, Smart Cards.
Banking Transaction: Different type of bank accounts, different types of cheques, encashment, endorsement, crossing, dishonour, Cheque payable at par throughout the country.

Core Banking: Meaning and significance

Electronic Banking: Anytime Banking, Anywhere Banking, Home Banking, Internet Banking, Mobile Banking.

SECOND SEMESTER
2.5 FUNDAMENTALS OF ACCOUNTS

RATIONALE
Diploma holders working in offices as Office Assistants or Private Secretaries has to deal with financial and banking transactions of the institute/industry/company/ organization. This subject will provide sufficient knowledge and skill to the students related to accounting procedure.

DETAILED CONTENTS
Note: Tutorial Classes may be organized along with theoretical instructions.
1. Introduction
 Definition of Book-Keeping and Accountancy. Need / Importance of Book
Keeping and Accountancy. Double entry system of Book Keeping
 Accounting Equations
 Types of Accounts Rules for debit and credit
 Accounting Terms:
a. Capital
b. Liability
c. Asset
d. Revenue
e. Expense
f. Purchase
g. Sales
h. Stock
i. Debtors
j. Creditor
2. Journal including compound entries and special Transactions (30 hrs)
3. Ledger
5. Cash Book: Single Column, Double Column and Three Column Cash Book (Including Petty Cash Book)
4. Subsidiary Book – Purchase Book, Sales Book Purchase Return Book, Sales Return Book
6. Trial Balance
7. Final Accounts:
Meaning and Importance of Trading account Profit and Loss account and Balance Sheet (without Adjustments) and then Preparation

ASSIGNMENTS (Tutorial exercises on following should be taken-up):
1. Journal and Subsidiary Book
2. Ledger and Trial Balance
3. Cash Book, Petty Cash Book
4. Final Account.

SECOND SEMESTER
2.6 PERSONALITY DEVELOPMENT & SOFT SKILLS

Module Objective

This module will help the students in their over all personality development and will enable them to be more confident and tactful in dealing different situations.

DETAILED CONTENTS

1. Understanding Personality
 Meaning of personality
 Various stages of personality development
 Major determinants of personality
 Improvement of personality

2. Transactional Analysis
Interpersonal Behaviour
Basic life positions and life scripts
Analysis of ego states

3. Stress Management
Meaning of stress
Causes of Stress
Removing/overcoming stress,
Positive and negative stress
Impact of positive stress

4. Soft Skills:
 What are Soft Skills? Etiquette- Basic Etiquette, Business Etiquette, Telephone Etiquette, Table & Hotel Manners,
 Presentation Skills- Communication Skills, Listening Skills, Body language, Dressing Sense, Positive attitude,

5. Time Management:
Meaning & Importance of Time Management
Time wastage Tactics & resolving them

STUDY AND EVALUATION SCHEME FOR DIPLOMA PROGRAMME IN OFFICE MANAGEMENT AND COMPUTER APPLICATION

THIRD SEMESTER

Sr. No	Subject	L	T	P							Total Mark
		Hrs/Week			EVALUTION SCHEME						
					Internal Assessment		External Assessment				
					Theory	Prac.	Theory		Prac.		
					Max. Marks	Max. Marks	Max. Marks	Hrs.	Max. Marks	Hrs.	
3.1	Total Quality Mgmt (031334)	4	2	-	50	-	100	3	-	-	150
3.2	Internet + & Web designing	1	-	7	-	50	-	-	100	3	150
3.3	MICE (Meetings, Incentives, Convention, Exhibition) (083032)	5	-	-	50	-	100	3	-	-	150
3.4	Stenography (English)-I++ (033032)	3	-	3	-	50	100	3	100	2	250
3.5	Financial Accounting-I (033023/083034)	4	2	-	50	-	100	3	-	-	150
3.6	Human Resource Management (083035)	5	-	-	50	-	100	3	-	-	150
	#Student Centered Activities-Ecology and Environmental Awareness Camp	-	-	2	-	25	-	-	-	-	25
	Total	20	2	13	175	150	500	-	250	-	1025

Student centered Activities will comprise of various co-curricular activities like games, hobby clubs, seminars declamation contests, extension lectures, field visits, NCC, NSS and cultural activities etc.

+ There will be no theory paper in this subject.

++ There will be separate theory examination in this subject.

3.1 TOTAL QUALITY MANAGEMENT

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RATIONALE
The main objective of the course is to familiarize the students with various aspects of total quality management. The students are to be made aware of various aspects of total quality management and their implications.

DETAILED CONTENTS
1. Introduction:
Definition of quality, total quality, and total quality management; total quality management gurus- Deming, Juran, Crosby, Taguchi, Ishikawa, Feigenbaum, evoluation of quality concept, need for quality management in context of ongoing reform processes

2. Components of Total Quality Management
Total employee involvement, statistical quality control, just in time, and waste elimination

3. Cost of Quality:
Failure cost, appraisal cost, prevention cost and others.

4. Miscellaneous Aspects of Total Quality Management:
ISO 9001 : 2000 – quality management system; Elementary knowledge of KAIZEN; Plan, Do, Check, Act cycle (PDCA cycle); quality circle, Problem solving tools; team building, small group activities; and suggestion schemes, environment management system (ISO 14001); quality awards, benchmarking, re-engineering, training and re-training, design quality management; employees empowerment; vendor development. Statistical Process Control.

RECOMMENDED BOOKS
1. Total Quality Management by Dr. DD Sharma Sultan Chand and Sons, New Delhi
2. Small Business Success through TQM by Terry Ethresman, Tata McGraw Hill
3. Total Quality Control Essentials by Sarv Singh Soin, McGraw Hill, New York
4. Total Quality Control by Juran JM and Gyrna JF
5. Journal of Quality and Participation, Association of Quality Participation, Ohio State, USA
6. Handbook on Quality Planning and Control by Jkuran JN

TUTORIAL ASSIGNMENTS
1. Prepare a case study of a company which has obtained ISO-9000
2. Prepare a case study of a company which has obtained ISO-14001
3. Document experiences of a company which has implemented TQM and some of its

aspects like Kaizen, suggestion schemes, and quality circles
4. Zero defects and waste elimination, concepts explanation
5. Benchmarking as a tool of total quality management
6. Need of re-engineering in quality management

3.2   INTERNET+ & WEB DESGINING

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RATIONALE

Internet technology has become an integral part of education system. The aim of this module is to enable the student to efficiently use Internet and also understand the basic Internet technology. Module of web designing focuses upon the development of web page design and publishing of websites. Various scripting languages and markup languages should be known to develop web pages

DETAILED CONTENTS

INTERNET

Note: Relevant theory instructions should be imparted along with the practicals in each topic.

