1.1 ENGLISH AND COMMUNICATION TECHNIQUES

RATIONALE

Language is the most commonly used and effective medium of self-expression in all spheres of human life, may it be personal, social or professional. A diploma holder has to communicate with his/her seniors, peers and juniors. Technical report writing forms another activity of diploma holders. Keeping in view, the above and continuing education needs of diploma holders of Industrial and Personnel Management, the workshop group suggested to keep English and Communication Techniques as one of the subjects. A student must have a fair knowledge of English language and be able to pursue the present course of study and handle the future jobs in industry. This subject will develop necessary competencies in integrating listening, speaking, reading and writing skills for effective communication. Looking into the present day needs of effective communication in every field, teacher is expected to develop necessary competencies by giving more emphasis on practical exercises and report writing projects.

DETAILED CONTENTS

1. Fundamentals of Communications (6 hrs)
   Definition of communication, importance of communication, models of communication, Types of communication – verbal and non-verbal, barriers in communication and overcoming barriers, Process of communication – horizontal, vertical, upward, downward, essential elements of good communication

2. Modes of Human Communication (4 hrs)
   Basic differences in the principle modes of human communication, reading, writing, listening, speaking and non-verbal communication

3. Spoken Communication (4 hrs)
   Importance of spoken communication, designing receiver oriented message, comprehending cultural dimension, Dyadic communication (face to face), telephonic interviews, instructions, dictations

4. Written Communication (8 hrs)
   Fundamentals of sentence structure, writing good paragraphs, paragraph on current topics/theme like (a) Technology (b) Science (c) Economy (d) Politics (e) Social (f) General
5. Fundamentals of Technical Writing (4 hrs)

Special features of technical writing, the word choice, developing clarity and consciousness

6. Making Oral Presentation (6 hrs)

Functions of presentations, defining objectives, audience analysis, collection of material, organization of materials, body language, effective delivery techniques

7. Using Audio Visual Aids for Effective Communication (4 hrs)

The role of technology in communication, the role of audio visuals in communication

8. Grammar (8 hrs)

Functional grammar and usage, articles and prepositions, tenses, punctuation, common errors, extension of vocabulary, reading comprehension, listening comprehension including language laboratory work. Working out the exercises provided in the prescribed text book

9. Precise writing (selected from the prescribed Prose Text Book) (6 hrs)

9. Text Book for intensive Study (14 hrs)

   (1) "Reflections" A collection of Essays and Short stories edited by RK Malhotra and IP Anand; Natraj Publishing House, Karnal (Haryana)

LIST OF PRACTICALS

1. Introducing self and others

2. Paper reading

3. Group Discussions on general topic

4. Seminar presentation on a given topic/theme

5. Declamation contest

6. Presentation of Technical Report, using Audio-visual aids

7. Preparation and Presentation on a Seminar of a given topic/theme using power-point

8. Telephonic conversation – Conveying and Receiving messages
9. Mock exercises for an interview for a job/employment
10. Listening comprehension from a radio/cassette talk in English
11. Extempore speech
12. Just a minute, quiz
13. Oral presentation with stress on proper body language, voice modulation

RECOMMENDED BOOKS

1. Essentials of Business Communication by Pal and Rorualling; Sultan Chand and Sons
2. The Essence of Effective Communication, Ludlow and Panthon; Prentice Hall of India
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,
6. Spoken English by V Sasikumar and PV Dhamija; Tata McGraw Hill
7. English Conversation Practice by Grount Taylor; Tata McGraw Hill
8. Developing Communication Skills by Krishna Mohan and Meera Banerji; MacMillan India Ltd., Delhi
1.2 INDUSTRIAL ORGANIZATION

**RATIONALE**

The purpose of this subject is to develop an understanding of basic concepts of business, commerce and industry. The course includes concept of trade, commerce, and industrial organisations.

