

2.1 COMMUNICATION SKILLS – II

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RATIONALE

Interpersonal communication is a natural and necessary part of organizational life. Yet, communicating effectively can be challenging because of our inherent nature to assume, overreact to and misperceive what actually is happening. Poor communication or lack of communication is often cited as the cause of conflict and poor teamwork. In today's team-oriented workplace, managing communication and developing strategies for creating shared meaning are crucial to achieve results and create successful organizations. The goal of the Communicating Skills course is to produce civic-minded, competent communicators. To that end, students must demonstrate oral as well as written communication proficiency. These include organizational and interpersonal communication, public address and performance. The objectives of this subject are understanding how communication works, gaining active listening and responding skills, understanding the importance of body language, acquiring different strategies of reading texts and increasing confidence by providing opportunities for oral and written expressions

DETAILED CONTENTS

Section A

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|-----|--------------------------------------|----------|
| 1. | Grammar and Usage | (15 Hrs) |
| 1.1 | Prepositions | |
| 1.2 | Pronouns | |
| 1.3 | Determiners | |
| 1.4 | Conjunctions | |
| 1.5 | Question and Question Tag | |
| 1.6 | Tenses (Simple Present, Simple Past) | |

Section B

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|-----|--|----------|
| 2. | Reading Skills | (15 Hrs) |
| | Unseen comprehension passages (at least 5 passages). | |
| 3. | Writing Skills | (18 Hrs) |
| 3.1 | Writing Notice | |
| 3.2 | Writing Circular | |
| 3.3 | Writing a Memo | |

- 3.4 Agenda for a Meeting
- 3.5 Minutes of the Meeting
- 3.6 Telephonic Messages
- 3.7 Paragraph writing:
Simple and Current Topics should be covered.

LIST OF PRACTICALS

(Note: The following contents are only for practice. They should not be included in the final theory examination)

- 1. Listening Comprehension
 - 1.1 Locating Main Ideas in a Listening Excerpt
 - 1.2 Note-taking
- 2. Developing Oral Communication Skills
 - 2.1 Offering-Responding to Offers
 - 2.2 Requesting-Responding to Requests
 - 2.3 Congratulating
 - 2.4 Expressing Sympathy and Condolences
 - 2.5 Expressing Disappointments
 - 2.6 Asking Questions-Polite Responses
 - 2.7 Apologizing, Forgiving
 - 2.8 Complaining
 - 2.9 Persuading
 - 2.10 Warning
 - 2.11 Asking for and Giving Information
 - 2.12 Giving Instructions
 - 2.13 Getting and Giving Permission
 - 2.14 Asking For and Giving Opinions

INSTRUCTIONAL STRATEGY

Looking into the present day needs of effective communication in every field, it is imperative to develop necessary competencies in students by giving practical tips and emphasis on grammar, vocabulary and its usage in addition to practical exercises. The teacher should give report writing assignments, projects etc. while teaching this subject.

LIST OF RECOMMENDED BOOKS

1. Communicating Effectively in English, Book-I by Revathi Srinivas; Abhishek Publications, Chandigarh.
2. High School English Grammar and Composition by Wren & Martin; S. Chand & Company Ltd., Delhi.
3. Communication Techniques and Skills by R. K. Chadha; Dhanpat Rai Publications, New Delhi.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	15	30
2	15	35
3	18	35
Total	48	100

2.2 BASIC MANAGERIAL SKILLS

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RATIONALE

The study and understanding of concepts and different skills of management is very essential for the students of diploma in Business Management. As it is very complex task to get the job done by others in the way you want, so one has to be very skillful in dealing with others. The subject includes how to build team and how to work in team, proper management of stress and time, right and timely decision making and how to lead the organisation. The basic knowledge of these skills will enable the students to perform various activities effectively and shoulder responsibilities.

