

CURRICULUM FOR
ONE YEAR (Two Semesters)
POST GRADUATE DIPLOMA COURSE IN

CUSTOMER SERVICE MANAGEMENT
EFFECTIVE FROM SESSION 200-200

UNDER DEVELOPMENT

SEMESTER SYSTEM

PREPARED BY

CURRICULUM DEVELOPMENT CELL

INSTITUTE OF RESEARCH, DEVELOPMENT & TRAINING,
U. P., KANPUR

APPROVED BY

BORAD OF TECHNICAL EDUCATION, U. P., LUCKNOW
On Dated 04.05.2017

STUDY & EVALUATION SCHEME FOR
ONE YEAR (TWO SEMESTER) P G DIPLOMA COURSE IN CUSTOMER SERVICE MANAGEMENT
(Effective from the session)

I SEMESTER

Curriculum						S U B J E C T	Scheme of Examination								
Periods Per Week							Theory				Practical				Grand Total
Le	Tut	Pr	Lab.	Work	Tot		Examination	Sess.	Total	Examination	Sess.	Total	Total		
ct	ori	je		Shop	al	Dur.	Marks	Marks	Dur.	Marks	Marks	Marks	l		
5	2	-	-	--	7	1.1 Communication Skills Development-I	2.5	50	20	70	-	-	-	70	
-	-	-	8	--	8	1.2 Communication Skills Development-II	-	-	-	-	5	70	30	100	
5	2	-	-	--	7	1.3 Consumer Behaviour & Psychology	2.5	50	20	70	-	-	-	70	
5	2	-	6	--	13	1.4 Customer Service Oriantation	2.5	50	20	70	5	60	20	150	
5	2	-	6	--	13	1.5 Fundamentals of Computer & office automation	2.5	50	20	70	3	60	20	150	
20	8	-	20	--	48	<-----TOTAL----->	--	200	80	280	--	190	70	260	
													Games/NCC/Social and Cultural Activity/Community Development Work + Discipline (15 + 10)	25	
														565	

II SEMESTER

-	-	-	8	--	8	2.1 Personality Development & Interview Preparation	-	-	-	-	5	70	30	100
4	2	-	8	--	14	2.2 Computer Application in office automation	2.5	50	20	70	3	70	30	170
4	-	-	-	--	4	2.3 Environmental Education & Disaster Management(*)	2.5	50	-	-	-	-	-	-
6	2	-	-	--	8	2.4 Marketing Management	2.5	50	20	70	-	-	-	70
-	-	-	-	--	-	2.5 Field Exposure	-	-	-	-	60	40	100	100
-	-	-	12	--	12	2.6 Project	-	-	-	-	120	50	170	170
14	4	-	28	--	46	<-----TOTAL----->	--	100	40	140	--	320	150	470
													Games/NCC/Social and Cultural Activity/Community Development Work + Discipline (15 + 10)	25
														635
													Carry Over of I Sem.	565
														1200

- NOTE: (i) Each period will be of 50 minutes duration.
(ii) Each session will be of 16 weeks.
(iii) Effective teaching will be atleast 14 weeks.
(iv) Remaining period will be utilized for revision etc.
(v) Industrial training of one month will be structured and supervised by the institute. Every students will submit a report of his training. The report will contain the description his observation of organisation.He/she will evaluated by practical Examiner for 60 marks and sessional marks 40 marks will be granted by the institute.
(vi) (*) It is compulsory to appear & to pass in examination, But marks will not be included for division and percentage of obtained marks.

MAIN FEATURES OF THE CURRICULUM

Name of the Course	-	Customer Service Management
Intake	-	30
Duration of the Course	-	One Year(Two Semester)
Pattern of the Course	-	Semester System
Entry Qualification	-	Graduation
Mode of admission	-	Through Joint Entrance Exam. with aptitude test on English written as well as oral communication

LIST OF EXPERTS

List of expert who contributed suggestion in semester system of curriculum diploma course in "Customer Service Management".

1. Sri L. B. Prasad, Head (MSM) G. P. Barabanki
2. Sri Lal Ji Patel, T.B.O I. R. D. T., Kanpur

LIST OF EXPERTS

List of experts who contributed in the review and revision Of the curriculum for The One Year Post Graduate Diploma In Customer Executive on dated 18.07.2016 and 01.08.2016 at I.R.D.T.,U.P., Kanpur

1. Sri L. B. Prasad HOD(MSM) Govt. Poly,Barabanki
2. Dr. Sunil Kumar Shukla President Unnayan Foundation
Kanpur
4. Shri Randhir Kr. Singh Dy. Manager A.R.P. Pvt. Ltd.,Kanpur
5. Dr. Tulika Saxena Asstt. Prof. STEP H.B.T.I., Kanpur
6. Amit Kumar Associate EscapeEquities Ltd. Pune
7. Dr. A.P.S. Bhadauria Asstt. Prof. P.S.I.T., Kanpur
8. Mohd. Qamruzzaman Lecturer(Eng.) G. P., Kanpur
9. Shidanshu Rai Assistant Prof. CSJM University Kanpur
10. Arpana Katiyar Assistant Prof. CSJM University Kanpur
11. Gaurav Kishor kanaujiya Lecturer(IT) I.R.D.T.,U.P.,Kanpur
12. Kalpana Devi Asstt. Prof. I.R.D.T.,U.P., Kanpur

I Semester

Detail Contents

1.1 COMMUNICATION SKILLS DEVELOPMENT -1

L	T	P
5	2	-

1. Language – its nature & importance

English in India Today
Language Learning – Principals & Problems
Aims & Objective – the 4 Language Skills
General Aim
Specific Aims
Listening
Speaking
Reading
Writing

Building Blocks of Good English

Vocabulary Enrichment
Mastering Grammar
Pronunciation
Translations
Practicing English Speaking, English Writing and Reading of English Books,
Magazines, News Paper, Novels

2. Essentials Of Communication

Introducing Communication

What is communication?
The communication situation
The importance of effective communication in business

Objectives Of Communication

Introduction • Information • Advice • Order • Suggestion • Persuasion
Education • warning • raising morale • motivation

Process of Communication

Types of communication

• Introduction • written communication • oral communication • audio-visual communication • silence • Organization structure in communication • downward communication • upward communication • horizontal communication • grapevine • consensus, Verbal and non-verbal communication

