

2.2 BUSINESS CORRESPONDENCE – II

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RATIONALE

A diploma holder in modern office practice has to work as private secretary to the management executives and office executives in the organization. To handle his job, knowledge of correspondence is a must. In fact, he has to acquire the skill of effective correspondence as he has to control the office and has to provide help to his superiors.

DETAILED CONTENTS

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

1. Sales Letters (16 hrs)
 - 1.1 Introduction of new product
 - 1.2 Promotion of a product
 - 1.3 Publicity of business
 - 1.4 Special offers/discount etc
2. Circulars (10 hrs)
 - 2.1 Change of address
 - 2.2 Opening of new branches
 - 2.3 Introduction of a partner
 - 2.4 Retirement of partner
3. Official Correspondence (20 hrs)
 - 3.1 Introduction
 - 3.2 Noting in files
 - 3.3 Official letters
 - 3.4 Demi official letter
 - 3.5 Office orders
 - 3.6 Memorandum/memo letters
 - 3.7 Notification
 - 3.8 Endorsement
 - 3.9 Inter - departmental communication.
 - 3.10 Office Circulars
4. Bank Correspondence (10 hrs)
 - 4.1 Inquiry regarding opening of an account.
 - 4.2 Asking the bank to stop payment.
 - 4.3 Advice of consignment
 - 4.4 Overdraft facilities
 - 4.5 Loss of cheque book
 - 4.6 Transfer and standing instructions
 - 4.7 Dishonor of cheques, reasons, letters from customers

- 4.8 Bank forms and bank terms.

- 5. Drafting of Notices, Agenda and Minutes of Routine Meetings (8 hrs)

- 6. Miscellaneous letters (16 hrs)
 - 6.1 Letter of credit
 - 6.2 Letter of Introduction
 - 6.3 Letter of status inquiries
 - 6.4 Trade references
 - 6.5 Requesting a hotel reservation
 - 6.6 Requesting an interview / appointment
 - 6.7 Requesting a reservation by rail, road or sea.

- 7. Insurance Letters (8 hrs)
 - 7.1 Introduction, letter inquiring about premium rate.
 - 7.2 Reply from insurance company
 - 7.3 Claims
 - 7.4 Series of letter between insurer and insurance company regarding the settlement of claims

- 8. Import and Export Letters (8 hrs)
 - 8.1 Procedure for Importing Goods and Exporting Goods
 - 8.2 Series of letters between Importer, Exporter and Clearing and Forwarding Agent.

INSTRUCTIONAL STRATEGY

As the correspondence is an integral part of office work, special attention has to be given so that the student attain proficiency in drafting different documents used in the office. For this teachers should undertake following actions:

Students must be made to draft minimum 5 letters of each topic such as writing an application for a situation, noting on files, demi-official letters, memorandum, notification, endorsement, correspondence with the bank, drafting telegrams, sale letter, insurance letter, import and export letters, during the tutorial periods/session.

Students may be asked to correct the given letter with reference to layout, format, style and drafting language, and may be given other appropriate/related assignments

RECOMMENDED BOOKS

1. Commercial Correspondence by Mazumdar.

2. Essentials of Business Communication by Rajendra Pal & J.S. Ko-rlahali; Sultan Chand & Sons, New Delhi.

3. A Guide to Business Correspondence by A.N. Kapoor; Sultan Chand & Sons, New Delhi.

4. Business Correspondence and Report Writing by R.C. Sharma; Tata McGraw Hill, New Delhi.
5. Manual of Office Management & Correspondence by B.N. Tandon, Sultan Chand & Sons, New Delhi.
6. Business Communication by Sinha; Galgotia, New Delhi.
7. Manual of Commercial Correspondence by Hume & Baley; Wheeler Publishing.
8. Modern Business Correspondence by L. Gartside, Pitman Publication.
9. Principles and Practice of Commercial Correspondence by L.F. Nelson and James Stephenson; Wheeler Publishing.
10. Business Communication a Problem Solving Approach by Ray W. Poe, Rose Mary T. Fruenling; McGraw Hill Book & Co.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (hrs)	Marks Allotted
1.	16	16
2.	10	10
3.	20	20
4.	10	10
5.	08	10
6.	16	18
7.	08	08
8	08	08
Total	96	100

2.3 IT TOOLS AND APPLICATIONS

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RATIONALE

The aim of this subject is to focus on detailed knowledge about computer organization. It also familiarizes the student with various operating systems 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 (8 hrs)

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 Organization (18 hrs)

2.1 Central Processing Unit
Control Unit, arithmetic Unit, Instruction Set, Register,
Processor Speed

Memory

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

Input Devices

Keyboard, Mouse, trackball, joystick, Scanner, OCR, Bar-code reader, Digitizer, Voice Recognition, web cam, video cameras.