**DETAILED CONTENTS**

1. Concept of business, trade, commerce and industry, importance of commerce in industry, organization of business. The essential requisites for business success; Social responsibility of business (10 hrs)

2. Types of ownership of Industrial Organization (22 hrs)
   
   a) Sole proprietorship
   b) Hindu undivided family
   c) Partnership
   d) Co-operative Societies
   e) Joint stock companies
   f) Form of public sector undertakings

3. Foreign Trade: Introduction to export and import (6 hrs)

4. Transport – Land, air and water etc. merits and demerits of each (6 hrs)

5. Insurance – marine, fire, life etc (8 hrs)

6. Negotiable Instruments: Bills of exchange, promissory notes, cheques, drafts (6 hrs)

7. Operation of various bank accounts – Endorsement and crossing functions of commercial banks, credit cards, use of ATM (6 hrs)

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

**RECOMMENDED BOOKS**

1. Fundamentals of Business Organization and Management by YK Bhushan, Sultan Chand and Sons, New Delhi

2. Organization and Management by Kulshreshta, Sahitya Bhawan, Agra
3. Business Organization and Management by CB Gupta, Sultan Chand and Sons, New Delhi

TUTORIAL ASSIGNMENTS

1. Prepare a bill of exchange, Promissory Notes, Cheques and Drafts
2. Prepare a partnership deed and explain how to get it registered
3. Explain various fire and life insurance policies
4. Explain various types of transport systems with their merits and demerits
5. Make a comparative study of the features of Joint Stock Company and co-operative societies
6. Uses of credit cards and ATM
1.3 ESSENTIALS OF MANAGEMENT

RATIONALE

The study and understanding of principles of management concepts and different functions of management is very essential for the students of this diploma. The subject includes elementary knowledge of concepts of management viz. planning, organizing, staffing, directing and controlling. The basic knowledge of various functions of management will enable the students to take effective steps for performing various office duties.

DETAILED CONTENTS

1. Introduction  (12 hrs)
   1.1 Concept, scope and importance of management
   1.2 Role, objectives and functions of management
   1.3 Principles of management

2. Planning  (10 hrs)
   2.1 Concept and importance
   2.2 Planning process
   2.3 Meaning and importance, purpose, mission, objectives, short term, long term and strategic planning, policies and procedures
   2.4 Meaning, importance and process of decision making

3. Organizing  (12 hrs)
   3.1 Concept and importance
   3.2 Concepts, advantages and disadvantages of formal, informal, functional, line, staff and committee types of organization
   3.3 Concepts, importance and difference between delegation and decentralization

4. Staffing  (16 hrs)
   4.1 Concept, need and importance of training
4.2 Introduction to on-the-job, off-the-job and continuing training

5. Directing (10 hrs)
   5.1 Concept and importance
   5.2 Leadership – concept, importance, types of leaders, qualities of good leader
   5.3 Motivation – meaning, types and importance
   5.4 Communication – concepts, importance, process and types of communication, barriers to communication

6. Controlling (8 hrs)
   6.1 Concept importance and process of control
   6.2 Monitoring and evaluation – concepts only

Note: Visit an industrial Organization and preparation of report

Teacher may invite experienced managers from industries and other organizations to deliver extension lectures. The teacher should plan and prepare appropriate tutorial assignments for the students. Students may be encouraged to prepare and present the case studies

RECOMMENDED BOOKS

1. Principles and Practice of Management by Prasad LM; Sultan Chand and Sons, New Delhi
4. Fundamentals of Business Organization and Management by Bhushan YK; Sultan S Chand & Co., New Delhi
6. Essentials of Management by Singh and Chhabra; Kitab Mahal, New Delhi
7. Principles and Practice of Management by TN Chhabra; Dhanpat Rai and Sons, New Delhi
8. Principles and Practice of Management by SP Ganguli, Chatterjee Publishing Concern
9. Management Principles and Practice by R Srinivasan and SA Chunawalla; Himalaya Publishing House, Bombay, Delhi and Nagpur

10. Managing People Effective, Managerial Experiences by Dr ML Bhasin; Global Business Press. – “OM” Series


TUTORIAL ASSIGNMENTS

1. Comparing the qualities of good leader and effective manager
2. Methods of training
3. Management v/s administration
4. Elements in decision making process
1.4 BUSINESS ECONOMICS

RATIONAL

The objective of this subject is to make familiar the students with the basic concepts of economics prevailing in business world to make a strong formal base for their career. Economics leads to optimum and equal distribution of different factors of production. The success and survival of the business depends upon optimum use of limited resources. They will learn about consumption, production, market, wages, rent, interest, profit and various aspects of managerial economics.