Barriers to communication

• Introduction • wrong choice of medium • physical barriers • semantic barriers • different comprehension of reality • socio-psychological barriers • Over coming of barriers • Gateways to overcome barrier to communication

Principles of communication

• Completeness • conciseness • consideration • Clarity • courtesy

- Concrete • correctness

3. To Sharpen The Tools Of Communication

Aids to correct writing

- Tenses • modals • conditionals • infinitives, gerunds and participles • active and passive voice • subject verb agreement • common errors. Syntax, Narration, Synthesis of sentences, Preposition

Punctuation and the use of capital letters

- Punctuation • capital letters

Foreign words and phrases sometimes used in correspondence

Spelling

- Some spelling rules • some words commonly misspelt

Enriching vocabulary

- Words often confused • synonyms • antonyms • prefixes and suffixes • words followed by appropriate prepositions • idioms and phrases

4. Written Communication

Need, Functions And Kinds Of Business Letters

- Need of a business letter • function of a business letter • kinds of a letter • kinds of a business letter

Essentials Of An Effective Business Letter

- The importance of an effective business letter • how to write an effective business letter • essentials of an effective business letter • the language of a business letter

Types of Lay Out

- Physical appearance • mechanical structure or parts of a letter • style or form and punctuation

Planning the letter

- Why planning is necessary • what does planning consist in? • How to plan

Enquiries and replies

- Enquiries • replies • offers and quotation • important terms used in offers and quotations

Complaints and adjustments

- Complaints • making adjustments • questions for assessment

Collection letters

- Introduction• how to write an effective collection letter• collection series• humorous collection letters• debtor's explanation• replies to debtor's explanation

Circular letters

- What is a circular letter?• Objective of writing circular letters• situations that need circular letters
- Specimen circular letters

Sales letters

- Introduction• specimen sales letter • Essential of sales letter

Office memorandums, office orders, office circulars, office notes: tools of Internal communication

- Office memorandums• office orders• office circulars• office notes

Application letters

- Introduction• the form and contents of an application letter• bio-data• application blanks• specimen application letters • Covering letter • Followup letter

Interview letters, references, testimonials, and letters of appointment, confirmation, Promotion, retrenchment, and resignation

- Interview letters• references• testimonials• letters of appointment• letters of confirmation, promotion and retrenchment• resignation letters

Public relations letters

- Introduction• features of a public relations letter• specimen public relations letters• Invitation for press release •Press Note

Preparation Questionnaire for Market Research

- Yes –No Explanation •Explanatory Explanation•Descriptive Explanation •

Feed Back

Preparation of Project Report**Essay Writing****Paragraph writing – descriptive**

- Situational and functional topics
- Abstract and logical topics
- Current and general knowledge topics

Unseen Passages

Information technology of the future

- Introduction • Drafting Email • word processor• telex• facsimile {fax}• voice mail• Internet • multimedia• videoconferencing• telephone answering machines• Non verbal communication (Gesture, Posture, Body Language)

Listening

- Introduction• advantages of listening• how to become a good listener• Practice through listening comprehensions

List of Books

- | | | |
|-----|--|-------------------------------|
| 1. | English Grammar | Wren & Martin |
| 2. | Word Power Made Easy | Normeh Lewis |
| 3. | Business Communication | Lesiker & Petit |
| 4. | Business Communication | Asha Kaul |
| 5. | Business Communication | Mr. Lal |
| 6. | Business Communication | N. Gupta & P. Mahajan |
| 7. | Business Communication | Korlahalli & Others |
| 8. | Excellent General English | R. B. Varshney & R. K. Bansal |
| 9. | Advance Technical Comm. | Tyagi, K |
| 10. | Developing Communication Skills | Mohan Krishna |
| 11. | Business Correspondence & Report Writing | Sharma, R. C. |
| 12. | Business Communication | Locker |
| 13. | Winning at Interview | Thospe, Edger |
| 14. | How to succeed in GD & Personal Interviews | Mandal S. K. |

Unit I Language Accuracy

Oral Translations – Basics & Practice

- Oral Translations – Sessions Exercises
- Reverse Translations (English to Hindi)

Effective Verbal Communication

- Improving your voice & speech quality
- Phonetics & Pronunciation Improvement
- Fluency building
- Voice Modulation Technique
- Understanding Foreign Accent

Unit II Spoken English

Extempore

- What is Lecture Session ?
- Rule & Regulation Of The Activity
- Practice Mode
- Ways Of Effective Speaking :-
 1. Skills Required
 2. AIDA Model
 3. Preparing For Your Speech
 4. Writing Your Speech
 5. Finding the Voice
 6. Use of Non-Verbal Communication
 7. Preparing yourself & Dealing with the nerves
 8. Putting it all together
- Effective Dialogues
- Session of Extempore – Total Nos. 5
- Division Of Speech
- Just A Minute Sessions – Elocution

Debates

- What is Debate?
- Difference Between G.D. & Debate
- Aim Of Debate
- Philosophy Laying behind
- Dialogues difference of Dialogue
- Methodology
- Article Reading - 1
- Why not Suitable / Disadvantages of Debates
- FAQ's
- Sessions On Debates :-
 1. Self Debates
 2. One by One Debates
 3. Two By Two Debates
 4. Three Fold Debates Topic
 5. Three Fold Debates Topic in Time limit
 6. Multiple Topic Handling Panel
- Formal Debate No.1
- Formal Debate No.2
- Debate on Any current Topic (support of Newspaper session)
- Role Plays with Debates
- Use of Body Lang. In Debates
- Use of Voice Level In Debates
- Formal Debate No.3
- Formal Debate No.4
- Formal Debate No.5

Types Of Pre-Declared Activities :-

1. Selling Demonstrations
2. Speech Delivery On any Public Issue
3. Exhibition / Trade Fairs / Cultural Program
4. Managing Press Conference
5. Operation Planning
6. Data Interpretations & Analysis

Meetings

- Types of Meeting
- Explanation Of Common terms Associated
- Mode of Conduct
- Effective Dialogues
- Method of Voting
- Vote of Thanks
- Session will include the following Topics :-
 1. Parents Teacher Meeting

2. Society Meeting
3. Club Meeting
4. Function Meeting
5. Case Study Event
6. Event Organization Meeting
7. Management & Union Meeting
8. Joint Cabinet Meeting
9. Teachers Meeting
10. College Students Meeting
11. Business Meetings

