

## 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**

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**

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**

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

## 2.2 PRINCIPLES OF MANAGEMENT

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### RATIONALE

It is observed that the diploma holders generally take up middle level managerial positions, therefore, their exposure to basic management principles is very essential. Accordingly students may be given conceptual understanding of different functions related to management. The subject includes elementary knowledge of concepts of management viz. planning, organizing, staffing, directing and controlling. The understanding of various functions of management will enable the students to take effective steps while performing various office duties.

### DETAILED CONTENTS

1. Introduction (10 hrs)  
Meaning, definitions, characteristics, objectives and importance of management, level of management, skills of management, management vs administration, main principle of management
2. Planning (9 hrs)  
Meaning, objectives, nature, importance and elements of planning, planning process, requisites of effective planning
3. Organizing (10 hrs)  
Meaning, objectives, nature, importance of organizing, steps in organizing process
4. Staffing (10 hrs)  
Concept, definition, Nature and significance of staffing and manpower planning Process
5. Directing (09 hrs)  
Concept, characteristics and importance of directing, principles and techniques of directing
6. Controlling (08 hrs)  
Meaning, definition, nature and importance of control, control process
7. Coordination (08 hrs)  
Meaning, nature and significance of coordination, process of coordination.

## TUTORIAL ASSIGNMENTS

The teacher may give following tutorial assignments to students:

1. Importance of Management
2. Requisites of effective planning
3. Functions of Management
4. Elements of planning

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

## INSTRUCTIONAL STRATEGY

Teachers should give the students conceptual understanding of different functions related to management. 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.

## RECOMMENDED BOOKS

1. Principles of Management by Philip Kotler, TEE Publication, New Delhi
2. Principles and Practice of Management by Shyamal Bannerjee: Oxford and IBM Publishing Co, New Delhi
3. Essentials of Management by H Koontz, C, O' Daniel, McGraw Hill Book Company, New Delhi.
4. Principles and Practices of Management by Prasad L.M.; Sultan Chand & Sons, New Delhi.
5. Principles of Management – An Analysis of Managerial Functions by Koontz, O Donnel; McGraw Hill Book Company, New Delhi
6. Management- Text and Case Studies by Satyaraju Parthasarthy; Published by Prentice Hall of India Ltd., New Delhi
7. Principles and Practices of Management by Bhattacharya, Pearson education, sector 62, Noida (uP}

## SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	10	16
2	09	14
3	10	15
4	10	15
5	09	14
6	08	13
7	08	13
<b>Total</b>	<b>64</b>	<b>100</b>

## 2.3 BUSINESS LAWS

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### RATIONALE

This subject will facilitate the students to learn about various Acts and legal provisions which will help them to understand the legal environment prevailing in India. It includes different acts and laws viz. Law of Contract Act, Sale of Goods Act, Negotiable Instrument Act, Consumer Protection Act, Right to Information Act etc. Hence this subject.

### DETAILED CONTENTS

1. Law of Contract Act 1972 (25 hrs)
  - 1.1 Nature of contract
  - 1.2 Offer and Acceptance
  - 1.3 Classification of contract
  - 1.4 Capacity of Parties
  - 1.5. Free Consent
  - 1.6 Consideration and legality of objects (features only)
2. Sale of Goods Act (17 hrs)
  - 2.1 Formation of contract of sale
  - 2.2 Goods and their classification
  - 2.3 Conditions and warranties
  - 2.4 Transfer of property in goods
3. Negotiable Instrument Act 1881 (25 hrs)
  - 3.1 Definition features of promissory note bills of exchange.
  - 3.2 Meaning and types of cheque
  - 3.3. Types of crossing
  - 3.4. Dis-honour and discharge of Negotiable Instrument (with specimen)
4. Consumer Protection Act 1986 (17 hrs)
  - 4.1 Definition and features
  - 4.2. Rights of consumers
  - 4.3 Causes of consumer exploitation
  - 4.4 Grievance redressed machinery
5. Right to Information Act (2005) (12 hrs)
  - 5.1 Meaning, Objectives
  - 5.2 Features and Scope

## **INSTRUCTIONAL STATREGY**

Teachers must explain how to read and refer Bare Act. In addition, he should explain laws and various provisions in the Acts with the help of taking practical example.