1. Introduction to Internet (8 hrs)
Internet, Growth of Internet, Owners of the Internet, Anatomy of Internet, ARPANET and Internet history of the World Wide Web, Basic Internet Terminology, Net etiquette. Internet Applications-commerce on the Internet, Governance on the Internet, Impact of Internet on Society-Crime on/through the internet

2. Internet Technology and Protocols (10 hrs)
☐ Internet Protocols, TCP/IP; IP Address and its format, TCP/IP based packages SLIP, PPP
☐ Network and Network devices: Network Architecture, Ethernet, FDDI and ATM
☐ Characteristics of Local Area Network and Wide Area Network; Topology, Protocols and Media, Implementation, Transmission, Access method and Technologies, special consideration for the blinds
☐ Addressing in Internet: DNS Domain name and their organisation, understanding the Internet protocol address
☐ Client Server Concepts, their art and applications
☐ Getting connected, items needed to connect levels of connectivity

3. World Wide Web (6 hrs)
Evolution of WWW, Basic features, WWW Browsers, WWW servers, HTTP, Universal Resource Locator (URL), Search Engines and their Categories, Searching Criterion, WWW and Hypertext.

4. Browsers (6 hrs)
Basic features, Bookmarks, history, Progress indicators, Customization of browsers, Saving and Printing web pages, Netscape Communicator, Internet Explorer.

5. Electronic Mail (6 hrs)

☐ Introduction to e-mail, E-mail networks and Servers, Email protocols-SMTP, POP3, IMAP4, MIME6.
☐ Structure of an Email, Email Address, Email Header, Body and Attachments.
☐ Email Client: Netscape Mail Clients, Outlook Express, Web based E-mail.
Email encryption-Address Book, Signature File.
6. File Transfer Protocol (6 hrs)
Introduction to FTP and Terminology, FTP Servers and Authentication, Line Mode FTP and Common Commands, GUI Based FTP Clients, Browser Based FTP Clients.
7. Telnet (6 hrs)
Introduction to Telnet Connection, Using Telnet with Netscape. Telnet Protocol, Terminal Emulation, User Authentication.

LIST OF PRACTICALS
1. Browsing Internet
2. Using Search Engines
3. Creating E-mail Account and Sending E-mail using Netscape Mail Clients and Outlook Express respectively
4. Using FTP and Telnet

WEB DESGINING

Note: Relevant theory instructions should be imparted along with the practicals in each topic.
1. User and Internet Relay chat (5 hrs)
☐ Usenet-its components, News Groups, Searching and Subscribing New Groups, News Servers
☐ Concept of Chatting and IRC, Client Software for Chat, Chat Servers, Smiley.
2. Web Publishing (15 hrs)
Overview, web hosting, Documents Interchange Standards, Components of Web Publishing, Document Management, Web Page Design Consideration and Principles, Search Engines, How to register a Web Site on search Engines, Publishing Tools.
3. HTML (15 hrs)
Document Layout, Header Elements, Section Headings, Block-oriented elements, lists, Inline elements, Visual mark-up, Hypertext links, Uniform Resource Locators (URLs), Images, Forms, Tables, and Special Characters.
4. Introduction to Interactivity Tools (17 hrs)
ASP, VB Script, Java Script,/JAVA and Front Page
5. Multimedia and Graphics (4 hrs)
VRML and Authoring Tools for Graphic Web Editors
6. Internet Management Security Concepts, (8 hrs)
Information Privacy and Copyright Issues
Overview of Internet Security; Firewalls, Internet Security Management Concept and Information Privacy and Copyright Issues.

LIST OF PRACTICALS
1. Creating Web Pages using HTML
2. Creating Web Page using Front Page
3. Using VB Script for interactive Web Page design
4. Using Java Script for interactive Web Page D

THIRD SEMESTER

3.3 MICE (Meetings, Incentives, Convention & Exhibition)

Module Rationale

This module will give students the knowledge of aspects related to organising meetings, incentive tours, conferences and events.

Detailed Contents

- Understanding MICE
- Planning meetings, conferences, events

- Organizing meetings, conferences, events
- Venue Selection for MICE
- Vendor Selection for various fringe activities
- How to manage MICE department/organization

Suggested Instructional Methodology

- Theory classes

Recommended Books

- Ghosh, Tourism & Travel Management
- Macluod, Tourism globalisation & cultural change
- Fyall, Experts of tourism marketing
- Hinch, Experts of tourism developments
- Tourism recreation & climate change (CD)
- Dallen, Shopping tourism retailing & Leisure
- Ritchie, Managing educational tourism (CD)
- Riley, Tourism employment analysis & planning (CD)
- Rayan, Recreational tourism demand & impact
- Hall, Nature based tourism in peripheral areas development or disaster
- Butler, Tourism development issues for a vulnerable industries
- Halls, Tourism mobility & 2nd home
  Fredline, Progressing Tourism Research

THIRD SEMESTER

3.4 STENOGRAPHY (ENGLISH)-I

RATIONALE
The performance of the personnel working in modern offices depends, to a large extent, on the proficiency with which they can take dictation. Many of the confidential matters have to be written in shorthand before final communication is sent to different quarters/parties. It is necessary that students acquire an accurate and good speed of shorthand so that they are able to perform in the modern offices effectively. Through a series of courses on stenography these skills can be imparted to the students. Hence the introduction of the subject in the curriculum of Modern Office Practice.

DETAILED CONTENTS
1. Introduction
2. Importance of shorthand
3. Emphasis on phonetic system in Pitman Shorthand.
4. Correct sitting position, holding of pencil and note book and their quality
5. Consonants
- Straight
- Curves
- Others
6. Joining of uneven strokes
7. Vowel signs-Vowel indication
- First place
- Second place
- Third place
8. Alternative forms of `R' (upward and downward)
9. Diphthongs and Consonant `H'
10. Grammalogues and Phrases
11. Circle `S' and `Z'
- Large circle of `SW' `SS' and `SZ'
- ST and STR loops
- Initial Hooks to straight strokes and curves.

