

2.1 BUSINESS COMMUNICATIONS

L T P
Hrs/week 4 - 3

RATIONALE

The diploma holder in industrial management has to correspond at various levels within and outside the organization. The knowledge and skill of the structure, contents, correct practices in such correspondence is necessary. In addition he has to write and evaluate reports beside business correspondence. The knowledge and skill for writing and evaluating report should be developed in the students. The course will be a facilitator to promote activity – centered individual skill and group performance. Hence this subject titled “Business Correspondence” is included in the curriculum covering oral and written communication

DETAILED CONTENTS

- | | | |
|----|--|----------|
| 1. | Principles of Letter Writing:
Courtesy and consideration, directness and consciousness, structure and layout of letters, styles of presentation | (4 hrs) |
| 2. | Planning and Letter:
Importance and steps | (3 hrs) |
| 3. | Sales Letter: Qualities of sales letter, writing a sales letter | (5 hrs) |
| 1. | Claim and Adjustment Letters: Making claims,
offering adjustments, credit and collection letters, collection procedures | (10 hrs) |
| 2. | Job Application Letters:
Importance and functions, drafting the applications, preparing a resume | (5 hrs) |
| 3. | Social Correspondence:
Purpose, structure, layout, qualities, types and forms | (5 hrs) |
| 4. | Editing:
Proof reading symbols, copy editing | (5 hrs) |
| 5. | Personnel Correspondence | (15 hrs) |
- Enquiry letters, reply to enquiry, order letters (placing orders, follow up of letters, acceptance and refusal of orders) report of misconduct, show cause notice, framing of charge sheet, notice of enquiry, communication of punishment

6. Professional Report Writing (10 hrs)

Formal reports (definition, preparatory steps, types and structure), style (professional writing, feature choice of words, phrases, sentence structures, paragraph and final draft) technical proposals (definitions, key factors, type, contents, format/structure and evolution, oral and written presentation)

7. Use of Audio Visual Aids

Basic principles and guidelines; types of AV aids, their selection and use

RECOMMENDED BOOKS

1. Business Communication, Principles and Applications by Pearce C. Glenn, John Willey, New York
2. Business Communication From Process to Product by Bowman, Joel P; Dryden Press, Chicago
3. Business Correspondence and Report Writing by RC Sharma; Tata McGraw Hill
4. Developing Communication skill (1995) by Krishna, Mohan and Meera Banerjee; MacMillan India Ltd.

TUTORIAL ASSIGNMENTS

1. Discuss the principles of writing effective letters
2. What elements constitute the structure of a business letter? Discuss briefly each one of them?
3. Discuss the qualities of sales letter. What elements constitute the structure of a sales letter?
4. What is a report? Discuss the various types of reports.
5. What are the various preparatory steps to writing reports?
6. Discuss briefly the main factors you would bear in mind in order to cultivate an effective style for report writing

2.2 PERSONNEL MANAGEMENT

L T P
Hrs/week 4 2 -

RATIONALE

The objective of this course is to acquaint the students with the principles of personnel Management. In modern era everyone has to know the cost of managing people, working in team spirit and in motivated environment. This subject deals with manpower planning recruitment and selection; induction and case studies to give insight of the subject matter.

DETAILED CONTENTS

1. Concept, importance and scope of personnel management, evolution of personnel management (10 hrs)
2. Operative function of personnel management, status and role of personnel manager, organization of the personnel department (12 hrs)
3. Manpower Planning: concept, need, advantages, limitations and its process (12 hrs)
4. Recruitment and Selection: Concept and objective of recruitment and selection of manpower, process of recruitment and selection (12 hrs)
5. Various terms; Induction, placement, promotion and transfers (6 hrs)
6. MBO Keys (10 hrs)
 - Concept, characteristics of objectives
 - Guidelines for setting the objectives
 - Management by objectives (MBO) and KRAs