## **RECOMMENDED BOOKS**

1. Commercial Laws by Chawala Garg, Kalyani Publishers, Ludhiana
2. Business Laws by N.D. Kapoor, Sultan Chand Publishers, New Delhi
3. Mercantile Law, M.C. Kunchhal, Vikas Publishing House, New Delhi.

## **SUGGESTED DISTRIBUTION OF MARKS**

<b>Topic No.</b>	<b>Time Allotted(hrs)</b>	<b>Marks allotted(%)</b>
1	25	25
2	17	20
3	25	20
4	17	20
5	12	15
<b>Total</b>	<b>96</b>	<b>100</b>

## 2.4 BANKING AND FINANCIAL INSTITUTIONS

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### RATIONALE

In order to develop general awareness among diploma students, there is need to give input about the banking and financial institutions, their role and in the context of business and industry. This subject will include banks, RBI and other financial institutions in India. Hence this subject.

### DETAILED CONTENTS

- |    |  |                                  |
|----|--|----------------------------------|
| 1. | Banks  | (18 hrs)                         |
|    | 1.1  | Meaning, types of banks          |
|    | 1.2  | Functions of Bank                |
|    | 1.3  | Objective and Structure of Banks |
| 2. | Central Bank (RBI)   | (6 hrs)                          |
|    | 2.1  | Feature                          |
|    | 2.2.   | Objective                        |
|    | 2.3  | Functions                        |
| 3. | Non Banking Financial Institutions                         | (18 hrs)                         |
|    | 3.1  | Meaning .                        |
|    | 3.2  | Features                         |
|    | 3.3.   | Structure                        |
| 4. | Organizations of Different Financial Institutions in India | (22 hrs)                         |
|    | 4.1  | Meaning                          |
|    | 4.2.   | Objective                        |
|    | 4.3  | Working Structure                |
|    | 4.4  | IFC                              |
|    | 4.5  | ICICI                            |
|    | 4.6  | IDBI                             |
|    | 4.7  | UTI                              |
|    | 4.8  | LIC                              |
|    | 4.9  | Mutual Funds                     |

### INSTRUCTIONAL STATREGY

Since this subject is related to banks and financial institutions, the teacher should arrange visits of students to banks to show the functioning, their role etc.. Institution experts like bank managers, in-charge of insurance companies and financial institutions may be invited for expert lectures.



## RECOMMENDED BOOKS

1. Banking and Insurance by Dr. Jagwant Singh, Kalyani Publishers, Ludhiana
2. Business Environment and Entrepreneurship Development, Dhanpat Rai & Sons, New Delhi.

## SUGGESTED DISTRIBUTION OF MARKS

<b>Topic No.</b>	<b>Time Allotted (hrs)</b>	<b>Marks allotted (%)</b>
1	18	25
2	6	10
3	18	30
4	22	35
<b>Total</b>	<b>64</b>	<b>100</b>

## 2.5 BUSINESS STATISTICS - II

L T P  
5 2 -

### RATIONALE

This subject will help the students to understand the use of various statistical tools in taking business decision. Contents will include correction, regression and index numbers, time series and statistical quality control. Hence this subject.

### DETAILED CONTENTS

1. Correlation (25 hrs)
  - 1.1 Meaning, objective, limitations
  - 1.2 Degree of correlation
  - 1.3 Karl Pearson's coefficient of correlation
  - 1.4 Rank correlation, Spearman's rank correlation coefficient
  - 1.5. Linear and Non-linear Correlation
  - 1.6 Concurrent deviation, merits and demerits
2. Regression (20 hrs)
  - 2.1 Meaning, objective, limitations
  - 2.2 Regression lines
  - 2.3 Regression Equations:  
Regression Equations of Y on X  
Regression Equations of X on Y
  - 2.4 Difference between correlation and regression
3. Index Numbers (20 hrs)
  - 3.1 Introduction, meaning
  - 3.2 Types of Index numbers
  - 3.3. Methods of construction index numbers
    - a) Price Index numbers
    - b) Weighted Index numbers
4. Time Series (10 hrs)
  - 4.1 Meaning, utility
  - 4.2. Components of time series
  - 4.3 Methods of time series
  - 4.4 Merits and Demerits
5. Statistical Quality Control (5 hrs)
  - 5.1 Meaning, Uses
  - 5.2 Control charts
  - 5.3 Advantages and disadvantages of SQC