Role Play Activities

- Lecture on significance of Role Play
- Explanation of various OLQ's
- Types of Role Play :-
 1. Theme Based Role Plays
 2. Role Plays with GD
 3. Role Plays with Debates
 4. Story based Role Plays
 5. Interview Based Role Play
 6. Class Handling Role Play

Dialogue Conversation

- Conversational Skills Based Role Plays
- Paired Based Dialogue Conversation
- Script Based Dialogue Conversation

Telephoning Skills

- CD Based Demonstration (Total 1 Session Per Day)
- Telephone Conversation (Book – Communication At Work)
- SRT On Active Listening
- Do & Don't Of Telephone
- 10 Steps for Effective Conversation
- Challenging Situations
- How to tackle Telephonic Interview
- Mock Tele – Interview
- Tips & FAQ's
- Methodology

Story Sessions

- Story Joining Session
- If U Say Yes Than Yes & If You Say No Than No
- Imagine Yourself That
- Use The Objects & Narrate a Story

- Play any story After listening
- TAT & Its Discussion
- Working in Groups & Interchanging During Narration
- Fill the gaps narrating the Present / Past / Future
- Untruthful Story
- Any Incident In your Life Which is Unforgettable
- Cast any Story using two of your friend
- Any Story which happened in your life quite similar to any film

Newspaper Session – Viva

- Newspaper Session – I (Solo)
- Newspaper Session – II (Paired)

Jam Session : Practice on that

Details Contents
1.3 Consumer Behavior And Psychology

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Unit I : Understanding Consumer Behavior (C.B.)

Definition, Nature and Scope of C. B., Why C.B., Market Segmentation Targeting and Positioning- Bases for segmentation, Criteria for effective targeting, Implementing segmentation strategies, Positioning strategies. Theories and Models of consumer behavior in brief

Unit II : Consumer As An Individual

Attitudes, Beliefs and Values, Life Style. Consumer Motivation- Needs and goals, Rational V/s Emotional Motive, Dynamics of motivation, Types and system of needs. Personality – Theory of personality – Freudian, Neo Freudian, Trait Theory, Brand Personality, Self and Self image, Perception – Elements of perception, Dynamics of perception, Perception and brand positioning., Learning – Elements of learning, Learning theories – Classical and instrumental conditioning, Involvement Theory, Attitude – Attitude formation and change

Unit III : Consumer and Society

Influence of reference groups – Types of reference groups, Celebrities. Influence of family – Concept of Family, Function of Family, Family Life Cycle. Social Class – What is Social Class, Life Style Profile, Class Mobility.

Unit IV : Impact of Culture and Sub Culture

What is culture – Enculturation, Manifestation of culture, Dynamicness of culture, Measurement of culture, Values and Indian value system.

Subculture – types of subculture in India – religions, geographic, regional, racial, age and sex

Cross cultural consumer behavior

Unit V : Consumer Decision Making Process

Opinion Leadership – Dynamics of Opinion Leadership, Motivation behind, Profile of an opinion leader. Diffusion of innovation – The process of diffusion, The adoption process. Level of consumer decision making – EPS, LPS, RPS. View of consumer

decision making – Economic view, Passive view, Cognitive view, Emotional view. Five step process of consumer decision making – Recognition of needs, Information search, Evaluating alternatives, Purchase decision, Post purchase behavior, Model of consumer behavior.

Unit VI : Demographic Factor

Age, Gender difference, Social class on the basis of income, Education Level

List Of Books

1. Schiffman & Kaunk Consumer Behavior
2. Matin Khan Consumer Behavior

1.4 Customer Service Orientation

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PART-A

Unit I

Introduction to Service:

- What are services?
- Why Service Marketing?
- Characteristics of services compared to goods
- Service and Technology

Unit II

- Concept of services, branding of services, STP
- Distribution of services, physical & electronic changes
- Pricing and revenue management of services
- Promotion of services
- Positioning of service of competitive market
- Physical evidence and the service escape
- Managing people of service advantage
- Process of service
- Quality Maintenance
- Service Gaps
 - Quality gaps
 - Customer gaps
 - Provider gaps
 - Knowledge gaps
- Service Marketing Mix:
 - Traditional Marketing mix
 - Expanding Marketing Mix for services

Unit III

Consumer behavior in Services:

- Search, experience need recognition
- Information search
- Evaluation of service alternative
- Consumer experiences
- Post experience evaluation
- Understanding difference among consumers

Unit IV

Consumer Expectations of service

- Meaning and types of services expectations
- Factors that influence customer expectations of services
- Issues involving customer service
- Expectations

Unit V

Customer Perceptions of services

- Customer Perceptions
- Satisfaction vs. service quality
- Customer satisfaction
- Service quality
- Service encounters: The Building blocks for Customer perceptions

Unit VI

Understanding Customer requirements

- **Listening to customer through research:**
 - Using marketing research to understand
 - Customer expectations:
 - ❖ Research objectives for services
 - ❖ Criteria for an effective services research program
 - Elements in an effective services marketing research program
 - ❖ Complaint Solicitation
 - ❖ Critical incident studies
 - ❖ Requirements research
 - ❖ Process Checkpoint
 - ❖ Market Orientation
 - ❖ Mystery Shopping
 - ❖ Customer Panels
 - ❖ Lost customer research
 - ❖ Future expectation Research
 - ❖ Research Finds

Unit VII

Building Customer Relationships

- Relationship Marketing
 - The evolution of Customer Relationships
 - The goal of relationship marketing
 - Benefits for customers and firms
- Relationship value of customers
- Relationship Development strategies
 - Core Service Provision

- Switching Barriers
- Relationship Bonds
- Relationship Challenges
 - The customer is not always alright
 - Ending Business Strategy Insight

Unit VIII

Service Recovery

- The Impact of service failure and recovery
 - Service recovery effects
- How customers respond to services failures
- Customer's Recovery Expectations
- Switching Versus Staying Following Service Recovery
- Service Recovery Strategies

Unit IX

Case Studies based on above units

Part – B Practical

1- Detailed term paper and its presentation on any one of the following:

- 1. IT Enabled Services**
- 2. Banking \Insurance \ Financial Sector**
- 3. Telecom Sector**
- 4. Retail Sales Sector**
- 5. Media Related Services**
- 6. Hospitality Sector**
7. Entertainment Sector
- 8. Health Care Sector**

Note : Any one sector to be selected from the sectors given in the field exposure. Based on counselor advice classed will take place in zero hour.