SPECIAL NOTES
1. All students should be divided into two groups. Each group should comprise of maximum 15-20 students.
2. Assignments will be based on Pitman shorthand instructor and key by Sir Issac Pitman upto exercise 4 including Reversionary `A'

ATTAINMENT OF SPEED
At the end of semester the students should be able to take down dictation at a minimum speed of 30 words per minute.

ASSIGNMENT

1. Practicing sitting posture including the position of note-book and holding of pen/pencil.
2. Practice of consonants with special attention to their formation, length, angle, size, direction, thickness, etc. joining of strokes.
3. Repeated practice of using vowels and exercises from the text books.
4. Practice of using grammalogues, punctuation marks, phrases, diphthongs, triphones
5. Class work-Reading and dictation along with transcription regularly
6. Home work-Reading and copying work (everyday throughout the year)
7. Practice of using circles and loops.

BOOK PRESCRIBED

1. Pitman Shorthand Instructor and Key by sir Issac Pitman.

THIRD SEMESTER

3.5 FINANCIAL ACCOUNTING – I

RATIONALE
Diploma holders working in offices as Office Assistants or Private Secretaries has to deal with financial and banking transactions of the institute/industry/company/ organization. This subject will provide sufficient knowledge and skill to the students related to accounting procedure.

DETAILED CONTENT
Note: Tutorial Classes may be organized along with theoretical instructions.
1. Bank Reconciliation Statement (10 hrs)
2. Depreciation (18 hrs)
- Meaning and Definition
- Necessity for Depreciation
- Methods of Depreciation
- Straight Line Method
- Written Down Value Method.
3. Final Accounts (36 hrs)
- Trading Account
- Profit and Cost account
- Balance Sheet (with adjustments)
4. Errors and their Rectification (14 hrs)
5. Accounts from Incomplete Records (20 hrs)
6. Accounts of Non-Profit Organization (30 hrs)
6.1 Receipt and Payment A/C.
6.2 Income and Expenditure A/C.
6.3 Balance Sheet.

Assignment: (Tutorial exercises on following should be taken up)
1. Bank Reconciliation Statement
2. Depreciation: Straight Line Method, Written Down Value Method
3. Final Accounts and Adjustments
4. Errors and their Rectification
5. Statement of Affairs, Accounting from Incomplete Records
6. Non-Profit Organizations

THIRD SEMESTER

3.6 HUMAN RESORCE MANAGEMENT

DETAIL CONTENTS
- Human Resource Management
- Role of Human Resources
- Acquisitions of HR Planning, job analysis, Recruitment and selection, induction, placement, promotion and transfer
- Development of Human Resources
  Training, career planning, performance appraisal, organization development
- Motivation of Human Resources
  Job design, leadership, communication, counseling appraisal
- Maintenance of HR
- Corporate Governance
- Group Behavior
  Meaning and importance of group, types of groups, inter and intra group conflicts and resolving conflicts, group dynamics.
- Stress Management
  Meaning of stress, causes of stress, removing/overcoming stress.

FOURTH SEMESTER (OFFICE MANAGEMENT AND COMPUTER APPLICATIONS)

Sr. No	Subject	L	T	P	EVALUTION SCHEME						Total Mark
		Hrs/Week			Internal Assessment		External Assessment				
					Theory	Prac.	Theory		Prac.		
					Max. Marks	Max. Marks	Max. Marks	Hrs.	Max. Marks	Hrs.	
4.1	Secretarial Practice (033042)	4	-	-	50	-	100	3	-	-	150
4.2	SQL Programming	1	-	5	-	50	-	-	100	3	150
4.3	Financial Accounting –I (093042/033033)	4	2	-	50	-	100	3	-	-	150
4.4	Stenography (English)-II++ (093043/033043)	-	-	6	-	50	100	3	100	3	250
4.5	Economic , Social & legal Environment (093044)	5	-	-	50	-	100	3	-	-	150
4.6	Fundamentals of customer service & customer relationship management (093045)	5	-	-	50	-	100	3	-	-	150
	#Student Centered Activities	-	-	2	-	25	-	-	-	-	25
	Total	18	2	15	175	150	500	-	250	-	1025

\#   Student centered Activities will comprise of various co-curricular activities like games, hobby clubs, seminars declamation contests, extension lectures, field visits, NCC, NSS and cultural activities etc.

+   There will be no theory paper in this subject.

++   There will be separate theory examination in this subject.

FOURTH SEMESTER

4.1 SECRTARIAL PRACTICE-1   33042

L   T   P
4   -   -

RATIONALE

The main aim of diploma holders is to perform secretarial duties for and on behalf of the boss. Therefore, one must be well conversant with relevant sources of information and be alert and active with detailed knowledge to perform assignment as per direction of the office.

DETAILD CONTENTS

1   Secretarial Functions of Personal & Private Secretaries   (30 Hrs)

   1.1   Qualification , Duties and Responsibility of various types of Secretaries

   1.2   Public Relations

   _   Work involved at reception desk
   _   Reception / public relation officer job profile
            Fixing of appointments, maintenance of deck diaries /Register/ Digital diary.
   _   Telephone handling / etiquette
   _   Fax and internet handling

   1.3   Travel Arrangements
   _   Planning journey
   _   Schedule / Itinerary
   _   Reservation travel, hotel and transport
   _   Document- Passport- visa, health check up, money, insurance

   1.4   Using Various Sources of Information

   _   Dictionaries, encyclopedia, directories, railway time table, air time Table/ schedule, year book, tourist guide ready recknor, government repots/ gazettes, office manuals, TIM (Travel Information Manual)

1.5   Handling Cash Transaction

    _   Methods of making payment; Cash, Draft, Money Orders, IPO
Telegraphic transfer, standing instruction, ATM, Credit Card.
Banking Transaction; different types of bank accounts, different
Types of cheques, encashment, endorsement, crossing, dishonour.