Output Devices

Monitors, Printers-Dot Matrix, Inkjet, Laser, Plotters, Computer Output Micro-Film (COM), Multimedia Projector, speech synthesizer

Multimedia:

Concepts of Multimedia and format, Text, Graphics, Animation, Audio, Images, Video; Multimedia Applications in Education, Entertainment, Marketing.

Computer Software

Relationship between Hardware and software; System Software, Application Software,

compiler, Names of some high level languages
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

3. Overview of Linux-Basic Concepts and Applications (6 hrs)

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

LIST OF PRACTICALS

1. Operating System

1.1 Disk Operating system

Executing simple Linux Commands, Simple file operations, Directory related commands.

1.2 Microsoft Windows

Performing file and folder 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.

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

INSTRUCTIONAL STRATEGY

Teachers should lay emphasis on developing computer operational skills. Theory should be taught along with practical demonstration and exercises.

RECOMMENDED BOOKS

MAIN READING

P.K. Sinha and P. Sinha, "Foundations of Computing" First Edition, 2002, BPB Publication.

S. Sgman, "Microsoft Office 2000 for Windows," Second Indian Print, 2001, Perason Education

SUPPLEMENTARY READING

Turban, Mclean and Webherbe, "Information Technology and Management," Second Edition, 2001 Wiley & Sons.

Unleashed Linux – TechMedia, BPB Publications

Basics of Linux, BPB Publications

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted
1	8	24
2	18	60
3	6	16
Total	32	100

2.4 PRINCIPLES OF MANAGEMENT

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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 Meaning, features and importance of management
 - 1.2 Principles of managementFunctions and process of management
Levels of managers
2. Planning (12 hrs)
 - 2.1 Meaning, features and importance
 - 2.2 Planning process
 - 2.3 Meaning, importance of objectives and policies
 - 2.4 Scientific limitation and how to make planning effective
3. Decision Making (12 hrs)
Meaning, importance and types of decision
Traditional methods of decision making
Problems in decision making
Scientific decision making process
4. Organizing (16 hrs)
Meaning, features and importance
Concepts of formal and informal organizational
Types of organizational structures
Concepts, importance and difference between delegation and decentralization
5. Staffing (16 hrs)
 - 5.1 Manpower planning - Meaning, process and importance
 - 5.2 Recruitment and Selection Process
 - 5.3 Concept, importance and requirement for effective training
 - 5.4 Different methods of 'on the job' and 'off the job' training
6. Directing (16 hrs)
 - 6.1 Leadership - Concept, Importance, Types of Leaders, Qualities of good leader

- 6.2 Motivation - Meaning, Types and Importance
- 6.3 Communication – Concepts, Importance, process and types of Communication.
- 6.4 Team – Nature and Importance

7. Controlling (12 hrs)

Meaning Importance and process of Scientific control
Traditional and modern methods

ASSIGNMENTS

Designing a plan for setting-up of a business
Preparation of Organization Charts for Commercial and industrial organizations
Visit to industrial Organization and preparation of report
Role of playing exercises on Motivation of the employees
Discuss Case studies on management
Discuss the leadership styles and determine an appropriate style for a given situation

NOTE:

Teacher may invite experienced Managers from MNCs, 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.

INSTRUCTIONAL STRATEGY

Teachers should arrange the industrial trip and invite experts from MNCs and industries to deliver extension lectures. The teachers must also plan and propose appropriate tutorial assignment for the students' case studies. Case studies should also be discussed with the students.

RECOMMENDED BOOKS

Management Concepts and Organizational Behaviour by Dr. NK Sahni, Kalyani Publications

Business Studies by RK Singla, VK Publishers

Principles and practices of Management- Prasad L.M.; Sultan Chand & Sons, New Delhi.

Management – Theory and Practice by Gupta, C.B

Principles of Business Organization and Management by Reddy, P.N. and Gulshan, S.S.; Sultan Chand and Sons, New Delhi.

A text book of Business Organization by Vinayakam, N., Radhaswami, M. and Vasudevan.

Business Organization Principles and Practices by Katyal, J.C by Gupta C.B; Sultan Chand & Sons, New Delhi.

Management- Text and Case Studies by Satyaraju Parthsarthy; published by Prentice Hall of India Ltd., New Delhi

Entrepreneurship by Robbins and Coulter published by Prentice Hall of India Ltd., New Delhi

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (hrs)	Marks Allotted (%)
1.	12	12
2.	12	12
3.	12	14
4.	16	16
5.	16	18
6.	16	16
7.	12	12
Total	96	100

2.5 Stenography (English) - II

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RATIONALE

For the performance of a private secretary's work it is necessary to have proficiency in stenography, as he has to take dictation, quite often, on matters of confidential nature. The objective of this subject is to enable the students to acquire a good speed in stenography