List of Books

Detail Contents

1.5 Fundamentals of Computer & Office Automation

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Unit I

Introduction to Information Technology: Basic concepts of IT, Data Processing: Data and Information.

Introduction to Computers: Classification, History, Types of Computers.

Elements of a Computer System: Block Diagram of The Computer System, Introduction to various units.

Hardware: CPU, Memory, Input and Output devices, Auxiliary storage devices. **Software:** System and Application Software, Utility packages.

Configuration of Computer System

Applications of Information Technology: Wide range of applications in: Home, Education and Training, Entertainment, Science, Medicine, Engineering etc.

Unit II

Basics of Operating System:

Definition of Operating System Objectives, types, and functions of Operating Systems

Working with Windows Operating System: Introduction, The Desktop, Structure of Windows, Windows Explorer, File and Folder Operations, Adding or Removing New Programs using Control Panel, Applications in windows (Paint, Notepad, WordPad, Calculator)

Unit III

Working in MS-DOS, UNIX AND LINUX ENVIRONMENT

Introduction About: MS DOS, UNIX, LINUX, Operating System, Feature of UNIX & LINUX Operating System, Command related to file and directory operations in MS DOS.

UNIX and LINUX: Use of UNIX and LINUX operating system in offices, System Administration in UNIX and LINUX

Unit IV

Learning Keyboarding Skills through one of Open source Typing tutor software like GNU Typist, TIPP10, TypeFaster etc.

Unit V

Concepts of Networking

LAN Commands, Networking concepts, Lan, Man, Wan, Topologies – Different types of topologies, Media wires, user access control

Concepts of Internet & Intranet, Fire walls, Gateways, DNS, Server (Web server, e-mail service, File/Data server, Proxy server)

Practical Sessions on: (Practical Lab) -

- Assignments on Ms-Dos Commands – Internal & External Commands
- Assignments on Windows XP/7/Higher or Latest Version
- Regular Sessions on Typing Tutor software
- Assignments on UNIX and LINUX command

List of Books

1. Components of Information Technology & C Language
By K. P. Yadav (Standard Publication), N. Delhi
2. Fundamental of Computers By V. K. Jain
3. Fundamental of IT By D. S. Yadav, New Age Publication, N. Delhi

I I Semester

Details Contents

2.1 Personality Development & Interview Preparation

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UNIT – I Attitude And Personality

Attitude – Introduction / Types / Its Significance In Personality

Attitude – Factors Determining It

Attitude – Its Correlation With Success

Attitude – Steps To Build Up Positive Attitude

Goal Setting - Attitude And Goal Setting

Goal Setting - Its Significance In Personality Development

Goal Setting - Setting Your Personalized Goals

Personality - Introduction

Personality - Types – Outer And Inner

Personality - Its Significance In Modern World

UNIT – II Attitude at workplace

Attitude At Workplace - Proving To The Expectations Of Seniors/
Subordinates/ Coworkers

Attitude At Workplace - Personal Employability Skills

Attitude At Workplace - Time Management

Attitude At Workplace - Stress Management

Attitude At Workplace - Human Networking Or People Skills /Emotional
Intelligence

Attitude At Workplace - Learning Skills

Attitude At Workplace - Team Building

Attitude At Workplace - Self-Motivation And Leadership Traits

Attitude At Workplace - Negotiation Skills

UNIT – III Making Lasting Impression

Personal Grooming – Health and Hygiene

Personal Grooming – Dressing sense

Personal Grooming – Developing Positive Habits and Character

Personal Grooming – Body Language

Personal Grooming – Basic Manners and Etiquettes

Personal Grooming – Giving Personality a Professional Outlook

UNIT – IV Working at Global Workplace

Self – Management – Self-Adaptation With Corporate

Self – Management – Behavioral Adjustment

Self – Management – Coordination Ability

Self – Management – Coping Job Shifts And Job Rotation

Self – Management – Diverse culture adaptation/ Change Management

UNIT – V Intelligence / I.Q. and Personality Tests

Intelligence Tests – Verbal

Intelligence Tests – Non –Verbal

Personality Tests – Simulation and Situation Tests

Personality Tests – Psychological Tests

Personality Tests – I.Q. and Memory Based Tests

UNIT – VI How to Succeed at Interviews

- Introduction• selection interview• appraisal interview• exit interview

Mock – Interview

- Rule & Procedure
- Time Declaration
 1. Process I – Assuming Yourself as Personality
 2. Process II – Assumption by Public
 3. Process III – Your Personal Mock Interview
 4. Process IV – Round Table Interview
 5. Process V – Situation Reaction Test
 6. Process VI – Panel Interview

Press Conferences & Conferences

- Methods & Introductions
- Total 5 Sessions (Current Based) Topics based on :
 1. Sports
 2. Films & Entertainment
 3. Based on Top Stories In Newspaper
 4. Local Hot News
 5. Political News
 6. Common Grievances
 7. National & International News
 8. Launching Of any Product or Services.

Unit VII : Formal Group Discussion

- What is G.D.
- Difference between GD & Debate
- Aim & Advantages Of Group Discussion
- General Method of Conduct
- Developing the art of Discussion
- FAQ's
- Asking Students to make a notebook for Do & Don't / Rules / Dialogues & Tips
- Sessions On GD :-
 1. Self GD
 2. One To One
 3. Two By Two
 4. Triplet GD
 5. Small Group Task (Interchange)
 6. GD on Any Current Topic (support of Newspaper session)
- Formal GD No.1
- Formal GD No.2

- GD With Role Plays
- Introduction To Critical Appreciation
- Introduction To Case Studies & Practice Session
- Formal GD No.3 With SWOT analysis
- Formal GD No.4
- Formal GD No.5
- Formal GD No.6 With SWOT System
- Formal GD No.7
- Formal GD No.8 With SWOT System
- Formal GD No.9
- Formal GD No.10 With SWOT System
- Effective Use of Mind mapping & Non Verbal gestures & Dialogues
- Formal GD in Proper Dress Code
- Small Cross Talks on Absurd topics

Oral And Other Forms Of Communication

Speeches & Presentation

- Introduction• characteristics of a good speech• profile of a good speaker
 - planning to speak• model speeches

