

5.1 ENGLISH AND COMMUNICATION SKILLS – V

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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

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|----|---|----------|
| 1. | Literature | (24 hrs) |
| | 1.1 Play : Arms and the Man by G. B. Shaw | |
| | 1.2 Novel: Pride and Prejudice by Jane Austen | |
| 2. | Symbols of proof reading | (2 hrs) |
| 3. | Vocabulary, Prefixes and Suffixes (100 words) | (2 hrs) |
| 4. | Explanation of graphs/pie charts/tabulated data | (4 hrs) |
| 5. | Communications | (8 hrs) |
| | 5.1 Preparing for an Interview | |
| | 5.2 group discussion | |
| | 5.3 Leadership qualities | |
| | 5.4 Advertisement writing | |
| | 5.5 Personality development | |
| | 5.6 Stress Management | |
| | 5.7 Reading and writing skills | |
| 6. | Essay writing with caption | (2 hrs) |
| 7. | Correspondence- Miscellaneous | (6 hrs) |
| | 7.1 Letter of Credit | |
| | 7.2 Letter of Introduction | |
| | 7.3 Trade References | |
| | 7.4 Letter to Editor | |
| | 7.5 Telephonic messages | |

LIST OF PRACTICALS

The following activities be organized with active participation of each student. Teacher is expected to provide feedback to each student for further improvement

1. Mock interviews
 - 1.1 Proper attire
 - 1.2 Body language
 - 1.3 Current knowledge
2. Debates
3. Seminars
4. Telephonic Interviews
5. Introducing oneself and others
6. Greetings for different occasions
7. Telephonic messages

INSTRUCTIONAL STRATEGY

The teachers should emphasize 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. English and Communication Skills, Book-III By Kuldip Jaidka, Alwinder Dhillon and Parmod Kumar Singla, Prescribed by NITTTR, Chandigarh Published By Abhishek Publication, 57-59, Sector-17, Chandigarh
2. Essentials of Business Communication by Pal and Rorualling; Sultan Chand and Sons, New Delhi
3. The Essence of Effective Communication, Ludlow and Panthon; Prentice Hall of India, New Delhi
4. New Design English Grammar, Reading and Writing Skills by AL Kohli (Course A and course B), Kohli Publishers, 34 Industrial Area Phase-II, Chandigarh,
5. 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. A Practical English Grammar by Thomson and Marlinet
7. Spoken English by V Sasikumar and PV Dhamija; Tata McGraw Hill, New Delhi.

8. English Conversation Practice by Grount Taylor; Tata McGraw Hill, New Delhi.
9. Developing Communication Skills by Krishna Mohan and Meera Banerji;
MacMillan India Ltd., Delhi
10. Business Correspondence and Report Writing by RC Sharma and Krishna Mohan;
Tata McGraw Hill Publishing Company Ltd. New Delhi
11. Communication Skills by Ms R Datta Roy and KK Dhir; Vishal Publication,
Jalandhar

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	24	40
2	02	10
3	02	10
4	04	10
5	08	10
6	02	10
7	06	10
Total	48 hrs	100

5.2. MULTIMEDIA AND APPLICATIONS

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Rationale

Multimedia is a new concept in the recent times. Now the digital technologies are being widely used in preparation of web pages, motion pictures, interactive presentations, animation etc., Multimedia has made a significant impact in the area of education and training, business presentations, public information access and many more. This course intends to introduce and expose multimedia technology and various factors and features of authoring software. It will also help in making the internet application richer in content and presentation.

Note:

1. ***Theoretical instructions and demonstration should be dovetailed with the practical work in the multimedia laboratory for developing appropriate competencies in the use of multimedia.***
2. ***There will not be any theory examination in this subject.***
3. ***Since this is a practice based subject, it is suggested that teacher should first explain the theoretical background contents to the group/class. The same has to be followed by the demonstration and practice of exercises by the students in the laboratory.***

DETAILED CONTENTS

I. Introduction:

Define multimedia, Explain brief history of multimedia, Elements of multimedia, Field applications of Multimedia and their importance,

Practicals:

Demonstrate the use of various multimedia elements such as text, graphics, video, audio and animation using any multimedia application.

II. Multimedia Hardware

Elements of multimedia system for development and for playback, Display card and Sound card, Components of multimedia systems such as Monitor, Mouse, Keyboard, Printer, Speaker, Microphone, Digital Camera, Scanner, Web Camera etc.

Practicals

Teacher to demonstrate and students to practice for:

- Identification of different components of multimedia computer
- Making connections and configuring various input/output devices like: scanners, Speaker, Microphone, Digital Camera, Web Camera etc.

III Multimedia Software

Introduction to various multimedia software for content development and presentations for multimedia applications such as Adobe Photoshop, Adobe Premier, SoundForge, Power Point, Flash, Director, Authorware , corel Draw etc.

