

CURRICULUM FOR
ONE YEAR
POST GRADUATE DIPLOMA COURSE IN

CUSTOMER SERVICE MANAGEMENT

EFFECTIVE FROM SESSION 200-200

UNDER DEVELOPMENT

ANNUAL SYSTEM

PREPARED BY

CURRICULUM DEVELOPMENT CELL

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

APPROVED BY

BORAD OF TECHNICAL EDUCATION, U. P., LUCKNOW

STUDY & EVALUATION SCHEME FOR
ONE YEAR P G DIPLOMA COURSE IN CUSTOMER SERVICE MANAGEMENT
(Effective from the session 200 -200)

I YEAR

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	Dur.	Marks	
ct	ori	je		Shop	al	Dur.	Marks	Marks	Dur.	Marks	Marks				
3	1	-	-	--	4	1.1 Communication Skills Development-I	2.5	50	20	70	-	-	-	-	70
3	1	-	-	--	4	1.2 Marketing Management	2.5	50	20	70	-	-	-	-	70
3	1	-	-	--	4	1.3 Consumer Behavior, Phychology and Research	2.5	50	20	70	-	-	-	-	70
3	1	-	3	--	7	1.4 Fundamental of Computers & office automation-I	2.5	50	20	70	3	60	20	80	150
-	-	-	4	--	4	1.5 Communication Skills Development-II	-	-	-	-	5	70	30	100	100
3	1	-	3	--	7	1.6 Customer Service Oriantation	2.5	50	20	70	5	60	20	80	150
-	-	-	4	--	4	1.7 Personality Development & Interview Preparation	-	-	-	-	5	70	30	100	100
2	-	-	4	--	6	1.8 Fundamental of Computers & office automation-II	2.5	50	20	70	3	70	30	100	170
2	-	-	-	--	2	1.9 Environmental Education & Disaster Management(*)	2.5	50	-	-	-	-	-	-	-
-	-	6	-	-	6	1.10 Project (One Month)	-	-	-	-	-	120	50	170	170
-	-	-	-	--	-	1.11 Field Exposure (One Month)	-	-	-	-	-	60	40	100	100
19	5	6	18	--	48	<-----TOTAL----->	--	300	120	420	--	510	220	730	1150
														Games/NCC/Social and Cultural Activity/Community Development Work + Discipline (30 + 20)	50
															1200

- NOTE: (i) Each period will be of 50 minutes duration.
(ii) Each session will be of 32 weeks.
(iii) Effective teaching will be atleast 25 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
Pattern of the Course	-	Annual 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

Workshop are organized for development for curriculum on “Customer Service Management” at I.R.D.T., Kanpur, I.P.M., Kanpur, H.B.T.I., Kanpur on dated 25-04-03, 21-05-03, 22-05.03, 24.05.03, 25-05.03 and 03.06.03

1.	Sri Gurudeep Singh,Director	I.R.D.T., U.P., Kanpur
2.	Dr. A. B. Siddiqui, Director	I.P.M., Kanpur
3.	Dr. K. N. Tondon, Retd. Prof., I.B.M.	C.S.J.M.Uni., Kanpur
4.	Sri Raguraj Singh,Head, Computer Sc.	H.B.T.I., Kanpur
5.	Sri. S. K. Malviya, Deputy Director	I.R.D.T.U.P.,Kanpur
6.	Sri Sanjeev Kapoor,Man Power Cons.	Placement Villa,Kanpur
7.	Smt. Ranjana Tripathi,Asst. C. Manager	U.P.T.E.C. LTd.,Kanpur
8.	Sri Pankaj Dhingra, Asstt. Prof.	I.P.M.,Kanpur
9.	Sri Moloy Ghoshal,Asstt. Prof.	I.P.M, Kanpur
10.	Sri S.C.Gupta,Head,Computer	A.I.T.H.,Kanpur
11.	Smt. Shefali Raj Arora,Director	Speakwell Instt.,Kanpur
12.	Smt. Rady Chawla,Centre Director	Feture Academy,Kanpur
13.	Sri Manendra Kahal,Sr. Lect.,Computer	H.B.T.I, Kanpur
14.	Smt. Vandana Dixit,Lecturer,Computer	H.B.T.I.,Kanpur
15.	Sri B.K.Tripathi,Lecturer,Computer	H.B.T.I.,Kanpur
16.	Smt. Anita Yadav,Lecturer,Computer	H.B.T.I.,Kanpur
17.	Sri Ashraf Ali, Professor	I.R.D.T.,U.P.,Kanpur
18.	Sri Abhishek Khanna,Ececutive Dir.	Feature Academy,Kanpur
19.	Sri Yashveer Singh, T.B.O.	I.R.D.T.,U.P.,Kanpur
20.	Sri K.M.Gupta, Asstt. Prof.	I.R.D.T.,U.P.,Kanpur
21.	Smt. Geeta Tiwari, Lect. English	Govt. Poly., Kanpur
22.	Sri A. P. Singh, Lecturer,Computer	I.R.D.T.,U.P., Kanpur