Presentations Skills – Product Presentation, Service Presentation, Concept Presentation

- Handling queries

Detail Contents

2.2 Computer Application In Office Automation

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Unit – I
MICROSOFT WORD LATEST VERSION

Starting Word

Word Processor Basic

Word Wrapping (Word Adjusting)

Adding Or Deleting Text

Selecting Blocks Of Text

Copying Text

Moving Text

Find And Replace

Editing A Document

Character Formatting And Style

Page Formatting – Headers, And Page Numbers

Margin Setting And Columns

Justification Of Text

Line Spacing

Automating Tasks

Creating Letters In Readymade Formats

Menus in Microsoft word

Opening Microsoft word

Menu bar

Toolbars

Familiarizing with word Latest Version
Starting Microsoft Word Latest Wersion
Introduction To Word

Guidelines For Typing

Saving The Document

Printing The Document

Closing The Word Document

Changing The Size Of a Document

Reducing Microsoft Word Window

Maximizing A Taskbar Button Into a Window

Adjusting The Microsoft Word Window

Closing The Document And Quitting Microsoft Word

Editing The Document

Starting Microsoft Word

Opening And Existing Word Document

Making Changes In Your Document (Editing)

Inserting Words In The Middle Of A Line

Inserting A Blank Line

Selecting The Text

Operations Done With Selection

Removing Text After Selecting It

Undoing any operation

Saving changes made to the document

Checking spellings in the document

Ignoring certain errors

Replacing an incorrect word with a correct word

Completing the spell- check

Automatic correction of errors

Deleting a shortcut from auto correct

Printing the file

Saving and closing the document

Quitting Microsoft word

Designing your document

Opening windows and Microsoft word

Creating a well formatted document

Setting the left, right, top and bottom margins

Previewing the document before printing

Setting the page numbers on your document

Specifying text at the top and the bottom of each page

 Headers

 Footers

Creating tables

 Entering text into tables

Inserting rows

 How to insert rows in the middle of table

 How to insert rows at the end of table

Inserting columns

 How to insert columns in the table

 How to insert columns after the last column

Deleting a row

Deleing a column

Saving the document

Looking at the print preview before printing

Closing a document and quitting word

Mail merge

Creating a mail merge document

Deciding the type of document

Entering data

Creating the main document

Merging the main document with data

Sending the merged document to the printer

Saving the main document

Modifying records in the data source

Adding a new record

Changing an existing record

Deleting an existing document

Closing the main document

Quitting Microsoft word

Unit – II

MICROSOFT EXCEL LATEST VERSION

Introduction to spreadsheets

Use of spreadsheets

Spreadsheet basics

Labels, values and functions

Formula

Functions

What – if analysis

Automatic recalculation

Formatting a spreadsheet

Graphs

Introduction to Excel Latest version

Functions of Microsoft excel

Calculation

Recalculation

Repeat information

Reverse changes

Add display enhancements

Copy and re-use your sheet

Starting Microsoft excel

Excel work environment

Office assistant

Title bar

Performing operations through menus

Changing the size of a workbook and excel window

Reducing the sheet into a button

Enlarging the excel taskbar button into a window

Adjusting the size of a workbook freely

Adjusting the size of Microsoft excel window freely

Cell and cell address

Cell pointer name of the current working cell

Standard toolbar

Formatting toolbar

The formula bar

Status bar

Components of an excel workbook

Closing excel workbook without saving

Quitting Microsoft excel

MACROS

Working in Excel Latest version

Moving inside a workbook
Moving the cell-pointer quickly

Selecting a command

Types of data

Entering data at the cell address

Entering a label/ text

Entering a value/ number

Positioning label/ text in a cell

Making changes to an entry

Deleting some contents of a cell

Replacing the contents of a cell

Modifying the existing contents of a cell

Undoing the last changes

Saving your workbook

Closing an excel workbook

Quitting Microsoft excel

Mathematical calculations

Formulas using numbers

Formulas using cell addresses

Opening Microsoft excel and entering data

Using formula to calculate the workbook data

Defining functions

Writing a function

Common excel functions

Manipulating data

Moving data

Moving data in a sheet

Copying data

Copying data in a sheet

Copying a formula in a sheet

- Relative cell addressing
- Absolute cell addressing
- Copying values, not formula or function
- Deleting rows and columns
 - Deleting the contents of a column
 - Deleting the contents of a row
- Inserting rows
- Inserting columns
- Automatic filling of entries
- Quitting Microsoft excel

Changing the layout

Aligning data

- Changing alignment of selected cells
 - Simultaneous aligning of data in all the cells of a sheet
 - Aligning data at an angle
- Increasing or decreasing the column width
 - Changing the width of all columns
 - Changing the width of the currently active column
 - Changing the width of selected columns
- Increasing or decreasing the height of row
 - Changing the height of all rows
 - Changing the height of the currently active row
 - Changing the height of selected rows
- Erasing the contents of a sheet
 - Undo erasing the content of the sheet
- Deleting data from cell addresses
- Setting the column width to zero
 - Restoring the hidden columns

Values formatting

Entering data in Microsoft excel sheet

Making the column headings bold and centered

Calculating the decimal values of rates

Increasing the decimal values of rates

Displaying the discounts in percentage (%) format

Displaying extended price with one decimal place

Points to remember

Closing the workbook and quitting place

Simple graphs

Opening Microsoft excel and entering data

Drawing a graph

Naming the sheet

Saving the workbook

Printing and closing a graphic sheet

Opening the saved graphic sheet

Quitting Microsoft excel

Database management

Entering data into a database

Modifying a database

Adding new records

Inserting a row

Inserting a column

Inserting columns

Deleting rows

Deleting columns (fields)

Sorting a database

Closing the workbook and quitting excel

Manipulating sheets

Adding a sheet to the workbook

Adding many sheets to the workbook

Renaming a sheet and entering data in it

Moving a sheet

Copying data between sheets

Protecting the workbook

Deleting a sheet from the workbook

Saving the workbook automatically

Closing the workbook

Recovering a deleted workbook

Quitting Microsoft excel

Unit – III

MICROSOFT ACCESS LATEST VERSION

Introduction to database

Defining a database

Understanding RDBMS, Schema, Different type of models, E-R models

Objects of relational database

Tables /Queries/Forms/Reports

Macros

Functions of a database management system (DBMS)

Starting Microsoft Access (Latest Version)

Closing the database window and quitting access

Creating tables

Understanding database

Creating a database

Creating a table

Working in tables

Naming fields

- Entering records in the table
- Saving the table, Delete the table
- Defining primary key
- Closing the table
- Adding validations to the table
- Closing the database and quitting access
- SQL (Oracle) Structured/Query Language
- Data types
- Creating a table
- Inserting the records in the table
- Display the record in the table
- Delete the record in the table
- Add the record in the table
- Apply the queries on the table using clause
- Aggregate function, Logical operator, etc.