Practicals

Teacher to demonstrate and students to practice the installation of various drivers and players viz. Windows Media Player, Real Time, Quick Time Players etc.

IV Multimedia Text

Designing text for multimedia, different fonts, Text effects using filters

Practicals

Teacher to demonstrate and students to practice editing text using Photoshop and application of different special effects and practice by students using different examples

V Multimedia Graphics

Introduction to Raster and Vector images, different colour models, revolution of images 2-D and 3-D graphics. Different file format, images like .bmp, .jpg, .psd, .tiff etc.

Practicals

Teacher to demonstrate and students to practice:

- the use of scanners for scanning images and photographs.
- the use of digital camera for capturing digital images.
- the editing of various Raster and Vector images using Photoshop or Paint Shop-Pro/illustrator softwares and explain resolution and colour modes using different images.

VI Multimedia Audio

Introduction to Digital Audio Technology and different sound file formats

Practicals

Teacher to demonstrate and students to practice for:

- recording and playing digital audio using any sound recording device through different examples.
- editing of audio files using sound forge, soundHack etc.

VII. Multimedia Video

Introduction to digital video fundamentals, different video file formats, frame rate, image size and colour depth etc.

Practicals

Teacher to demonstrate and students to practice:

- Capturing digital video, editing it using software like Adobe Premier

- Embedding a video file in multimedia application
- VIII Multimedia Animation

Define animation, Different animation techniques, Introduction to 2-D and 3-D Animation, Different file formats like .gif, .swf etc.

Practicals

Demonstration of basics of animation using software like Flash and Practice by students using different examples.

- IX Multimedia Applications

Introduction to multimedia project designing concepts, story boarding techniques, project planning and costing techniques.

Introduction to multimedia authoring tool like Director/Authorware/Dreamweaver for integration and presentation of multimedia elements.

Practicals

Teacher to demonstrate and students to practice in:

- Designing of web page/site using various multimedia elements
- Preparing Multimedia presentation using Power point
- Developing any animated movie using flash]
- Brochure designing using Corel Draw

In addition to above the students must be made confident to:

- *install and configure multimedia devices such as Scanner, Digital Camera and, web camera, Mike and speakers, Touch screen, Plotter and printers to the computer*
- *Transport audio and video files using various features of Director, Flash or Photo-shop*
- *Make multimedia presentations by combining Director, Flash, photo-shop such as department profile, lesson presentation, games and project presentation etc*

INSTRUCTIONAL STRATEGY

Since this is a practice based subject, more emphasis should be given on students to do the work practically. The teacher should explain the concepts and features of multimedia while giving demonstration. The features of software packages viz. Photoshop, Flash and Director are to be first demonstrated in class using LCD projector before allowing students to practice on it.

RECOMMENDED BOOKS

1. Multimedia - An Introduction by Villiam Casanova and Molina: Prentice Hall of India, New Delhi
2. Multimedia Bible by Win Rosch
3. Multimedia Making it work by Vaughan, Tay
4. Director and Lingo Bible by John and Nyquist and Rober Marlin, IDG Books India Pvt. Ltd.
5. Mastering Macro Media Director 5 by Feudnon, BPB Pub lication, New Delhi
6. Photo-shop for Windows Bible by Deke Maclelland, IDG Books India Pvt. Ltd. New Delhi
7. Multimedia Technology and Application by Hillman, Galgotia Publications, New Delhi
8. Flash 5 Bible by Rein Hardit, IDG Books India Ltd.
9. Flash 5 in easy steps by Vandome IDG Books Pvt. Ltd.
10. Mastering Corel Draw 3, Rimmer, Steave Tech. Publications, Singapore

5.3 STENOGRAPHY (English) -V

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RATIONALE

Five minutes and ten minutes speed tests (attainment is develop ability to take notes in neat accurate style at the rate of 80 W.P.M. and transcription of the same at the rate of 20 words per minute.

DETAILED CONTENTS (LIST OF PRACTICALS)

1. Business Phrases
2. Political Phrases
3. Banking Phrases
4. Stock Broking Phrases
5. Insurance Phrases
6. Shipping Phrases
7. Technical Phrases
8. Railway Phrases
9. Legal Phrases
10. Theological Phrases
11. Special list of words
12. Practice Important names of Indian cities and Personalities
13. Special list of Contractions

ASSIGNMENTS

Dictation upto exercise 231 book from pitman Shorthand Reading & Dictation Exercises

Attainment of Shorthand Speed : 80 WPM - to be Transcribed @ 20 WPM

Desirable Attainment of Speed 80-100 in shorthand

Desirable Attainment of Typewriting- 30- 40 WPM

PRACTICAL FOR EXAMINATION

One seen Paragraph from book and one unseen paragraph will be set in the paper.