DETAILED CONTENTS

1. Team and Team Work (14 hrs)
Meaning, features, types of team, team work, team building, team development, team functioning
2. Stress Management (14 hrs)
Meaning, nature, symptoms, causes, consequences of stress, techniques of overcoming of stress, management of stress
3. Time Management (10 hrs)
Meaning, Nature, importance and technique of time management
4. Decision Making (12 hrs)
Meaning, importance and characteristics of decision making, steps in decision-making process.
5. Leadership (14 hrs)
Definitions and features of leader, importance of leadership, leadership styles, traits of effective leader.

TUTORIAL ASSIGNMENTS

The teacher may give following tutorial assignments to students:

1. Importance of Team and Team Building
2. Causes, consequences of stress and techniques of overcoming of stress,

3. Importance and technique of time management
4. Importance and characteristics of decision making
5. Leadership styles, traits of effective leader

Note: Visit an Industrial Organization. Teacher may invite experienced managers from Industries and other organizations to deliver extension lectures.

INSTRUCTIONAL STRATEGY

Since the diploma holders take up middle level managerial positions, therefore, their exposure is very essential. The teacher may arrange field visit to study qualities, general functions and skills of managers and leaders followed by group presentation. Some of the topics may be taught using question answer, assignment or seminar method. The teacher will discuss success stories and case studies with students, which in turn, will develop appropriate managerial qualities in the students. In addition, expert lectures may also be arranged from within the institutions or from management organizations. Appropriate extracted reading material and handouts may be provided.

In addition, internet search on management yesterday and today and group work presentation on human needs and motivation may be done.

RECOMMENDED BOOKS

1. Principles and Practices of Management- Prasad L.M.; Sultan Chand & Sons, New Delhi.
2. Fundamentals of Business Organization and Management by Bhushan Y.K; Sultan Chand & Sons, New Delhi.
3. Business Organization and Management by Gupta C.B.; Sultan Chand & Sons, New Delhi.
4. Principles of Business Organization and Management by Reddy, P.N. and Gulshan, S.S.; Sultan Chand and Sons, New Delhi.
5. A text book of Business Organization by Vinayakam, N., Radhaswami, M.and Vasudevan.
6. Business Organization Principles and Practices by Katyal, J.C by Gupta C.B; Sultan Chand & Sons, New Delhi.
7. Principles of Management – An Analysis of Managerial Functions by Koontz, Donnel: McGraw Hill Book Company.
8. Principles of Management by Terry, G.R.; Donnel; Sultan Chand & Sons, New Delhi.
9. Management- Text and Case Studies by Satyaraju Parthsarthy; published by Prentice Hall of India Ltd., New Delhi

10. Basic Managerial Skills for All by McGrath; published by Prentice Hall of India Ltd., New Delhi
11. Essential of Management by Stephen Robbins; Pearson Education , Sixth Edition, Sector 62, Noida, UP.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	14	22
2	14	22
3	10	16
4	12	18
5	14	22
Total	64	100

2.3 BUSINESS ENVIRONMENT

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RATIONALE

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 environmental factors. The idea about these environmental factors shall be an added advantage for the diploma holder in Business Management.

DETAILED CONTENTS

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|----|--|----------|
| 1. | Introduction | (08 hrs) |
| | Meaning, nature, scope and objectives of business environment. | |
| 2. | Globalization and Liberalization | (12 hrs) |
| | Meaning, advantages and disadvantages and its impact on Indian economics | |
| 3. | Technological Environment | (10 hrs) |
| | Features, impact and status of technology in India. | |
| 4. | Privatization | (10 hrs) |
| | Nature, objectives, advantages and disadvantages of privatization | |
| 5. | Monetary and Fiscal Policy | (12 hrs) |
| | Introduction to monetary policy, money market or fiscal policy | |
| 6. | e-Commerce | (12 hrs) |
| | Environment and status of e-commerce in India | |

TUTORIAL ASSIGNMENTS

Teacher may give following tutorial assignments:

1. Explain Business Environment
2. Objectives of Business environment.
3. Impact of Globalization and privatization on Business
4. E-commerce environment in India