Updating tables

Opening a table in Microsoft access

Modifying a table

- Rearranging fields

- Adding a field

- Deleting a field

- Changing column width

- Changing the height of rows

Selecting a field

Selecting multiple fields

Editing records in a table

- Selecting a record

- Selecting multiple records

- Selecting all the records in a table

- Selecting text in a cell
- Selecting text in multiple cells
- Deleting a particular record
- Adding a new record
- Unhiding a field
- Freezing a field
- Unfreezing a field

- Viewing the table before printing
- Printing the table
- Saving and closing the table
- Creating relationships between tables
- Closing the database and quitting access

Working with forms

Creating a form using the form wizard

- Changing the size of a form
- Changing the view of a form
 - Changing to design view
 - Changing to datasheet view
 - Changing to form view

- Moving through the records
 - Displaying the next record
 - Moving to the first record
 - Moving to the last record
 - Moving to the previous record

- Adding a new field
- Changing the name of a field
- Editing the field data in a form
- Deleting a record from the form
- Closing a form

Renaming a form and quitting Microsoft Access

Handling queries

Creating a query on a table

Sorting record

Hiding a field

Unhiding a field

Setting criterion

Deleting criterion

Performing calculations

Saving a query

Closing the query and quitting access

Performing calculations

Saving a query

Closing the database and quitting access

Generating reports

Creating a report with report wizard

Closing the report and quitting access

Unit – IV

MICROSOFT POWER-POINT LATEST VERSION

Microsoft PowerPoint Latest Version

Starting PowerPoint

The PowerPoint window & its Views

Creating presentations

Creating a presentation using auto content wizard

Working with Colors, Transitions, Animations & Multimedia

Creating a blank presentation

Saving a presentation

Unit – V
INTERNET CONCEPTS

What is Internet

Internet in India

Scope of Internet

Surfing the net

Getting started with the Internet

Getting connected to the Internet

Internet relay chat

Disconnecting from the Internet

Sending and receiving E- mails using outlook express

Browsing the WWW, Different types of Internet Browser

Opening an e-mail account

Search engine, Different Search Engines

Surfing

Basis of search

Complex search

Internet questionnaire

What is Internet?

Why we should have an Internet connection?

How we connect to Internet?

What is modem?

What is search engine?

WAP: the wireless internet

Installation of modem

Configuration of Internet connection through ISP.

MTNL

VSNL

Satyam online

Mantra online

Video conferencing

Internet telephony

Internet security

Internet tariff

Practical use of Internet

E-Commerce – A General Introduction

Useful websites

List of Practical

1. Composing, crating, formatting and articles(letter/essay/report) on MS Word and taking its printout.
2. Creating, editing, modifying tables in MS ACCESS.
3. Creating table, reports, generation of simple form in MS ACCESS.
4. Creating simple spread sheet, Using in built function in MS EXCELL.
5. Creating simple presentation on POWER POINT and run your computer
6. Creating mail ID, Checking mail box, sending/replying e-mail.
7. Surfing Web Site, Using search engine
8. Creating table using SQL
9. Insert the record in the table and apply the queries on it

2.3 ENVIRONMENTAL EDUCATION & DISASTER MANAGEMENT

L T P
4 - -

RATIONALE:

A diploma student must have the knowledge of different types of pollution caused due to industrialisation and construction activities, so as he may help in balancing of eco-system and control pollution by providing controlling measures. They should be also aware of the environmental laws for effectively controlling the pollution of environment. The topics are to be taught in light of legislation Para-3.

TOPIC WISE DISTRIBUTION OF PERIODS:

SL. NO.	TOPIC	L	T	P
1.	Introduction	6		
2.	Pollution	4		
2.1	Water Pollution	8		
2.2	Air Pollution	8		
2.3	Noise Pollution	4		
2.4	Radio Active Pollution	6		
2.5	Solid Waste Management	6		
3.	Legislations	4		
4.	Environmental Impact Assessment	4		
5.	Disaster Management	6		
TOTAL		56	-	-

DETAILED CONTENTS

1. INTRODUCTION :

- Basics of ecology, Ecosystem, Biodiversity Human activities and its effect on ecology and eco system, different development i.e. irrigation, urbanization, road development and other engineering activities and their effects on ecology and eco system, Mining and deforestation and their effects.
- Lowering of water level , Urbanization.
- Biodegradation and Biodegradability, composting, bio

remediation, Microbes .Use of biopesticides and biofungicides.

- Global warning concerns, Ozone layer depletion, Green house effect, Acid rain, etc.

2. POLLUTION :

Sources of pollution, natural and man made, their effects on living environments and related legislation.

2.1 WATER POLLUTION :

- Factors contributing water pollution and their effect.

- Domestic waste water and industrial waste water. Heavy metals, microbes and leaching metal.

- Physical, Chemical and Biological Characteristics of waste water.

- Indian Standards for quality of drinking water.

- Indian Standards for quality of treated waste water.

- Treatment methods of effluent (domestic waste water and industrial/ mining waste water), its reuse/safe disposal.

2.2 AIR POLLUTION :

Definition of Air pollution, types of air pollutants i.e.

SPM, NOX, SOX, CO, CO₂, NH₃, F, CL, causes and its effects on the environment.

- Monitoring and control of air pollutants, Control measures techniques. Introductory Idea of control equipment in industries i.e.

- A. Settling chambers
- B. Cyclones

- C. Scrubbers (Dry and Wet)
- D. Multi Clones
- E. Electro Static Precipitations
- F. Bog Fillers.

- Ambient air quality measurement and their standards.

- Process and domestic emission control

- Vehicular Pollution and Its control with special emphasis of Euro-I, Euro-II, Euro-III and Euro IV.

2.3 NOISE POLLUTION :

Sources of noise pollution, its effect and control.