RECOMMENDED BOOKS

1. Personnel Management and Industrial Relation by Dr. NK Sahni and Shri Yogesh Kumar, Kalyani Publication, Ludhiana
2. Personnel Management and Industrial Relation by Dale
3. Personnel Management by CB Memoria; Himalaya Publications, Delhi
4. Management of Personnel in India by NN Chatterjee
5. Managing People Effectively, Managerial Experiences (100 case Studies) by Dr ML Bhasin; Global Business Press
6. Cases in Human Resource Development by Sanjay Srivastava and others Amexcel Publishing Privated Ltd. (AMA)

TUTORIAL ASSIGNMENTS

1. Scope of personnel management
2. Responsibility of personnel manager in development of the organisation
3. Significance of training in an business organisation
4. Selection vs. recruitment
5. Manpower planning at different levels in organisation

2.3 COMPUTER FUNDAMENTALS AND INFORMATION TECHNOLOGY

L T P
Hrs/week 2 - 4

RATIONALE

Information technology has great influence on all aspects of our life. All our work places and the living environment are being computerized. In order to prepare certificate 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; Desk top Publishing and using internet etc. form the broad competency profile of diploma holders. This exposure will enable the students to enter the world with confidence, live in these environments in a harmonious way and contribute to the productivity.

Note: 1. *Teaching of theory should be dovetailed with practical work, There will be a theory examination also*

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; 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. Service like 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 applications 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. Local Area Networks and Data-nets
 - Basics of Networking – LAN, WAN, Topologies
 - Types of LAN
 - Network components
 - Network topology
 - Clients / server architecture
15. E-Commerce: Overview of e-commerce, Security issues in e-commerce
16. Mail and Message System: e-mail ,Document and picture transmission, Voice mail, Teleconferencing, Trouble shooting in e-mail

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, 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 check, help, use of macros, mail merge, thesaurus word content and statistics, printing envelopes 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 MS-Excel, 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

Customise 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. Desk Top Publishing (DTP)

- 9.1 Introduction to DTP system, various available software like Pagemaker, Corel Draw
- 9.2 Capabilities of DTP system
- 9.3 Setting up news letters
- 9.4 Editing news letters
- 9.5 Batting tags and text attributes.
- 9.6 Preparation of catalogues, visiting cards, certificates, etc.
- 9.7 Preparation of bills and vouchers

- 9.8 Printing.
10. Internet and its Applications
- a) Log-in to internet
 - b) Navigation for seeking information on internet
 - c) Down loading 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
 - e) E-Mail
 - Create e-mail account with different user mails.
 - How to operate voice-mail?

RECOMMENDED BOOKS

1. Fundamentals of Computer by V Rajaraman; Prentice Hall of India Pvt. Ltd., New Delhi
2. Computers Today by SK Basandara, Galgotia Publication Pvt Ltd. Daryaganj, New Delhi
3. MS-Office 2000 for Everyone by Sanjay Saxena; Vikas Publishing House Pvt. Ltd., New Delhi
4. Internet for Every One by Alexis Leon and Mathews Leon; Vikas Publishing House Pvt. Ltd., Jungpura, New Delhi
5. A First Course in Computer by Sanjay Saxena; Vikas Publishing House Pvt. Ltd., Jungpura, New Delhi
6. Mastering Windows 98, BPB Publication, New Delhi
7. Mastering Word 6.0 for Windows BPB Publication, New Delhi
8. Teach Yourself MS Excel 97 in 24 hours by Peterson
9. Mastering DOS 6.0 by Robbins Judd
10. Computer Fundamentals by PK Sinha; BPB Publication, New Delhi
11. Fundamentals of Information Technology by Leon and Leon; Vikas Publishing House Pvt. Ltd., Jangpura, New Delhi
12. Ltd., Jangpura, New Delhi
13. Fundamentals of Information Technology by Sanjay Saxena, Vikas Publishing House Pvt. Ltd., Jangpura, New Delhi
14. Ltd., Jangpura, New Delhi

2.4 BUSINESS MATHEMATICS AND STATISTICS

L T P
Hrs/week 4 2 -

RATIONALE

The objective of this course is to acquire the students with simple quantitative techniques that are helpful in decision-making and problem-solving. Emphasis will be given on application rather than on theoretical derivation so that the student is able to develop analytical mind to take instant decisions later on with experience