Workshop organized for revision curriculum on “Customer Service Management” at I.R.D.T., Kanpur, on dated 09-11-2005 and 30.12.2005. The following experts contributed their services.

1	Dr. R.C. Katiyar,Director	I.B.M.,C.S.J.M.Uni.,Kanpur
2	Dr. R.K. Trivedi,Director	A.I.T.H., Kanpur
3.	Shri S. K. Srivastava,Sr. Lect.	I.B.M.,C.S.J.M. Uni.,Kanpur
4	Shri Sumit Pandey,Sr. Lect.(Computer)	M.P.E.C., Kanpur
5	Shri Anil Sachdev,Hotel Consultant	Pandu Nagar, Kanpur
6..	Shri S. P. Gupta,Director	Call Centre Academy,Kanpur
7.	Shri S.C. Gupta,Head Computer	A.I.T.H., Kanpur
8..	Shri Amit Khare,Branch Manager	I.C.A.F.I.Uni.,Kanpur
9.	Shri Vinamra Sachdev, Team Leader	Avon Core Udyog Gurgaon
10..	Shri M. Ghoshal, Sr. Lect.	I.P.M., Kanpur
11.	Shri Ram Subhag, Asstt. Secretary	B.T.E.,Lucknow
12..	Shri L. S. Yadav,Head (Computer)	G.P., Kanpur
13.	Shri Ashraf Ali,Professor	I.R.D.T.U.P., Kanpur
14.	Shri Abhishek Khanna, E. Director	Future Academy, Kanpur
15.	Shri Ram Kumar,Lect.(Computer)	G.P., Kanpur
16.	Shri Vineet Suneja	UPTECH, Kanpur
17.	Shri Y. Singh,T.B.O.	I.R.D.T.U.P., Kanpur
18.	Smt. R. P. Alam,Asstt.Prof.	I.R.D.T.U.P., Kanpur

Detail Contents

1.1 COMMUNICATION SKILLS DEVELOPMENT –1

L	T	P
3	1	-

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

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

Principles of communication

- Clarity• completeness• conciseness• consideration• courtesy• 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

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 miss pelt

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

Agency correspondence

- Introduction• specimen letters

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

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

Form messages

- Introduction• advantages of form messages• kinds of forms

Correspondence with public authorities and other agencies

Electronic Communication

- Introduction• how to draft a telegram • Drafting Email & FAX

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

Drafting Press Releases

• Introduction • specimen representations and requests • Public Notice • Tender Notice

Technical Writing

- What is a report? • The importance of reports • oral and written reports • types of business report • characteristics of a good report • selecting a suitable type of report • preparing a report
- Organization of a report •

Project Writing

-Essential of Project Report • Report Writing

Précis writing

- What is a précis? • Why do we need a précis? • How to write a précis? • Ten golden rules for writing a good précis • five important hints for achieving brevity • worked out examples • précis of speeches • précis of a correspondence • passages for practice