2.4 RADISACTIVE POLLUTION :

Sources and its effect on human, animal, plant and material, means to control and preventive measures.

2.5 SOLID WASTE MANAGEMENT :

Municipal solid waste, Biomedical waste, Industrial and Hazardous waste, Plastic waste and its management.

3. LEGISLATION :

Preliminary knowledge of the following Acts and rules made thereunder-

- The Water (Prevention and Control of Pollution) Act - 1974.

- The Air (Prevention and Control of Pollution) Act - 1981.

- The Environmental Protection (Prevention and Control of Pollution) Act -1986. Rules notified under EP Act - 1986
Viz.

The Manufacture, Storage and Import of Hazardous

Chemical (Amendment) Rules, 2000

The Hazardous Wastes (Management and Handling)
Amendment Rules, 2003.

Bio-Medical Waste (Management and Handling)
(Amendment)
Rules, 2003.

The Noise Pollution (Regulation and Control)
(Amendment) Rules, 2002.

Municipal Solid Wastes (Management and Handling)
Rules,
2000.

The Recycled Plastics Manufacture and Usage
(Amendment)
rules, 2003.

4. ENVIRONMENTAL IMPACT ASSESSMENT (EIA) :

- Basic concepts, objective and methodology of EIA.
- Objectives and requirement of Environmental Management System (ISO-14000) (An Introduction).

5. DISASTER MANAGEMENT :

Definition of disaster - Natural and Manmade,
Type of
disaster management, How disaster forms, Destructive
power,
Causes and Hazards, Case study of Tsunami Disaster,
National
policy- Its objective and main features,
National
Environment Policy, Need for central intervention,
State
Disaster Authority- Duties and powers, Case
studies of
various Disaster in the country, Meaning and
benefit of
vulnerability reduction, Factor promoting
vulnerability
reduction and mitigation, Emergency support function
plan.

Main feature and function of National
Disaster Management Frame Work, Disaster mitigation and
prevention,
Legal Policy Frame Work, Early warning system,
Human Resource Development and Function, Information
dissemination
and communication.

2.4 Marketing Management

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Unit-1: Marketing nature and scope and importance, Integrated & Societal Concept, Role of marketing, managing the marketing process and market planning.

Unit-2: Marketing environment analysis: Internal and external marketing environmental factors, Political, Socio-cultural, Govt., Economical, Demographic, Geographic, level of Technology, Ecology and Environment etc., SWOT Analysis

Unit-3: Marketing information system and marketing research, Consumer markets and buying behavior, Business markets and business buying behavior, Analyzing competitors, Measuring and forecasting market demand, Market segmentation and target marketing, strategies for differentiating and market positioning.

Unit-4: Product – mix strategies, Product planning and development, Brands, packaging and other product features, product life cycles. Managing service business and ancillary services; service marketing, Price determination, pricing strategies and policies. Non-pricing factors, Selection and management of marketing channels: Marketing channels of distribution, wholesaling, retailing and management of physical distribution

Unit-5: Communication and promotion–mix strategies, Concepts and designing effective advertisement programs, Publicity, Personal Selling, Sales promotion, Public Relations, Direct marketing etc.

Unit-6: E-commerce and its impact on domestic marketing, Social and Digital Media

Unit-7: Global Marketing & Rural Marketing

Deciding whether to go abroad. Concept, scope, orientation :EPRG. Deciding which markets to enter. Analyzing International Economic, Political and Legal Environment. Deciding how to enter the market – Exporting, Licensing/Franchising, JU's, Direct Investment. International Marketing Mix. Documents and Procedures. Rural Market Scenario and Special Requirement of Rural Market.

Unit VI : Retail & Direct Marketing

Growth and Benefits of Direct Marketing, Customer Database and Indirect Marketing, Major Channels for direct marketing – Face To Face, Direct Mail, Catalog, Telemarketing, Stocks and other media. E-commerce – On line consumers, Advantage and Disadvantages of online marketing, Conducting online marketing, Challenges of an line marketing, Network marketing and services.

List of Books

1. Philip Kotler Marketing Management
2. Rajan Saxena Marketing Management
3. Lovelock & Christopher Marketing of Services
4. William J Stanton Marketing Management
5. London & Biller Consumer Behavior
6. Essel Consumer Behavior
7. R. L Varshney & Bhattacharys International Marketing Management
8. Ramaswamy & others Marketing Management

2.5 FIELD EXPOSURE

The student will go to any one of the following industries/sectors for field exposure at the end of 1st semester examination.

1. IT Enabled service.
2. Banking/Insurance/Financial Sectors
3. Telecom Sector.
4. Retail Sales Sector
5. Media Related Service
6. Hospitality Sector
7. Entertainment Sector
8. Healthcare Sector

2.6 PROJECT

L T P
- - 12

The student will have to prepare and submit the project report based on their field exposure from one of the following industry/sector:

1. IT Enabled service.
2. Banking/Insurance/Financial Sectors
3. Telecom Sector.
4. Retail Sales Sector
5. Media Related Service
6. Hospitality Sector
7. Entertainment Sector
8. Healthcare Sector

STAFF STRUCTURE

Intake of the Course 30
Pattern of the Course Semester Pattern

Sl. No.	Name of Post	No.
1.	Principal	1
2.	H. O. D.	1
3.	Lecturer(Computer)	1
4.	Lecturer(Language)	1
5.	Lecturer(Marketing & Sales)	1
6.	Front Desk Executive	1
7.	Career Consular	1
8.	Steno	1
9.	Accountant Cum Store Keeper Cum Cashier	1
10.	Librarian	1 -> As Per
11.	Clerk Cum Typist	1 Norms
12.	Class IV (Attendant)	3
13.	Mali	1(Contract Basis)
14.	Sweeper	1(Contract Basis)

PART TIME LECTURER

1.	Lecturer (Banking/Insurance)	1
2.	Lecturer (Telecum Networking)	1
3.	Lecturer (Multi Media Related)	1

Qualification:

1. Lecturer (Computer) : BE/B.Tech in respective branch
2. Lecturer (Language) : M. A. English with excellence skills in verbal and written English.
3. Lecturer (Marketing & Sales) : M.B.A. with relevant specialization
4. Front Desk Executive: Any graduate with excellent skills in Verbal.

Note :

1. Service of other discipline staff of the institute may be utilize, if possible.
2. Qualifications of Staff : as per service rules.