INSTRUCTIONAL STRATEGY

- Expert Lectures may be arranged on various topics.
- Industry visits may be organised
- 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

1. Business Environment (Second Edition) by Sheikh Saleem; Pearson Education , Sixth Edition, Sector 62, Noida, UP.
2. Business Environment (Second Edition) by Fernando; Pearson Education , Sixth Edition, Sector 62, Noida, UP.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	08	13
2	12	19
3	10	16
4	10	16
5	12	18
6	12	18
Total	64	100

2.4 ORGANIZATIONAL BEHAVIOUR

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RATIONALE

In this subject, the students will learn about the meaning of an organisation, the purpose of an organisation and the inter-organisational dynamics. They will learn about group dynamics and benefits and limitations of group-decision making in an organisation.

DETAILED CONTENTS

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|----|--|----------|
| 1. | Introduction | (10 hrs) |
| | Meaning of organizational behaviour, definition, importance, nature of organizational behaviour | |
| 2. | Personality | (10 hrs) |
| | Meaning, characteristics, traits and determinants of personality and its influence on organizational behaviour | |
| 3. | Attitude | (10 hrs) |
| | Meaning and concept of attitude, type and formation of attitude, stages of attitude | |
| 4. | Group Dynamics | (12 hrs) |
| | Meaning, definition, nature of groups, type of groups -formal and informal groups, reasons for formation of groups, importance of groups to the organization | |
| 5. | Motivation | (12 hrs) |
| | Meaning, type of motivation theories, theories of motivation- need hierarchy, X and Y theory, two factor theory | |
| 6 | Organizational Culture | (10 hrs) |
| | Concept, characteristic, need, factors influencing climate and culture. | |

TUTORIAL ASSIGNMENT

The teacher may give following tutorial assignments to students:

1. Organizational behaviour its importance and nature
2. Personality traits and its influence on organizational behaviour
3. Concept of attitude and its formation
4. Groups and their types, importance of groups to the organization
5. Meaning and need of motivation, theories of motivation
6. Influence of organizational culture on organisational efficiency

INSTRUCTIONAL STRATEGY

Practical application of the knowledge gained in this subject will be further enhanced by arranging Field Visit on:

- Making a field visit template incorporating all aspects involved in a managers role
- Meeting two managers from different organisations for field study
- Analysing reports and functions listed by managers involving their attitudes, personality and behaviour
- Group work and presentation and role plays on general functions and duties of managers involving their attitudes, personality and behaviour

RECOMMENDED BOOKS

1. Management Concept and Organisational Behaviour by NK Sahni, Kalyani Publications, Ludhiana
2. Organisational Behaviour by TN Chhabra
3. Basic Organisation and Management by Tulsian, Pearson Education, Noida
4. Organisational Behaviour by Stephan Robbins, Pearson Education (14th Edition), Noida
5. Essential of Organisational Behaviour by Stephan Robbins, Pearson Education (10th Edition), Noida
6. Organisational Behaviour by Kavita Singh, Pearson Education, Noida
7. Management of Organisational Behaviour, Leading Human Resources, 2001 Paul Hersey
8. Luthen Fred - Organisational Behavior-Mc.Graw Hill

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	10	15
2	10	15
3	10	15
4	12	20
5	12	20
6	10	15
Total	64	100

2.5 FUNDAMENTALS OF ACCOUNTING

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RATIONALE

This subject will help students identify ways to track income and expenses to suggest ways of making profit and to collect the financial information necessary for filing various tax returns. Further it will focus on developing practical skills the students need to run manual book-keeping. Hence the subject.