DETAILED CONTENTS

1. Basic Concepts (8 hrs)

   Utility, goods, value, price, wealth, human wants and classification of wants into necessities, comforts and luxuries

2. Consumption (10 hrs)

   Concept of utility and marginal utility, laws of diminishing marginal utility and equi-marginal utility, indifference curves, demand and laws of demand elasticity of demand and its measurement, point elasticity and arc elasticity

3. Production (10 hrs)

   Characteristics of factors of production, land, labour, capital, organization and enterprise. Efficiency and division of labour, capital formation and function of entrepreneur, laws of returns to scale, law of diminishing returns (variable proportions)

4. Market (10 hrs)

   Meaning, size and types. Perfect competition and general principles of price determination under perfect competition

5. Wages (8 hrs)

   Meaning, nominal and real wages, demand and supply theory of wages

6. Rent (8 hrs)

   Meaning, Rentarian theory of rent
7. **Interest**  
Meaning, gross and net interest, demand and supply (of capital) theory of interest  

8. **Profit**  
Meaning, gross and net profit

**RECOMMENDED BOOKS**

1. *Principles of Economics* by Jain; Gupta and Narang

**TUTORIAL ASSIGNMENTS**

1. Elasticity of demand and factors which determine elasticity of demand
2. Application of law of diminishing marginal utility
3. Uses of indifference curve analysis
4. Explain income, substitution and price effect
5. Examples of inferior goods and giffon goods
6. Explain factors of production
7. Labour its types and importance
8. Factors governing the efficiency of labour
9. Compare capital and wealth
1.5 ORGANIZATIONAL BEHAVIOUR - I

RATIONALE

The main objective of this course is to familiarize the students with basic concepts of human behaviour, principle practices and organizational processes on a behavioural dimensions.

DETAILED CONTENTS

1. Individual Behaviour (10 hrs)
   Meaning and concept of individual behaviour, basis of individual differences, abilities, learning aptitudes, attitudes value measurement

2. Personality (15 hrs)
   Nature and determinants of personality, self concept and defensive behaviour, perception, perceptual selection and distortion

3. Self Development (14 hrs)
   Understanding of self, transactional analysis
   Macland Theory of achievement, power and affiliation

4. Motivation (25 hrs)
   Meaning and types of motivation, theories of motivation, Maslow’s need, hierarchy, Herzberg two factor theory, theory X and Y, Vrooms theory of expectation,

RECOMMENDED BOOKS

1. Management concept and organisational behaviour by Dr. MARKETING Sahni
2. Organisational behaviour by Shri Sashi Gupta and Rosy Joshi, Kalyani Publication, New Delhi
3. Organizational Behaviour by Luthans Fred, McGraw Hills
4. Organizational Behaviour by LN Prasad, Sultan Chand and Sons, New Delhi
5. Organization Behaviour by SP Robbins, Prentice Hall of India, New Delhi
6. Organizational Behaviour by Uma Saharan, Tata McGraw Hill, New Delhi


10. Organizational Processes by Udai Pareek, Oxford and IHB, New Delhi

TUTORIAL ASSIGNMENTS

1. Study of Johari window

2. Narrate few incidents of perceptual distortions

3. Study of defensive behaviour of the students in the class

4. Comparative study of need hierarchy theory and two factor theory

5. Comparative study of McGrann’s theory “X” and “Y”

6. Study of individual behaviour of a classmate by assigning Weightage to each aspect of individual behaviour

7. Identify the personality of 5 classmates

8. Understand self; a complete report in 500 words

9. Discuss advantages and disadvantages of various theories of motivation of merit.
1.6 INDEPENDENT STUDY AND PRESENTATION

This course has been introduced for the first time to have novel experience with the aim to develop communication (written and oral) ability of students 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 study 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. Situational approach should be added through case studies relating to actual life of the individual, family, organisation etc. in Indian or international context.

Following criterion for assessment will be both in internal and external evaluation:

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

SUGGESTED TOPICS

1. Communication and barriers in Communication
2. Types of communication and importance of non-verbal communication
3. Different types of ownership of Business Originations
4. Operation of various bank Accounts and negotiable instruments
5. Insurance
6. Social responsibility of Business Management
7. Role, Objective and functions of Management
8. Planning Process
9. Leadership
10. Motivation
11. Management by Objectives (MBO)
12. Market (Perfect competition and price determination under perfect competition
13. Wages
14. Factors of Production
15. Personality
16. Self Development