DETAILED CONTENTS

1. Note taking techniques, transcription etc. (2 hrs)
2. Circle 'S' and 'Z' (left and right) (2 hrs)
3. Stroke 'S' and 'Z' (2 hrs)
4. Large circles 'SW' and 'SS' or 'SZ' (4 hrs)
5. Loops 'ST' (4 hrs)
6. Loops 'STR' (4 hrs)
7. Initial hooks to straight strokes and curves (2 hrs)
8. Alternate forms of 'FR' , 'VR' etc. (2 hrs)
9. Intervening vowels (2 hrs)
10. Circle or loop preceding initial hooks (2 hrs)
11. Final hooks of 'N' and 'F' (2 hrs)
12. Circles and loops to final hooks (2 hrs)
13. The SHUN hook (2 hrs)

LIST OF PRACTICALS

ASSIGNMENTS

Practice of using circles i.e. small and large circles
Practice of using loops – small and large loops
Practicing initial hooks
Practicing alternative forms and intervening vowels

Practicing final hooks, circles and loops with them

Special Note:

- i) All students should be divided in two groups. Each group should comprise of a maximum of 15 - 20 students
- ii) Assignments will be based on upto exercise 64 of Pitman Shorthand Instructor and Key by Sir Issac Pitman.
- iii) Dictation from seen exercises upto exercise no. 64 and its transcription either on typewriters or on computers.
- iv) Attainment of speed = 40 wpm

INSTRUCTIONAL STRATEGY

For effective teaching of stenography, it is important for the teacher to familiarize students with the general background, scope of work, employment opportunities and future prospects in order to motivate them for continuous, organised and methodical learning and practising. Stenography being a new language science for students, complimentary to the language of English, the teacher is expected to simultaneously built up the language skills of learners to achieve the goal. For securing masters in the skill the following steps are prescribed:

1. Assessment of student group profile i.e. determining the aptitude level of each student. The intake not to exceed 15-20 students
2. Presentation of subject with due emphasis on practicals
3. Proportional teaching of topics during the prescribed semester period
4. Use of only shorthand notebook and pencil
5. Ensure right direction for writing strokes and signs and their proper length
6. Emphasis on legibility of outlines and repeated practice
7. Monitoring of vowel placement and positioning at the initial stage
8. Repeated practice of prescribed word exercises, grammalogues, phrases etc
9. Strict adherence to speed exercises at different speed levels from simple to complex
10. Practice variety of speed drills
11. Periodical tests during the course for remedial teaching

SUGGESTED DISTRIBUTION OF MARKS

Topic No. Time Allotted (Hrs) Marks Allotted

1	2	6
2	2	6
3	2	6
4	4	12
5	4	12
6	4	12
7.	2	8
8.	2	8
9	2	6
10	2	6
11	2	6
12	2	6
13	2	6
Total	32	100

2.6 OFFICE MANAGEMENT - II

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RATIONALE

One of the main objective of the diploma programme in Modern Office Management 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. Office Filing (10 hrs)
 - 1.1 Meaning, essentials and importance
 - 1.2 Classification of files
 - 1.3 Traditional and modern filing methods and equipment
 - 1.4 Index – meaning, importance and methods (vertical and flat filing)
2. Office Records (12 hrs)
 - 2.1 Meaning and significance – types of records, objectives and principles
 - 2.2 Essentials of a good filing system
 - 2.3 Computer based indexing and recording
3. Office Forms (10 hrs)
 - 3.1 Meaning and significance
 - 3.2 Types of forms
 - 3.4 Form designing
4. Professional Ethics of Office Personnel (12 hrs)
 - 4.1 Introduction
 - 4.2 What ethics are not
 - 4.3 Ethical standards and approaches
 - 4.4 Principles of ethics
 - 4.5 Ethical decisions
 - 4.6 Ethical issues
 - 4.7 Code of Ethics – their merits and demerits
 - 4.8 Ethical risks
5. Office Stationery (04 hrs)
Types, use and control

LIST OF PRACTICALS

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 peon book, preparation of parcels.

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.

Retrieving of paper/ documents/ records

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.

Assembling papers, punching, use of tags and binding machine.

Appointment diary, message book application.

Folded letters, addressed envelopes, stamped envelopes, use of stapler, u-clips, all pins and other stationary/office materials used in offices.

INSTRUCTIONAL STRATEGY

The teacher of this subject should supplement the classroom teaching with industrial/field visits. Experts from various organizations should be invited to deliver expert lectures. Teacher should lay emphasis on identification and proper execution of tutorial assignments. Mock situations may be created in the classroom and students may be given live experiences/environment/ culture to enable them appreciate the real life situation

RECOMMENDED BOOKS

Office Management by Shashi Gupta and Sushil Nayyar, Kalyani Publications

Office Management by P.K. Gupta.

Office Management by Ghosh and Agarwal.

Office Management by Gupta, Bansal, Jain, Malik.

Office Management and Practices by R.K. Sharma, Shashi Kr. Gupta, Sushil and Nayyar

SUGGESTED DISTRIBUTION OF MARKS

Topic No. Time Allotted (Hrs) Marks Allotted

1.	10	20
2.	12	24
3.	10	20
4.	12	26
5.	04	10
Total	48	100