

FOURTH SEMESTER (OFFICE MANAGEMENT & COMPUTER APPLICATIONS)

Sr. No	Subject	L T P Hrs/Week			EVALUTION SCHEME						Total Mark
					Internal Assessment		External Assessment				
					Theory	Prac.	Theory		Prac.		
					Max. Marks	Max. Marks	Max. Marks	Hrs.	Max. Marks	Hrs.	
4.1	English and Communication Skills-IV	3	-	2	25	25	100	3	50	2	200
4.2	SQL Programming	1	-	5	-	50	-	-	100	3	150
4.3	Financial Accounting -II	4	2	-	50	-	100	3	-	-	150
4.4	Stenography (English)-II++	-	-	6	-	50	100	3	100	3	250
4.5	Economic , Social & legal Environment	5	-	-	50	-	100	3	-	-	150
4.6	Fundamentals of customer service & customer relationship management	5	-	-	50	-	100	3	-	-	150
#Student Centered Activities		-	-	2	-	25	-	-	-	-	25
Total		18	2	15	175	150	500	-	250	-	1075

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 ENGLISH AND COMMUNICATION SKILLS – IV

RATIONALE

It is important for the diploma holders in Office Management and Computer Application to acquire proficiency in oral and written communication skills. Hence this subject is added in the curriculum.

DETAILED CONTENTS

1. Facets of Literature
 - Short Stories
 - The Between by Anton Chekhov
 - The Gift of Magi by O Henry
 - The Open Window by HH Memro (Saki)
2. Prose
 - Advice to young Men by William Hazatt
 - How I Become a Public Speaker by GB Shaw
 - What Animals Think of Man by George Orwell
3. Poems
 - On Growing Old by John Masefield
 - The Village School master by Oliver Goldsmith
4. Grammar
 - Changing words into different parts of speech
 - Punctuation
5. Paragraph writing (25)
6. - Translation from Hindi to English (200)
 - Translation of paragraph (15)
7. Communication
 - Horizons (pitch, tone, volume, modulation)
 - Listening Skills
 - Situational Conversations

LIST OF PRACTICALS

1. Speeches on given topics
2. Recital of poetry (mentioned in 1-4 semesters)
3. Situational conversations
4. Speaking for one – minute on the given topics
5. Listening exercises (on the pattern of TOEFL/IELTS)
6. Phonetics: The study of pronunciation along with key to symbols which represent certain sounds.

INSTRUCTIONAL STRATEGY

The teachers should emphasis on building – up of a strong vocabulary of the students and accurate use of grammar and special emphasis should be laid on the development of spoken and written communication skills of the students.’

RECOMMENDED BOOKS

1. Essentials of Business Communication by Pal and Rorualing; Sultan Chand and Sons, New Delhi.
2. The Essence of Effective Communication, Dudlow and Panthon; Prentice Hall of India, New Delhi.
3. New Design English – Grammar, Reading and Writing Skills by AL Kohli (Course A and Course B), Kohli Publishers, 34 Industrial Area Phase – II, Chandigarh.
4. New Design English Reading and Advanced Writing Skills for class XI and XII by MK Kohli and AL Kohli; Kohli Publishers, 34 Industrial Area Phase – II, Chandigarh.
5. A Practical English Grammar by Thomson and Marlinet
6. Spoken English by V Sasikumar and PV Dhamija; Tata McGraw Hill, New Delhi.
7. English Conversation Practice by Grount Taylor; Tata McGraw Hill New Delhi
8. Developing Communication Skill I.V. Krishna Mohan and Meera Banerji MacMillan India Ltd. Delhi
9. Business Correspondence and Report “ Voting by RC Sharma and Krishna Mohan Tata McGraw Hill Publishing Company Ltd., New Delhi.
10. Communication Skills by Ms R Datta Roy and KK Dhir; Vishal Publication, Jalandhar.

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 SUBQUERIES
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