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 • word processor • telex • facsimile { fax } • email • voice mail • Internet • multimedia • teleconferencing • telephone answering machines

Listening

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

List of Books

- | | | |
|----|------------------------|-----------------|
| 1. | English Grammar | Wren & Martin |
| 2. | Waid Power Made Easy | Normeh Lewis |
| 3. | Business Communication | Lesiker & Petit |
| 4. | Business Communication | Asha Kaul |
| 5. | Business Communication | Mr. Lal |

Detail Contents
1.2 Marketing Management

L	T	P
3	1	-

Unit I: Understanding Marketing

Defining Marketing, Core Marketing Concept, Company Orientation towards marketing place – Production Concept, Product Concept, Selling Concept, Marketing Concept, Defining and delivering customer value and satisfaction – Value Chain, Changing Environment for marketing – Micro and Macro. Societal Marketing, Ethics in Marketing, Social Responsibility of Marketing Department and Consumerism.

Unit II : Marketing and Society

Criticism of Marketing, Consumerism and environmentalism, Ethical marketing, Consumer Protection Act 1986, Jobs and Careers in Marketing.

Unit III :Market Oriented Strategic Planning

- What is strategic planning, Mission, SBU's, Resource allocation – BCG Matrix, GE 9 Factor Grid, Strategic Planning Process, Marketing Plans, Segmentations and Positioning . Structure of Marketing organization and targeting.

Unit IV : Understanding The Marketing Mix Products

Through understanding of marketing mix, New Product development process, Managing products and brands – Product Mix, Product Classification, Product Line Decision – Line analysis, Length, Line modernization and pruning, Brand and Branding decision- What is brand, Brand equity, Brand Name, Brand Strategic, Packaging and labeling.

A. : Pricing

Setting the price – Selecting price objectives, Determining demand and costs, Analyzing competitor's strategies, Pricing methods, Selecting the final price. Adapting the price – Geographical pricing, Discount and allowances, Promotional, discriminatory(Product Mix Pricing).

B. : Managing Distribution

Functions of marketing channels, Channel levels, Channels for services. Channel design decisions – Objective and constraints, Identifying channels alternatives, Evaluating alternating. Channel Management – Selecting channels members, training and motivating channel numbers evaluation of channel members. Channel Dynamics – VMS

and HMS, Multi Channel Marketing System, Conflict co-operation competition. Retailing and whole shelling, Market logistics.

C. : Managing Promotions

Promotion Mix, Integrated Marketing Communication, Advertising Management – Setting advertising objective, Setting advertising budget, Message strategy and creativity in copy writing. Media Management- Media types, Media vehicles, Reach frequency and impact, Scheduling and buying. Evaluating advertising effectiveness. Sales promotion – Purpose, Tools, Major Decision, Public Relation, Personal Selling and Sales Management – Personal Selling Process, Sales Force Management, Trade Promotion.

Unit V : Marketing of Services

Characteristics of service, Development of services marketing – Developing new product, Managing the development process, The consumer adoption process, Designing Global Market Offering, The Nature of demand services, Identifying customer groups – Direct, Indirect, Suppliers, Regulator, Competitor, Internal Customer, Importance of listening- Complaints management, Service quality and customer satisfaction, Specialized service marketing function – Non Profit Organization, Leisure/tourism, Financial Service, Professional Service

Unit VI : Direct and Online 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

Unit VII : Global Marketing

Deciding whether to go abroad. 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.

Unit VIII : Rural Marketing

Rural Market Scenario and Special Requirement of Rural Market.

List of Books

1. Philip Kotler Marketing Management
2. Rajan Saxena Marketing Management

Details Contents

1.3 Consumer Behavior, Psychology & Research

L	T	P
3	1	-

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, Emerging Middle class in India.

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

Unit VII : Marketing Research

Paradigms of modern research – Qualitative and Quantitative. Introduction to marketing intelligence system. Source of marketing related information, Process of Marketing Research, Reporting of findings, Defining probability, Research and Objectives, Development Research Plan, Information gathering, Analysis of information, Some Statistical tools – Regression, Correlation, Factor Analysis, Cluster Analysis, etc. Method of estimating market demand.