2.   Company Secretary   (34Hrs)

    _   Qualification, duties & appointments.
    _   Rights and Liabilities of a Company Secretary
    _   Scope of Secretarial Work.
    _   Role of Company Secretary

LIST OF ASSIGNMENTS

1.   Telephone index diary

2.   List of telephone number and intercom to be displayed for the boss on his
table hotel service numbers.

3.   Display of information by diagrams, charts, graphs

4.   Specimens of air ticket, boarding card, rail ticket itinerary

5.   Practice in preparing tour programmes, making railway and air
reservations, booking hotel accommodation, preparation of TA bills.

6.   Practice in recording appointments in diaries, furnishing information
required at the time of actual meeting, receiving and handling visitors.

7.   To prepare a report in respect of every office visit and exhibition required
at the time of actual meeting, receiving and handling visitors.

8.   Ability to find telephone bills, Registers for maintaining record of
telephone calls made, practical training on working on PBX, PABX
intercom etc.

RECOMMENDED BOOKS

1.   Secretarial Practice by John Harrison

2.   Office Organization and Management by Jain and Jain

3.   Office Management by PK Chopra

FOURTH SEMESTER
4.2 SQL PROGRAMMING

RATIONALE

This course will provide students the knowledge of Relational Database Management (RDBMS) using ORACLE. After completion students will be able to create data basis according to their requirements along with the capabilities of modifying database, providing securing with the help of access permissions etc.

DETAILED CONTENTS

1. **Introduction to Managing Data**

Understand human data: Cell name, cell length, Basic database concepts; Oracle – The product philosophy; Introduction to oracle and its tools. The oracle database administrator, interaction between oracle engine and oracle client tools. Commercial application development using oracle – oracle's suite of products.

2. **Interactive SQL**

Oracle and client server technology, invoking SQL and PLUS, data manipulation in DBMS (Table, Entity), Data types in ORAVLE, creation of TABLE, creating fable from a table.

Insertion of data into a table, viewing data in the tables, deletion operations, updating the contents of a table, modifying the structures of tables (adding new columns) modifying existing columns etc. Renaming tables, destroying tables, examining objects like table, views created by a user.

3. **More on SQL**

Computations on Table data: Arithmetic operators, logical operators, renaming columns used with expression lists, range searching, pattern matching.

SYSDATE

Oracle Functions: Group functions (Aggregate functions), scalar function (single row function), data conversion functions

Data Constraints: Types of data constraints, column level constraints, table level constraints, NULL value concepts, the UNIQUE, PRIMARY KEY, FOREIGN KEY AND CHECK constraint, defining and dropping constraints in the ALTER TABLE command, default value concepts etc.

Group by clause, HAVING clause

Manipulating Dates in SQL: TO – CHAR, TO – DATE

SUBQUERIES, JOINS (EQUI JOIN AND SELF JOIN), UNION, INTERSECT AND MINUS clause

4.   **SQL Performance Tuning**

                                       INDEXES: Creation of simple, composite and unique index, dropping indexes.

VIEWS: Creation of views, renaming the columns of a view, selection a data set from a view, up – date- table views, destroying a view

SEQUENCES: Creating sequence referencing a sequence, altering a sequence, dropping a sequence

4.   **Security Management Using SQL**

        GRANT AND REVOKE Commands

LIST OF PRACTICAL

1.   Exercises on different forms of select statement
2.   Exercises on group by and having clause
3.   Exercises on creation of tables
4.   Exercises on creation of tables using constraints
5.   Exercises on insertion of data into tables
6.   Exercises on deletion of data using different conditions.
7.   Exercises on UPDATE statement
8.   Exercises on SUBQERIES
9.   Exercises on indexes, views and sequences
10.   Exercises on data functions, group and scalar functions,
11.   Exercises on JOINS, Grant and remove privileges
12.   Exercises on creation of PL/SQL blocks
13.   Exercises on cursor management in PL / SQL
14.   Write a database trigger after update, delete
15.   Write a database before delete, update

INSTRUVTIONAL STRATEGY

The teacher should use examples for explaining various concepts. They can laboratory assignments on different topics as mentioned under list of practical

RECOMMENDE BOOKS

1.   SQL, PL/SQL by Ivan Bayross; BPB Publications, New Delhi

2.   ORACLE "The Complete Reference" By George Koch and Kevin Loney; Tata McGraw Hill, New Delhi.

FOURTH SEMESTER
4.3 FINANCIAL ACCOUNTING - II

RATIONALE

Diploma holders working in offices as Office Assistants or Private Secretaries has to deal with financial and banking transactions of the institute/industry/company/ organization. This subject will provide sufficient knowledge and skill to the students related to accounting procedure.

DETAILED CONTENTS

1. Accounting for partnership firms
- Nature of Partnership Firm
- Partnership Deed - meaning, meaning and importance, special aspects.
- Fixed or Fluctuating Capital. Past Adjustments, Division of Profit
2. Admission of partner
- Change in profit sharing ratio
- Good will-nature, method of calculation and accounting
- Revaluation of Assets and Liabilities
- Treatment of Reserves
- Preparation of Capital Accounts
- Balance Sheet of new firm.
3. Retirement/death of partner
- Change in profit sharing Ratio
- Share of Goodwill Reserves etc
- Share of Capital (Simple Problems only)
4. Dissolution of firm
- Meaning
- Preparation of Realization and other Related Accounts. (Simple Problems only)
5. Company Accounts
- Accounts for Share Capital
- Issue of a share Capital
- Application, Allotment and Calls
- Over and Under Subscription
- Issue at Par, Premium and Discount
- Forfeiture of Share (Excluding Over-subscription)
6. Debentures
- Meaning and nature of debenture
- Issue of debentures at par, at discount and at premium as collateral security (including issue for purchase of assets)
PRACTICAL PROBLEMS
Accounts of Partnership Firm (simple problems related to cash)
- Admission of Partner
- Retirement Death of Partner
- Dissolution of Partnership Firm

FOURTH SEMESTER
4.4 STENOGRAPHY (ENGLISH) – II ++

RATIONALE
The main aim of diploma holders is to perform secretarial duties for and on behalf of the boss. Therefore, one must be well conversant with relevant sources of information and be alert and active with detailed knowledge to perform assignment as per direction of the office.