SPACE REQUIREMENT

	No.	Sq. Ft.
[A] Administrative Block		
1. Prinicpal's room	1	120
2. Steno Room	1	60
3. Main Office	1	100
4. Library	1	500
5. Staff Room	1	120
6. Store	1	300
7. Confrence Room	1	800
8. Head of Department Room	1	100
9. Lecturer Room	1	200

[B] Academic Block

Sl.No.	Detail of Space	No.	@ Sq.Ft.	Floor area Sq.Ft.
1.	Class Room	2	300	600
2.	Computer Lab	1	150	150
3.	Students Common Room	1	300	300
4.	Multimedia Lab	1	150	150

[C]. Common Facilities

1.	Dispensary			1	100
2.	Canteen, Cooperative Store, Bank Extension Centre, Postal Services etc.			1	300
3.	Parking space				
	A. Cycle Stand		(1 Sqm./Cycle For 25% Students)		
	B. Scooter Stand		(3 Sqm./Scooter For 25% Students)		
	C. Car Garage		(15 Sqm./ Car)		
	D. Bus Garage		(55 Sqm./ Bus)		
4.	N.C.C. block			1	(2 Sqm/Student)
5.	Guest room (with 2 guest rooms and service facility)			1	100

[D]. Residential Facilities

1.	Hostel for students			1	for 50% boys optional and 50% girls students Compulsory to be provided in seperate block)
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2.	Staff quarters		
	Principal	1	Type IV
	HOD/Warden	1	Type IV
	Lecturer	2	Type IV
	Ministerial staff	3	Type II
	Class IV	2	Type I
3.	Play ground (common)	1	1500-2500 Sqm depending upon availability of land

Priority to be given in following order

- (1)
 - a. Administrative Building
 - b. Labs
 - c. Workshop
 - d. Over head Tank
 - e. Boundary Wall
 - f. Principal Residence
 - g. Fourth Class Quarters (2/3)
- (2)
 - a. Hostel
 - b. Students Amenities
- (3)
 - Residences of employee

LIST OF EQUIPMENT

1. Only those of the equipment given below which are essentially required for performing the practicals mentioned in the curriculum and are not available in the institute are to be procured by the institutions.
2. "Machine/Equipments/Instruments of old BTE list which are not included below are to be retained in the Lab/Shop for Demonstration purpose but not to be demanded fresh for purchase."

S.No.	Name of Equipment	No.	Approx. Amt.in Rs.

A.	Computer Centre		
1	PENTIUM-IV 3.0 Ghz or latest RAM-4 GB or latest HDD-360 GB latest MONITOR COLOUR 17" AGP 16 MB 52X MM KIT(52x CD Drive, Speaker,sound card) FDD - 1.44 MB Multi Media Key Board - 107 Keys enhanced Mouse - Microsoft Mouse (3 Button),Optical Mouse 32 Bit PCI ETHERNET CARD(10/100) Mbps Pre loaded Windows XP OR WINDOWS 2000 Pre loaded Norton Anti Virus with licence media and manual	15 (14+1Server)	7,500,00=00
2.	Software		
i.	Software for Fax	01	
ii.	Windows XP	01 -->	1,00,000.00
iii.	MS Office XP	01	
iv.	Internet Related Software (Internet Explore)	01	
3.	Modem		
i.	Window NT	01	
ii.	Hub - 16 port	01 -->	15,000.00
iii.	All accessories relatred to Network, Cable, etc.	01	
4.	Telephone Connection	01	3000.00
5.	Linex and DOS	01	3000.00
6.	Laser Printer	01	20000.00
7.	Scanner	01	10000.00
8.	5 KVA on line UPS with minimum 30 minuite battery backup along with sealed maintenance free batteries. Provision for connecting external batteries with network connectivity.	01	1,75000
9.	Air Conditioner(Window/Split Type)	02	60000.00
10.	Vaccum Cleaner	01	6000.00
B.	Graphics & Multimedia Lab		
11.	Cassettes		
12.	VCR/VCD		
13.	C.T.V. with Cable Facilities		
14.	Audio Player/CD Player with recording		
15.	Software for voice comparision		
16.	Cable Projector		
17.	LCD Projector		
18.	2 MBPS leased line for Internet Connectivity		
19.	Close Circuit Camera with monitor		
20.	Lingua Phone		

LIST OF FURNITURE

1.	Computer Table	15		
2.	Revolving Chair	20		-----> Rs. 2,00,000.00
3.	Officer Table	6		-----> Rs. 40000.00
4.	Officer Chair	10		-----> Rs. 25000.00
5.	Office Table	8		-----> Rs. 25000.00
6.	Office Chair	8		-----> Rs. 8000.00
7.	Stool	10		-----> Rs. 2000.00
8.	Bench	3		-----> Rs. 6000.00
9.	Lab Table	8		-----> Rs. 20000.00
10.	Stool	20		-----> Rs. 10000.00
11.	Book Self	10		-----> Rs. 30000.00
12.	Steel Almirah	5		-----> Rs. 15000.00
13.	Reading Room Table	3		-----> Rs. 15000.00
14.	Chair (Reading Room)	30		-----> Rs. 15000.00
15.	Class Room Chair	150		-----> Rs. 8000.00
16.	Class Room Table	150		-----> Rs. 10000.00

REFERENCE BOOKS:

1. Conducting Job Interview, Jagjeet Singh & Adrain Holden, Interview Preparation.
2. 101 Great Awareness to the toughest Interview Question, Joyce Lain Kennedy, Interview Preparation.
3. Let's get Quizzical Business, Vijay Kumar, Business Writings.
4. Coping with stress at work, Jacqueline M. Atkison, Business Writings.
5. Personal Effectiveness & Development, Anurag Jain, Personality Development.
6. Group Discussion, Ajay B. Kher, G.D.
7. Selling By Telephone, Chris De Winter, Business Writings.
8. Successful Help Desk Management, Hacqueline Chapman, Management.
9. Power Etiquettes, Dana May Casperson, Manners & Equitquettes.
10. English Grammer and Composition, G. Radhakrishna Pillai, Grammer
11. Customers for life, Cari Sewell & Paul B. Brown, Customer Service.
12. Career Aptitude & Selection Test, Career Aptitude & Selection Test, Career Aptitude & Selection Test.
13. Leading on the edge of chaos, Emmett C. Murphy & Mark A., Business Writing.