Unit VII : Live Project On Marketing Research

List Of Books

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

Detail Contents
1.4 Fundamentals of Computers & Office Automation - 1

L T P
3 1 3

Unit I

Fundamentals Of Computers

Introduction to Computers & its Utility in Modern Age

Components of a PC – its functions

 The system unit

 The shape of a system unit

 The front part of a system unit

 The backside of a system unit

 The central processing unit (cpu)

 The memory of a computer

 The monitor

 The keyboard

 Storage media- the disk

 The printer

 The scanner

 The modem

Different types of computers

Setting up a system

 Connecting to the system unit

 Connecting the electrical wires

Turning on the system

Logging on

Using the mouse

Windows desktop

Hardware and software

 Hardware – I/O Units & CPU

 Software – its types viz. System Software & Application Software

 Installing the software

Setting up a printer

Turning off the system

Unit II

Introducing Windows ME/98/XP Or Higher/Latest Version

 Windows ME/XP requirements

 Mouse basic

 Using the mouse

 Working in windows ME/98/XP or Higher/Latest Version

 Desktop

 Learning more about the mouse

 Working with the mouse

 Performing mouse actions

Components of a Window

Menu bar options

Quitting Windows ME/XP Or Higher/Latest Version

Case Study of Windows

Starting Windows ME/98

Getting familiar with the desktop

Opening an icon from the desktop

Starting program

Moving from one window to another

Making the my computer window active

Making the notepad window active

Enlarging a window to the screen size

Reverting a window to its previous button

Opening a taskbar button into a window

Adjusting the window size freely

Closing a window

Creating a short- cut for a program

Deleting the shortcut icon

Deleting the contents of the recycle bin

Managing files in explorer

Opening a program

Working in a file

Saving a file

Printing a file

Printing selected pages of your file

Printing the entire contents of your file

Installing a printer

Quitting a program

Files and folders in windows

Opening the explorer program

Working in explorer

Opening an icon from the Explorer Window

Opening the hard disk {c:} through Explorer

Opening and closing a folder in explorer

Opening and closing a file in explorer

Creating a new sub- folder through explorer

Copying a file

Renaming a file

Copying a sub- folder (or sub-sub-folder)

Renaming a sub folder (or a sub-sub-folder)

Moving a file

Moving a folder

Deleting a file

Deleting a folder

Removing the contents of the recycle bin

Closing explorer and quitting windows

Familiarizing accessories

Opening the WordPad program

- Entering text in word pad

- Editing text in word pad

 - Selecting the text

 - Centering the text

 - Underlining the text

 - Making entries in italics

- Saving a word pad document

- Closing a document and quitting windows

- Opening the paint program

Working in paint

- Selecting tools

- Choosing a font/font size

- Choosing a form for the text

- Selecting colors

- Saving a paint file

- Printing a paint file

- Quitting the paint program

- Calculator

- Closing calculator and quitting windows

Unit III

Working in MS-DOS

Working in MS-DOS

- Activating MS-DOS from windows me/98**

 - The MS-DOS prompt

 - Typing a command

- Types of commands

- Versions of MS-DOS

- Directories and files

 - Root directory in Windows ME/98

- Path

 - Naming files and directories

 - Types of files

- MS-DOS commands

 - Displaying your files on screen

 - Displaying files of some other directory/drive

 - Copying a file

 - Wild cards

 - Deleting a file

 - Creating a directory with the make directory command

 - Changing the directory (cd) command

 - The AUTOEXEC.BAT File

 - The CONFIG.SYS file

Unit IV Learning Keyboarding Skills Through Typing Tutor version 7.0

Unit V Concepts of Networking

LAN Commands, Networking concepts, Lan, Man, Wan, Topologies –
Different types of topologies, Media wires, air, ----, Logins users