5.4 BUSINESS ORGANIZATIONS AND ENVIRONMENT

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RATIONALE

The study of the subject is very important for the student of this diploma in understanding the various types of business organizations. The course includes nature, scope and form of business organizations. Since the students have to work in the capacity of personal secretary/personal assistant the knowledge of different form of business organization and qualities of a successful businessman are required.

The Growth of industry and business depends upon various other factors apart from the efforts put in by the entrepreneur. To know these forces, it is essential to understand the economic trends and other factors, which have direct or indirect influence on the business. Similarly the industry is governed and controlled by various Acts on environment. An idea about a these environment Acts shall be an added advantage for the diploma holder in Modern Office Practice. Hence this subject is included in the curriculum

DETAILED CONTENTS

1. Nature And Scope Of Business Organizations (20 hrs)
 - 1.1 Meaning and scope of business
 - 1.2 Business and profession
 - 1.3 Requisites of a successful business
 - 1.4 Qualities of a good businessman
 - 1.5 Business ethics

2. Business Size (10 hrs)
 - 2.1 Problems in starting a new business
 - 2.2 Merits and Demerits of large scale business
 - 2,3 Optimum firm size

3. Forms Of Business Organization (16 hrs)
 - 3.1 Sole proprietorship
 - 3.2 Partnership
 - 3.3 Forms of Joint-stock companyPrivate limited companies
 - 3.3..1. Private Limited Companies-features
 - 3.3.2. Public Limited Companies - Features

4. Finance (14 hrs)
- 4.1. Meaning and importance of finance
- 4.2 Capital requirements of a small business enterprise (only theory)
- 4.3 Sources of capital - Own and Borrowed, shares, debentures and Bank loans (only outlines)
5. Elements of Business Environment (14 hrs)
- 5.1 Meaning and importance of business environment
- 5.2 Factors influencing business environment (economic and non economic)
- 5.3 Social responsibilities of business
6. Economic System (14 hrs)
- 6.1 Meaning and scope of economic system
- 6.2 Features, merits and demerits of Capitalistic, Democratic. Socialistic and Mixed economic systems.
7. Liberalization, Privatization and Globalization of Indian Economy (8 hrs)
- Present policies of Government of India in Context of Liberalization, Privatization and Globalization of Indian Economy

INSTRUCTIONAL STRATEGY

Experts from different organization may be invited to deliver lectures on importance requirements of Business Environment and economic system prevailing in the country. The students may be encouraged to meet some successful businessmen of the area to know how they were successful

RECOMMENDED BOOKS

1. Business Organisation and Management Theory by Shashi Gupta & RK Sharma (Kalyani Publication)
2. Business Environment by Rosy Joshi and Sangam Kapoor (Kalyani Publication)

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	20	20
2	10	10
3	16	20
4	14	15
5	14	15
6	14	10
7	08	10
Total	96	100

5.5.1 ELECTIVE (HINDI TYPING)

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RATIONALE

The theoretical and Practical knowledge about computer and its controls will help the student in performing speedily, efficiently & neat typing, storing files, work designing etc. in modes official working pattern instead of manual typewriter. The student having sufficient knowledge of office correspondence, drafting of letter's will prove useful in actual working atmosphere.

DETAILED CONTENTS

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2-	dEl; Wj dsI Ee{k cBusdh fLFkr	2 ?/s
3-	dEl; Wj dsckjH Hxkck ikjEHd Klu	2 ?/s
4-	dq;hiVy I pkyu dh tkudkjH	
4-1	vk/Hj iDr	4 ?/s
4-2	iFke iDr	4 ?/s
4-3	f}rh; iDr	4 ?/s
4-4	u{cj iDr] cSl Li{] dSl] ,jk ,Wj] bUM	4 ?/s
4-5	f'QV dh Key dk iz kx] Tab Key dk iz kx	4 ?/s
5-	Vd.k dy dh izky; kdh tkudkjH %i 'k izkyh dsyHk ,oaf'Krk, z	2 ?/s
6-	dEl; Wj dsj[k&j[ko@I Q I QkZdh tkudkjH	2 ?/s
7	dEl; Wj dls[kyuk@clh djuk ,oaBl mk Document dlsyik	4 ?/s
8-	gk'k; k fu/Hj .k	
8-1	mi jh gk'k; k	2 ?/s
8-2	ulpsokyk gk'k; k	2 ?/s
8-3	ck; lagk'k; k	2 ?/s
8-4	nk; lagk'k; k	2 ?/s
8-5	'Hid Vdr djuk	2 ?/s
8-6	nk; la ,d I eku gk'k; k fu/Hj .k	2 ?/s
8-7	v'k) ; kcdkBhd djuk	2 ?/s

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5.5.2 ELECTIVE (PUNJABI TYPING)