DETAILED CONTENTS
1. Alternative forms of FR and VR
2. Circles and loops preceding, initial hooks.
3. N and F/V hooks or Final hooks
4. Circles and loops to final hooks
5. Tick and Dot `H'
6. Shun hook
7. Upward and Downward `L' and `SH'
8. Compound consonants
9. Halving Principles
10. Doubling Principles
11. Diphonic or two vowel signs.
12. Medial semi circle
13. Prefixes
14. Suffixes

PRACTICE (60 Words per minute)
1. Practicing final hooks and alternative forms
2. Practice of having and doubling principle
3. Daily dictation from the book after reading the exercise and its transcription thereof into long hand
4. Practice of using diphones, medial semi circle, compound words, prefixes, suffixes, dictation and reading back from shorthand into long hand
5. Dictation from seen passages, including correspondence and transcription on the typewriter (words contained should be related to the topics covered)
6. Five minutes and ten minutes speed tests (attainment to develop ability to take notes in neat accurate style at the rate of 100 words per minute (w.p.m.) and transcription of the same at the rate of 30 words per minute (w.p.m.) and transcription of the typewriter
7. Practicing variety of drills
- Reading shorthand from black board
- Copy shorthand from black board
- Cold note reading
- Delayed writing

- Students dictate to the class from shorthand book
- Two minute speech by students
- Reading printed shorthand material
- Transcription

INSTRUCTIONAL STRATEGY

This is a practical oriented subject. Teachers should develop practical exercises and provide for sufficient repetitive practice time to the students so that the students attain desired level of competency.

SPECIAL NOTE:

1. All students should be divided into two groups. Each group should comprise of maximum 15-20 students
2. Assignments will be based on Pitman shorthand Instructor & key by Sir Issac Pitman upto exercise 110 including Reversionary `C'

FOURTH SEMESTER
4.5 ECONOMIC, SOCIAL & LEGAL ENVIRONMENT

Module rationale

In this module, students will learn about the socio-political environment of India and how it impacts the business. They will also learn about the opportunities that have been generated as a result of globalisation and liberalisation of Indian economy. The module will help them understand the benefits and challenges of operating a business in the global Indian market.
This module will also help students learn about various legal provisions and act which will help them to understand the legal environment of business

Detailed Contents

- The Indian business and social environment
    - National economy
    - Globalisation and liberalisation of Indian economy and its impact on business and trade
    - Trends in major industrial sectors
        - Agriculture
        - Industrial
        - Banking and financial services
        - Infrastructure, power, transport, communication & information technology
        - Tourism and travel
- Business environment- Haryana
    - Historical background of Haryana.
    - Natural resources
    - Agriculture
    - Banking/financial services/insurance sectors in Haryana
    - Industry and natural resources
    - Infrastructure, power, transport, communication, and information technology
    - Human Resources Development in Haryana.
    - Current economic policy and effect of liberalisation and globalisation on businesses
- Legal Environment

    Indian Contract Act, Sales of Goods Act, Negotiable Instruments Act, Workmen Compensation Act, Consumer protection Act, RTI Act.

Suggested Instructional Methodology

- Lectures
- Industry visits
- Short Internet-based research projects on the state of Indian Economy, various industrial sectors and potential for growth in various sectors in Haryana

Recommended Books

- Indian Economy Today: Changing Contours/Baidya Nath Prasad Singh. New Delhi, Deep and Deep
- Three decodes of Haryana: R.S.P Gupta Ess pee Publication, Chandigarh
- The Punjab: An overview by R.S.P Gupta Ess Pee Publication, Chandigarh.

FOURTH SEMESTER
4.6 FUNDAMENTALS OF CUSTOMER SERVICE & CUSTOMER RELATIONSHIP MANAGEMENT

Module Rationale

This module will help students understand the critical need for service orientation in the current business scenario. It begins with explaining who customers are and why do businesses need to understand what they want. They will learn about the basics of building customer relationship and the ways for doing so. For example, they will understand the need for empathising with the consumer so that they can understand customer interaction better. In addition, the module will explain the various styles of communicating with the customers and situations when each style would need to be applied.

Detailed Contents

- **Focus on Customers:** Understanding the customers, understanding customer service, service triangle, benefits of exceptional customer service, customer delight, first impressions, perception vs. reality
- **Scanning environmental and cultural influences:** Environmental and cultural influences on customer behaviour
- **Building customer relationship:** Why do people do business with you, Ways to address human needs, building relationships through valuing the customer, building rapport, emotional bank account, the Value Equation
- **Empathy and Ownership:** What is empathy, empathy vs. sympathy, how to empathise, benefits of empathy, the pitfalls, what is ownership, how does one convey ownership, problem solving, customer interaction cycle
- **Communication styles:** Three main styles. (aggressive, passive and assertive), disagreement process, selective agreement, benefits of assertive communication
- **Public relation:** PR with vendors & supplies, PR with media, PR with Airlines, PR with Hotels.

Suggested Instructional Methodology

- Case studies on importance of understanding the customers and meeting their demands

- Internet-based research project on customer behaviour
- Lectures and theory classes

Recommended Books:
- Peeru Mohammed: Customer Relationship Management
- Grover S K : Marketing: A Strategic Orientation
- P. Kotler : Marketing Management
- R. Saxena : Marketing Management

FIFTH SEMESTER (OFFICE MANAGEMENT AND COMPUTER APPLICATIONS)

Sr. No	Subject	L	T	P	EVALUTION SCHEME						Total Mark
		Hrs/Week			Internal Assessment		External Assessment				
					Theory	Prac.	Theory		Prac.		
					Max. Marks	Max. Marks	Max. Marks	Hrs.	Max. Marks	Hrs.	
5.1	Financial Marketing Finance System (084152)	5	-	2	50	-	100	3	-	-	150
5.2	Elements of E – Commerce (093055)	3	-	3	25	25	100	3	100	3	250
5.3	Computerized Accounting	2	-	4	-	50	-	-	100	3	150
5.4	Stenography (English)-III++ (033053)	3	-	5	-	50	100	3	100	3	250
5.5	Entrepreneurship and Small Business Development (033054)	5	-	-	50	-	100	3	-	-	150
5.6	Office Machinery and Equipment	-	-	3	-	50	-	3	100 (incl. Viva)	3	150
	#Student Centered Activities Entrepreneurial Awareness Camp	-	-	2	-	25	-	-	-	-	25
	Total	16	-	19	100	225	400	-	450	-	1125

\#   Student centered Activities will comprise of various co-curricular activities like games, hobby clubs, seminars declamation contests, extension lectures, field visits, NCC, NSS and cultural activities etc.