## TUTORIAL ASSIGNMENTS

The teacher may give following tutorial assignments to students:

1. Objectives and limitation of correlation
2. Coefficient of correlation
3. Types of correlations, concurrent derivations, merits and demerits
4. Regression lines, equations, difference between correlation and regression
5. Purpose of index numbers, types, methods of construction
6. Utility and meaning of time series, components and methods
7. Concept of statistical control, meaning and uses, control checks

## INSTRUCTIONAL STRATEGY

This subject is mathematical one. So emphasis on numerical part may be given to understand various statistical tools. With the understanding of basic concepts like correlation, regression, index number etc., the students will know how they can meet with business needs.

## RECOMMENDED BOOKS

1. Business Statistics by T.R. Jain, V.K. Publications, Ambala
2. Business Statistics by S.C. Gupta, Himalaya Publishing House, New Delhi

## SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted(hrs)	Marks allotted(%)
1	25	30
2	20	25
3	20	25
4	10	12
5	05	08
<b>Total</b>	<b>80</b>	<b>100</b>

## 2.6 FINANCIAL ACCOUNTING

L T P  
5 2 -

### RATIONALE

As students have to deal with financial and banking transactions of the institute/Industry/company or any organization. This subject will provide sufficient knowledge and skills to the students related to accounting practices. This subject will highlight partnership and related matters. Hence this subject.

### DETAILED CONTENTS

1. Partnership Account (4 hrs)
  - 1.1 Nature of partnership firms
  - 1.2 Partnership Deed - meaning and importance
2. Partner's Capital Accounts (8 hrs)
  - 2.1 Fixed and Fluctuating Capital
  - 2.2 Distribution of profits among partners
  - 2.3 Profit and loss appropriation account
3. Admission of Partners (20 hrs)
  - 3.1 Effect of admission of partners
  - 3.2 Change in profit sharing ratio
  - 3.3 Treatment of goodwill
  - 3.4 Sacrificing ratio
4. Retirement of Partners (13 hrs)
  - 4.1 Effect of retirement of partners
  - 4.2 Change in profit showing ratio
  - 4.3 Treatment of goodwill
  - 4.4 Calculation of gaining ratio
5. Death of Partner (13 hrs)
  - 5.1 Treatment of goodwill at death of a partner
  - 5.2 Treatment of profit and resource
6. Dissolution of Partnership (12 hrs)
  - 6.1 Meaning and Processes
  - 6.2 Accounting Treatment (Excluding Insolvency of Partners)

7 Accounts of Non-Trading Organization (10 hrs)

- 7.1 Meaning and features
- 7.2. Preparation of income and expenditure account
- 7.3. Receipt and payment account (their accounting treatment)

### TUTORIAL ASSIGNMENT

The teacher may give following tutorial assignments to students:

1. Nature of partnership firms, partnership deed, meaning and importance
2. Fixed and fluctuating capital, distribution of profit and loss
3. Effect of admission of partners, calculation of profit sharing ratio, treatment of goodwill
4. Calculation of gaining ratio in case of retirement of partners
5. Features of non-trading organisation, preparation of income and expenditure account

### INSTRUCTIONAL STRATEGY

Being a practical subject, teachers have to guide students to study the partnership accounts of some reputed firms and to do a cooperative studies. Teacher must clear the concepts of partners, partnership deed, admission, dissolution etc. by practical examples. There must be demonstration in class with help of students to work as a partnership firm.

### RECOMMENDED BOOKS

1. Financial Accounting by Jain Narang, Kalyani Publications, Ludhiana
2. Advanced Accounts by Shukla M.C. and Grewal T.S., S. Chand & Co.
3. Financial Accounting by RK Gupta and M. Radhaswamy, S. Chand & Sons.
4. Financial Accounting by DK Goel, +2 CBSE, Arya Publications, New Delhi.
5. Financial Accounting by AK Jain, VK Publications, Ambala.

### SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted(hrs)	Marks Allotted(%)
1	4	05
2	8	10
3	20	25
4	13	15
5	13	15
6	12	15
7	10	15
<b>Total</b>	<b>80</b>	<b>100</b>