DETAILED CONTENTS

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|----|--|----------|
| 1. | Basic Accounting | (08 hrs) |
| | Nature, scope and objectives of accounting, accounting as information system, accounting equation, accounting concepts and conventions. Principles of financial accounts | |
| 2. | Journal and Ledger | (16 hrs) |
| | Double entry system, journal and recording of entries in journal with narration, Ledger-posting from journal to respective ledger accounts. | |
| 3. | Trail Balance | (16 hrs) |
| | Need and objectives, application of trial balance, different types of errors escaped trail balance preparation, rectification of errors. | |
| 4. | Final Accounts | (24 hrs) |
| | Concept of adjustment, preparation of trading account and profit and loss account. preparation of balance sheet. | |

TUTORIAL ASSIGNMENTS

The teacher may give following tutorial assignments to students:

1. Concepts of accounting, conventions and principles of financial accounts
2. Ledgers and Journals - How to maintain ledgers and journals
3. Application of trial balance and rectification of errors

4. Preparation of trading account and profit and loss account. preparation of balance sheet

INSTRUCTIONAL STRATEGY

This subject will be mainly conducted through classroom lectures, examples and cases. The teacher will demonstrate practical skills which will be developed by preparing computerised book-keeping, computerised payroll. For this proficiency among students in using Microsoft Office skills including Excel will required to be developed.

RECOMMENDED BOOKS

1. Management Accounting by Bhattacharya; Pearson Education, Noida.
2. Introduction to Accountancy by Grewal, T.S; Sultan Chand & Sons, New Delhi.
3. Advanced Accounts (Complete) by Shukla, M.C.; Sultan Chand & Sons, New Delhi.
4. Elements of Book-keeping by Juneja, C.M. and Saksena, R.K.; Kalyani Publications, Ludhiana.
5. Accountancy – Theory and Practice by Juneja, C.M. and Saksena, R.K; Kalyani Publications, Ludhiana.
6. Accountancy by Jain, S.P. and Narang, K.L.; Kalyani Publications, Ludhiana
7. Principles of Management Accounting by Man Mohan and Dr. Goyal; Sahitya Bhawan Publications.
8. Principles and Practice of Book-keeping by Patil, V.A. and Kortahalli, J.S: Sultan Chand and Sons, New Delhi.
9. Book-keeping and Accountancy by Gupta and Sharma; Dhanpat Rai and Sons.
10. Fundamentals of Accountancy for 10+1 by H.S. Punia and V.P. Sharma, Unistar Books Private Ltd., Chandigarh.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	08	13
2	16	25
3	16	25
4	24	37
Total	64	100

2.6 MANAGERIAL ECONOMICS

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RATIONALE

The objective of this subject is to make the student familiar with the basic concepts of macro economics in prevailing national and global scenario. They will learn about macro-economic aspects like national income, consumption, investment and inflation and their impact on business organization.

DETAILED CONTENTS

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|----|--|----------|
| 1. | National Income | (16 hrs) |
| | Concept and measurement of national income, classical theory of output and employment, Say's law of market | |
| 2. | Consumption | (18 hrs) |
| | Meaning, determinants and importance. Theory of Consumption: absolute income hypothesis, relative income hypothesis, permanent income hypothesis and life cycle hypothesis | |
| 3. | Theory of Investment | (16 hrs) |
| | Types of Investment, determinants of investment, marginal efficiency of capital, interest rate determination | |
| 4. | Inflation | (14 hrs) |
| | Meaning, types and theories of inflation, stabilization policies | |

TUTORIAL ASSIGNMENTS

The teacher may give following tutorial assignments to students:

1. Concept and measurement of National Income
2. Meaning, determinants, importance of consumption
3. Determinants of investment, marginal efficiency of capital, interest rate determination
4. Inflation, types and theories of inflation, stabilization policies

INSTRUCTIONAL STRATEGY

This subject will be mainly conducted through lectures, cases and examples. Small internet based projects on the state of Indian economy, various industrial sectors and potential for growth in various sectors.

RECOMMENDED BOOKS

1. Managerial Economics by Keat; Pearson Education, Noida
2. Managerial Economics by Varshney
3. Managerial Economics by Mote, Paul and Gupta
4. Micro Economics by SP Gupta
5. Managerial Economics by Peterson and Jain; Pearson Education, Noida

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	16	25
2	18	28
3	16	25
4	14	22
Total	64	100