+   There will be no theory examination in this subject.

++   There will be separate paper of theory in this subject.

FIFTH SEMESTER

5.1   FINANCIAL MARKETS & FINANCIAL SYSTEM

Module Objective
This module will make the students understand the concept of financial markets, instruments and the legal implications.

Section I
Investment categories & investment process, markets and their functions.- structure of Indian financial markets, major players in the capital market-BSE, NSE, regional exchange, OTCEI, types of instruments- shares, bonds, warrants, options, euro issues, commercial papers etc.

Section II
Financial system in India: RBI and financial system, money market- characteristics, instruments, introduction to capital market-its role, significance.
History of stock exchanges, regulations of stock exchanges, licensed dealer, on-line trading concept, qualification for membership, functions of stock exchanges, regulations on trading, measures to promote healthy stock markets.

FIFTH SEMESTER
5.2 ELEMENTS OF E - COMMERCE

1. **INTRODUCTION TO E – COMMERCE:-**
Business Operations, E – Commerce practices vs traditional business practices, concepts of B2C,C2C,B2G,G2B,G2C; Features of E – Commerce, Types of E – Commerce Systems, Elements of E – Commerce, Principles of E- Commerce, Benefits & limitations of E – Commerce , Management issue relating to E – Commerce.

2. **OPERATIONS OF E –COMMERCE: -**
Credit Card transaction, Secure Hypertext transfer protocol, Electronic payment systems, Secure Electronic transaction (SET), Sets encryption process, cyber cash, Smart Card, Indian Payment Models.

PART – 2

3. **APPLICATION IN GOVERNENCE :-**
EDI in governance, E-Government, E-Governance application of internet, Concept of government to business, business to government and citizen to government, E-Government models, private sector interface in E-Governance.

4. **APPLICATION IN B2B:-**
Key technologies for B2B,architectural models of B2B, Characteristics of supplier-oriented market place, buyer oriented market place and intermediary oriented market place, Just in time delivery in B2B, Internet based EDI from traditional EDI, Marketing issue in B2B.

5. **APPLICATION IN B2C:-**
Consumer shopping procedure on the internet, Impact on disintermediation and re- intermediation, global market, Strategy of traditional department stores, Product in B2C model, Success factor of e-brokers, broker based services online, online travel tourism services, Benefits and impact of E-Commerce on travel industry , Real-Estate market, Online stock trading and its benefits, Online banking and its benefits , Online financial services and their future, E-Auction benefits, Implementation and impact.

PART-3

6. **EMERGIN BUSINESS MODELS:-**

Retail model, Media Model, Advisory Model, Made to order Manufacturing model, Do-it yourself model, Information service model, Emergency Hybird Models, Emerging models in India.

1. **Practicals**

Internet and E-Commerce scenario in India, Internet security issues, Legal aspects of E-Commerce.

FIFTH SEMESTER
5.3 COMPUTERIZED ACCOUNTING

Module Objective
This module will help the students to understand and use the accounting, Tally & HR softwares.

Tally
An Introduction of Tally, Gateway of tally- Accounts infoledger & group creation, alteration, deletion, Inventory, Voucher Entries- receipt, payment, Contra, journal, purchase order, sales order, purchase, Sale, Cost Centers, Job Costing, Cash flow, Fund Flow, Ratio analysis, Forms and Challans.

Tally Payroll
Company setup, Employee setup, Monthly attendance entry, Minimum Wages Rate setup, Pay register, ESI etc.

Busy
Creation of Company, Alteration of Company, Splitting, Back up, restore. Ledger & group creation, alteration, deletion, Inventory, Voucher Entries- receipt, payment, Contra journal, purchase order, sales order, purchase, Sale, Cost Centers, Job Costing, VAT, CST, TDS, TCS, FBT, Service Tax, Excise, Reports

FIFTH SEMESTER
5.4 STENOGRAPHY ENGLISH – III++

RATIONALE
The performance of the personnel working in modern offices depends, to a large extent, on the proficiency with which they can take dictation. Many of the confidential matters have to be written in shorthand before final communication is sent to different quarters/parties. It is necessary that students acquire a good speed of shorthand with accuracy so that they are able to perform in the modern offices effectively. Through a series of courses on stenography, these skills can be provided to the students. Hence the subject is introduced in the curriculum of Modern Office Practice

DETAILED CONTENTS
- Revision of theory done in the 3rd and 4th semesters.
a) Vowels implied
b) Figures and important contractions
c) Advanced phraseography
d) Contractions
e) Intersections
f) Business phrases
g) Note taking techniques and transcription on typewriter/PC
h) Common errors of English words

Attainment of speed: At the end of this semester, the students should be able to take down dictation on all types of matters at the rate of 100 words per minute and transcribe on a typewriter/PC at the speed of 30 word per minute. Emphasis should be given to accuracy in dictation and transcription.

Practical Assignments:
- Practice of using advanced phraseography contractions and intersections.
- Dictation from seen and unseen passages of 5 minutes duration and their transcription on the typewriter / computer.

INSTRUCTIONAL STRATEGY
This is a practical oriented subject. Teachers should develop practical exercises and provide for sufficient repetitive practice time to the students so that the students attain desired level of competency. The dictation from newspapers and magazines will be given and students should be encouraged to develop new contractions and phrases in shorthand.

RECOMMENDED BOOKS
1. Pitaman's Shorthand – New Course by Sir Issac; Pitman's Publications, London.
2. Pitaman's Shorthand Dictionary by Pitman; Pitman's Publications, London.
3. Graded Exercises in Shorthand by Pitman; Journal.
4. Workbook for Shorthand. Dictation and Correspondence by Dr. G.D. Bist;
Vishishit Prakashan, C4B/66, Janakpur, New Delhi.