DETAILED CONTENTS

1. Equations and Business Applications (12 hrs)
1st degree equations, simultaneous equations, quadratic equations, exponential equation
2. Measure of Central Tendency (10 hrs)
Mean, mode, median, geometric mean, harmonic mean
3. Measure of Dispersion (8 hrs)
Quartile deviation, average deviation and standard deviation – relative measures of dispersion
4. Types of Sampling (10 hrs)
Probability Vs non-probability sampling, simple random sampling, stratified random sampling
5. Probability Theory (12 hrs)
Bivariate correlation and regression with special emphasis on market variables; correlation and regression of bivariate grouped data
6. Time Series Analysis (12 hrs)
Components time series – trend, analysis using moving averages and regression analysis, concept of seasonal, cyclical and irregular factors, statistical elimination of cyclical factor

RECOMMENDED BOOKS

1. Statistical Methods by SP Gupta, Sultan Chand and Sons, New Delhi
2. Elementary Mathematics of Class 10+2, CBSE, New Delhi
3. Business Statistics by DP Jain; Sultan Chand and Sons, New Delhi

TUTORIAL ASSIGNMENTS

The teacher must give at least 5 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.

2.5 ORGANIZATIONAL BEHAVIOUR - II

L T P
Hrs/week 4 2 -

RATIONALE

After getting introduction in organizational behaviour – I, the students have to practically get the work done from people around them so it is necessary for them to understand group dynamic and leadership qualities. The student will learn how to work in stress and face difficult situations.

DETAILED CONTENTS

1. Fundamentals of Organization Behaviour (10 hrs)
Working with people, understanding organizational behaviour, historical development of organizational behaviour, Hawthorn studies, Ahmedabad experiment
2. Group Dynamics (10 hrs)
Nature, types and functions of formal and informal groups, management of informal groups, informal communication systems, types of teams, group vs. teams
3. Leadership (18 hrs)
Nature, traits and approaches of leadership, determinants of leaders style and effectiveness
4. Stress Management (10 hrs)
Meaning, cause and effect of stress, management of stress, conflicts in organization, conflict management
5. Nature and Importance of Time Management (6 hrs)
6. Organization Development and Change (10 hrs)
Quality of work life, job enlargement, job enrichment, meaning, nature and importance of change approaches to organizational change, resistance to change, how manage change

RECOMMENDED BOOKS

1. Organisational Behaviour by Shashi Gupta and Rosy Joshi; Kalyani, Publication
2. Organizational Behaviour by Luthans Fred, McGraw Hill, New Delhi
3. Organizational Theory and Behaviour by LN Prasad, Sultan Chand and Sons, New Delhi
4. Organization Behaviour by Stephen and Robbins; Prentice Hall of India, New Delhi
5. Human Relation and Organization Behaviour by RS Dewedi, MacMillan, India
6. Management of Organisational Behaviour by Hersey, Blanchard and Johnson, Pearson Education Inc., Delhi

TUTORIAL ASSIGNMENTS

1. Explain the outcome of Ahmedabad experiment
2. How to overcome stress? Explain various steps
3. Explain leadership approaches
4. Important factors affecting of quality of work life

2.6 INDEPENDENT STUDY AND PRESENTATION

L T P
- - 5

This course had been introduced for the first time to have noval experience with the aim of developing in students the communication (written and oral) ability and habit of self study which will make them self learners. This is not a subject for which there is external theory examination.

Through this course, the students will have the opportunity of self and independent study by searching literature. They will prepare papers and presentations. The teachers will provide topics for self learning.

There will be internal and external assessment for the work done and performance.

The topics must be chosen from the curriculum only. Situational approach should be adopted through case studies relating to real life of individual, family, organisation etc. in Indian or international context.

Following will be the assessment criteria:

Preparation of study paper	-	40%
Presentation and viva	-	60%

Note:

Concerned teacher(s) should prepare an exhaustive list of topics for independent study and presentation. The student may select the topic of his/her interest in consultation with teacher.