5.5.2 PUNJABI TYPING

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- 2a ehpbv Bḳ i kD- gSKD, ehpbv s /ṬẠ b Bẓ j hYẓ Bḳ oẒDḳ dpkṬDks /ubkṬD dk
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- 3a eh pbv nfGnḳ , ṬẠ b Kdhft uekobh Ṭg̣obhs /j ṛḅhḅḳJ̣Ḅ dhẉj̣ kos , f̣ôc̣Ṇeḥ- dh
t os 'A ; ob t keKBḳ 15 ôpd gq̣hf̣ẉṆj̣ Bḳ ; ghv gḳg̣ṣheoBḳ
- 4 ; ghv ft ek - ; ghv Bḳ 'ẠọẒsḳdkwj̣ Ẓ t , ṆḳJ̣g̣ nfGnḳ (; ŷ /s /ẉp̣eb), j o nfGnḳ Bẓ
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- 5a ôpdKdht ẓ , fwnkoh; ŷyn s oŷj̣ , ft ; okwfuḄḲBḳ ; g/ ṢẒ Dh g̣ọp̣DḳṬDḳ .
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5.6 BUSINESS LAWS

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RATIONAL

The study of the subject is important for the students of this diploma in understanding the various Business Laws affecting the day-to-day working of the business. Since the students have to work in capacity of legal assistant, the knowledge of latest business Laws and amendments are essential. In these deep business is governed by different business Laws so students have to be made familiar with some important Laws.

DETAILED CONTENTS

1. Income Tax Act (12 hrs)
 - 1.1 Meaning of income and objectives of income tax
 - 1.2 Heads of taxable income (only outlines)
 - 1.3 Definition of salary, allowances and requisites, Deductions.
 - 1.4 Elementary knowledge of filing of income tax return of salary income.

2. Factories Act 1948 (12 hrs)
 - 2.1 Introduction- Definition of factory, worker, Employers
 - 2.2 Provision of health, safely, welfare, working hours, and leave under factory Act.

3. Contract Act (16 hrs)
 - 3.1 Introduction and Definition
 - 3.2 Essential of valid contract
 - 3.3 Classification of contract
 - 3.4 Breach of contract

4. Consumer Protection Act. 1986 (12 hrs)
 - 4.1 Introduction, Objectives and Scope of Act.
 - 4.2 Definition- Consumer Complaint and dispute, Restrictive Trade practice, Unfair Trade Practices
 - 4.3 Consumer Disputes Redressal Agencies:-
 - (i) District Forum
 - (ii) State Commission
 - (iii) National Commission

5. The Information Technology Act 2000 (Cyber laws) (12 hrs)
- 5.1 Introduction and importance
 - 5.2 Scope of Cyber law
 - 5.3 Definition- Computer, Computer Network, computer system, Certifying Authority, Electronic Signature, Certificate, Electronic Key
6. Right to information Act 2005 (12 hrs)
- 6.1 Meaning and features
 - 6.2 Importance and Scope
 - 6.3 Method of acquiring Information
 - 6.4 Sources of acquiring information such as Public Information Officer (PIO's), Central Public information officer. (CPIO's)
7. Intellectual Property Right (IPR) (4 hrs)
- Introduction, scope, importance and Elementary knowledge about registration procedure of :
- Copyright,
 - Patents,
 - Trade Marks

INSTRUCTIONAL STRATEGY

Experts from legal professionals may be invited to deliver lectures on above laws to enhance the knowledge of the students. Respective Laws should be explained with the help of examples of the case studies or the decisions given by the consumer forum from time to time.

RECOMMENDED BOOKS

1. Business regulatory Framework by Chawala, Garg and Mukesh Sharma (Kalyani Publishers, Jalandhar)
2. Business Regulating Framework – Dr. V.K Sharma, Sharma Publications, Jalandhar
3. Income Tax by Jain & Narang (Kalyani Publishers, Jalandhar)
4. Industrial & Commercial law by Chawla, Garg and Mukesh Sharma (Kalyani Publication)

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	12	16
2	12	16
3	16	20
4	12	14
5	12	12
6	12	12
7	04	10
Total	80	100

PERSONALITY DEVELOPMENT CAMP

This is to be organized at a stretch for two to three days during fifth or sixth semester. Extension Lectures by experts or teachers from the polytechnic will be delivered on the following broad topics. There will be no examination for this subject.

1. Communication Skills
2. Correspondence and job finding/applying/thanks and follow-up
3. Resume Writing
4. Interview Techniques: In-Person Interviews; Telephonic Interview' Panel interviews; Group interviews and Video Conferencing etc.
5. Presentation Techniques
6. Group Discussions Techniques
7. Aspects of Personality Development
8. Motivation
9. Leadership
10. Stress Management
11. Time Management
12. Interpersonal Relationship
13. Health and Hygiene