5. Shorthand Quiz (Question/Answers) by Dr. G.D. Bist; Vishishit Prakashan, C4B/66, Janakpur, New Delhi.
6. Model Speed Dictations (Subject wise Volumes by Dr. G.D. Bist; Vishishit Prakashan, C4B/66, Janakpur, New Delhi.
7. Shorthand Insurrection with Key by Pitman, Sir Issac.
8. Shorthand made Easy for Beginners by Kuthiala O.P.; Pitman Publications.
9. Shorthand Transcription by Sir Kailash Chander; F-35, East of Kailash, New Delhi.
10. Shorthand Reading and Dictation Exercises (Monthly) by PSS Publications, New Delhi.
11. Pitman Shortand – Guided Dictation Studies; Published by AH; Wheeler and Sons
12. Pitman Shortnand – Instructor; Published by AH; Wheeler and Sons

OBSERVATION
There will be a separate exam of theory of shorthand in all the three semester comprising 100 marks.. The question paper should certain the format mentioned as under:

SECTION-A
Q.1 Objective type questions: Total 15 Nos.
Q.IA 5 questions should be like, fill in the blanks
Q.IB 5 questions should be like true or fake
Q.IC 5 question should be like Multiple choice.

SECTION-B
Q.2 Some 5 to 6 short questions should be asked to attempt

SECTION-C
Question in this section should be of illustrative nature and very exhaustive answer should be asked for in this section.
Separate exam of Practical of 100 marks.

FIFTH SEMESTER
5.5 ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT

RATIONALE
In view of the dwindling job opportunities in government departments and organized sector, the students of modern office practices are required to be given inputs on entrepreneurship development and self-employment. The purpose is to impart necessary knowledge and skills to students so as to enable the students to set-up and manage their own entrepreneurial ventures.

DETAILED CONTENTS
1. Introduction to Entrepreneurship
Definition of entrepreneur and entrepreneurship. Need, scope and importance of entrepreneurship entrepreneurial characteristics, Entrepreneurial competencies.
2. Government Policies and Support for Promoting Entrepreneurship
Promoting Entrepreneurship, Entrepreneurship Development and Entrepreneurship Awareness Camps , Entrepreneurship Development Institutions and organizations at National, Regional, State and District level.
3. Environment Scanning and Opportunity Identification
Trends in growth of various sectors of Indian Economy, Identifying opportunities in different sectors and selecting products / projects, Criteria for product selection.
4. Project Feasibility Analysis
Market survey and estimating product / services demand. Managerial, technical, market, financial and socio-economic viability of projects.
5. Project Formulation
Preparation of preliminary project report. Formulation of detailed project report.
6. Management of a Small Enterprise
- Marketing, sales and promotion management
- Financial management
- Personnel management and Industrial relations
- Production and operations management
(Elementary inputs of above mentioned functional areas of management of an enterprise are needed to be taught)

Practical Assignment
1. To collect schemes of financing of national, regional, state and district level financial and developmental organizations.
2. To identify and selection of a project and conducting market survey thereof.
3. To prepare a preliminary project report.
4. To prepare a detailed project report for a chosen/short-listed project.
5. Case study of entrepreneurs.
INSTRUCTIONAL STRATEGY
Experts from different financial organization may be invited to deliver lectures on type and procedures for norms and other support available for setting up an enterprise. The students may be encouraged to meet and prepare case studies of some successful

entrepreneur near their locality. Tutorial exercises may be developed by the teachers for preparing project feasibility reports etc.

RECOMMENDED BOOKS
1. Entrepreneurship Theory and Practice by B.S. Rathore and J.S. Saini; Wheeler Publishing, New Delhi, price Rs.320/-.
2. A Handbook of Entrepreneurship by BS Rathore and JS Saini, Aapga Publication Pvt.Ltd., SCF 267, Sector 16, Panchkula
3. Entrepreneurial Development in India by C.B. Gupta and R. Srinivasan, Sultan Chand and Sons, New Delhi.
4. Entrepreneurship Development by Khemka, Sultan Chand and Sons, New Delhi.
5. A Handbook of Entrepreneurship by T.V. Rao and Udai Pareek, Learning System, New Delhi.
6. The Impact Machining Entrepreneurs EDII, Ahmedabad.

FIFTH SEMESTER
5.6 OFFICE MACHINERY AND EQUIPMENT

RATIONALE
The basic thrust of the course is to generate efficiency, effectiveness and excellence in the work and to improve performance of the office vis-a-vis to achieve optimum productivity in various office operations. Emphasis is laid in this course to inculcate practice amongst the students to use 'time and labour saving devices' as well as different systems and procedures and to keep the students abreast with the latest/modern techniques and practices in offices, both within and out side the country.

DETAILED CONTENTS
Note: Relevant theory instructions should be imparted along with the practicals in each topic.
1. Need and Importance of Office Machines
1.1 Meaning, advantages and their scope
1.2 Selection of appropriate machines for an office
2. Traditional Machines
2.1 Typewriter – standard, portable and electronic
2.2 Duplicator
2.3 Calculators
3. Modern Office Machines
3.1 Photostat with advanced features
3.2 Copy printer
3.3 Computer
3.4 Copy printer with interface
3.5 Franking machine
3.6 Binding machine
3.7 Lamination machine
3.8 Cheque writing machine
3.9 Stencil cutting machine for printing large quantities
4. Modern Communication Systems
4.1 Telephone with memory, caller ID, directory and conference equipment
4.2 Telephone answering machine
4.3 Cordless telephone and hand free sets
4.4 Telephone (main line and extension, PBX, EPABX, Intercom)
4.5 Fax
4.6 Public address system
4.7 E-mail
4.8 Internet
4.9 Mobile phone
5 Modern Information Storing Systems and Equipment
5.1 Floppies and Compact disk (CD) workable on computer
5.2 Scanner
5.3 Bar code system
5.4 Incoming/out going inventory register

6. Modern Accounting Equipment
6.1 Electronic calculator
6.2 Electronic billing machine
6.3 Electronic cash register
6.4 Electronic weighting machine
6.5 Electronic ledger system
6.6 Coin and currency note sorting and counting machine
7. Modern Office Security Systems and Equipment
7.1 CCTV
7.2 Time/attendance machine
7.3 Visitor counting machine
7.4 Metal/gas/smoke detector
7.5 Fire extinguishers – different types
7.6 Security alarms/remote control locking system.
Note: There will be no external examination for theory in this subject.

INSTRUCTIONAL STRATEGY

1. The student may be asked to perform practical in all the above areas and their proficiency may be evaluated by their teacher and external examiner
2. The students will be required to participate in group discussions and practical operations of the equipment.
3. The students may be exposed to world of work during the course of practical training and industrial visit in order to know the detailed process of handling of office machines and equipment.

4. The students may be encouraged to visit trade fairs and exhibitions in order to gather more information on latest technological changes and developments in the field of office machines and equipment
5. The students should be given knowledge and skills for operation, repair and regular/periodical maintenance of machines and equipment
6. The teachers should give demonstration and repetitive practical exercises of handling all the office machines and equipment to the students, either in the classroom, laboratory or in an industrial/institutional set up, wherever facilities are available. Teachers should closely watch and assist the students during their practical.

RECOMMENDED BOOKS

1. Office Management by Ghosh and Aggarwal
2. Office Management by Gupta, Bansal, Jain, Malik
3. Modern Office Management by Dr.I.M. Sahai
4. Office Automation by K.K. Bajaj
5. Office Practice Made Simple by Geoffrey Whitehead
6. Latest Periodicals and Magazines on Office Automation

SIXTH SEMESTER (OFFICE MANAGEMENT AND COMPUTER APPLICATIONS)

Sr. No	Subject	L T P Hrs/Week			EVALUTION SCHEME						Total Mark
					Internal Assessment		External Assessment				
					Theory	Prac.	Theory		Prac.		
		L	T	P	Max. Marks	Max. Marks	Max. Marks	Hrs.	Max. Marks	Hrs	
6.1	Project-Oriented Professional Training	-	-	36	-	175+	-	-	200++	-	375
	# Student Centered Activities	-	-	4	-	25	-	-	-	-	25
	Total	-	-	40	-	200	-	-	200	-	400

+   Out of 175 marks for internal assessment, 100 marks will be reserved by the industry personnel, where the student is being placed for project/training and 75 marks will be reserved for the faculty supervising the student, based on the criteria laid down in the subject content.

++   For external assessment of the student an expert from the industry may be invited. The students are supposed to present the project/training report, followed by viva-voce.

SIXTH SEMESTER
6.1   PROJECT ORIENTED PROFESSIONAL TRAINING

The students of diploma in Office Management and Computer Applications will be required to Undergo Project Oriented Professional Training in the sixth semester during the final year in an office which will be arranged by the implementing institutions/students. The following organizations may be considered for arranging the project oriented professional training:

- Government Departments/Offices
- Business/Commercial Organizations
- Industrial Establishments
- Hospitals
- Educational Institutions
- Railways, Airlines and other Transport Undertakings
- Publishing Houses/Press
- Banking and Insurance Companies
- Job-work Centres
- Computer Centres/Documentation Centres/Call Centres

This is, however, a tentative list. Heads of Departments may be given the complete autonomy/freedom to select relevant organization to place all the students by rotation e.g. 1-2 months in secretarial work section, 1-2 months for stenography work and 1-2 months in computer section and 1-2 months in administrative/management section of various organizations. While selecting the training station, care should be taken to select such organizations that are willing to accept the traineås ant where there is sufficient scope for the trainee to undertake varied kind of experiences relevant to their profession and aptitude.

Suggested departments/sections for on-the-job professional training are:

- Stenography work and typing with various executives (1-2 months)
- Handling mail, filing, indexing and operation of traditional and modern
office machines and equipment (1-2 months)
- Receptionist, Operation of computer, duplicating, stores handling,
accounts, and editing jobs (1-2 months)

The purpose of this project oriented professional training is to expose the students to the world of work and provide professional experience in real life situation. The students will have to maintain a daily/weekly/monthly diary/work book and submit detailed reports of their activities. These reports will be certified by a responsible officer of the organization where the student is undergoing professional training and doing his/her project. Each student is required to undergo one Practical Oriented Project according to his/her area of interest and the project report is to be submitted at the end of project

oriented professional training period. The concerned teachers will guide and supervise the students on work stations at regular intervals. A systematic plan of action is required to

be prepared, well in advance, by the polytechnic in consultation with the organizations where professional training and project has to be carried out. The teachers should clearly specify the expected learning outcomes and schedule on day-to-day basis for the whole of the period of students project oriented professional training. Performa may be developed by the polytechnic teachers in consultation with personnel from industry to monitor the progress of the students. The Performa should be filled by the students on daily, weekly and monthly basis, and should be duly countersigned by the personnel from industry and concerned teacher attached to the particular student. Each teacher is supposed to guide and supervise about 5 – 8 students.

A criteria for assessing student performance by the external (personnel from industry) and internal (teacher) examiner is given in table below:

Sr.No.	Performance Criteria	Max. Marks	Rating Scale				
			Excellent	Very good	Good	Fair	Poor
1.	Punctuality and regularity	10	10	8	6	4	2
2.	Initiative in learning/working at site	10	10	8	6	4	2
3.	Level/proficiency of practical skills acquired	20	20	16	12	8	4
4.	Ability to solve live practical problems	20	20	16	12	8	4
5.	Sense of responsibility	10	10	8	6	4	2
6.	Self expression/communication skills	5	5	4	3	2	1
7.	Interpersonal skills/human relations	5	5	4	3	2	1
8.	Report writing skills	10	10	8	6	4	2
9.	Viva Voce	10	10	8	6	4	2
	Total	100	100	80	60	40	20

The overall grading of the practical training shall be made as per following table

Range of maximum marks		Over grade
i)	More than 80	Excellent
ii)	79<>65	Very good
iii)	64<>50	Good
iv)	49<>40	Fair
v)	Less than 40	Poor

In order to qualify for the diploma, students must get "Overall Good grade" failing which the students may be given just one more chance of undergoing one semester of project oriented professional training in the same industry, before being disqualified from the diploma and declared "not eligible to receive diploma in Office Management and

Computer Applications". It is also important to note that the students must get more than six "good" or above "good" grade in different performance criteria items in order to get "Overall Good" grade.

Important Notes:
1. This criteria must be followed by the internal and external examiner and they should see the daily, weekly and monthly reports while awarding awards as per the above criteria.

2. The criteria for evaluation of the students have been worked out for 100 maximum marks. The internal and external examiners will evaluate students separately and give marks as per the study and evaluation scheme of examination.

3. The external examiner, preferably, should be the person from industry/organization, who has been associated with the project-oriented professional training of the students, so that he can properly evaluate the students on the above criteria.