Concepts of Internet & Intranet

Difference between UNIX & Windows NT Platforms as Multi User OS

Practical Sessions on: (Practical Lab) -

- Assignments on Ms-Dos Commands – Internal & External Commands
- Assignments on Windows 98/XP/ME Or Higher/Latest Version
- Regular Sessions on Typing Tutor 7.0

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

Detail Contents
1.5 Communication Skills Development –II

L T P
- - 4

Unit I Language Accuracy

Oral Translations – Basics & Practice

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

Effective Verbal Communication

- Improving your voice & speech
- Phonetics & Pronunciation Improvement
- Fluency building
- Voice Modulation Technique
- Foreign Accent Development
- Software – Learn To Speak – English (Audio – Visual Session)

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
- Synopsis Writing
- Just A Minute Sessions – Elocution

Types Of Pre-Declared Activities :-

1. Selling Demonstrations
2. Speech Delivery On any Public Issue
3. Exhibition / Trade Fairs / Cultural Program
4. Declaration Of Party Manifesto
5. Military 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

1.6 Customer Service Orientation

L	T	P
3	1	3

Concept - Customer Relationship Management

What is customer relationship management?

The four steps to relationship management

What this looks like in an organization

The Economics Of Customer Care

Introduction

Know what your customers are worth

Customer value calculation

Building a loyal relationship

Exercise: Customer dynamics

Exit questionnaires

Customer service surveys

How to keep a customer for life

Defining Customer Service Excellence

Nothing impresses like competence

A customer service model

Achieving Service Excellence

Introduction

Exercise: the customer experience

The customer interaction cycle

Receiving/Understanding/Helping

Sample worksheet- options and expectations

Keeping

Partner exercise- process mapping

Handling challenging situations

Customer-Focused Selling And Marketing Skills

The three principles of customer- focused selling

The customer's buying steps

Customer- focused prospecting

Making a good first impression on first time sales calls

Progressing the call

Customer- focused selling skills

Handling objections, queries and concerns

The objection handling process

Exploring needs

High- impact questions

Listening

Understanding the buying criteria and the customer's buying process

Proposing and closing

Connecting With Customers In The Digital Age

Interactive media marketing

How are companies striving to win customers over to this new medium?

Managing for customer satisfaction

Introduction

The differences between a traditional manager and a customer-focused manager

Checklist

The ten keys to outstanding customer service

Introduction

1. Whatever it is you do- do it fast
2. Positive communications
3. The personal touch
4. Keeping customers
5. Turn complaints into opportunities
6. Create 'moment's of truth'
7. Exceed expectations
8. Systems are as important as smiles
9. Follow-up and follow through
10. Deliver

Define your job in terms of adding value to customers

Worksheets, exercises and action plans

Introduction

Customer service examples

Defining excellent customer service

Barriers to service excellence

Gap analysis

How you resolve customer problems

Complaints as opportunities

Barriers to change

Overcoming resistance to change

Increasing your customer awareness

Estimating lifetime value

Complaint resolution

Call center checklist

Customer commitment survey

Customer feedback analysis

Integrating products

The integrated products

Customer service business plan

The cost of poor service

Customer dynamics

Management discussion points

Sales development discussion points and questions

Part – B Practical

1- Role-plays In Groups

Students will be evaluated on the ground of their Customer Service Skills on the topics, which are having imaginary situation stimulating real business life.

2- WORKSHOPS by VISITING FACULTIES from THESE RESPECTIVE SECTORS, will be invited to deliver lecture on: -

- Trends in the Prospective Industry/Sector/Company
- Latest Development in Prospective Industry/Sector/Company
- Corporate Culture in Prospective Industry/Sector/Company
- The Future Prospects & Present opportunities existing in Prospective Industry/Sector/Company
- Information of the Prospective Organization itself
- The nature & the Job Profile of the prospective Job
- Difficulties & Problems faced by Prospective Industry/Sector/Company

Respective Sectors are: -

- 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**

3- Paper-Presentation Session on any 1 Company/Industry/Sector -

Students are expected to present a Paper that will involve a thorough pre-interview research in

Any ONE of the following areas: -

- Information of the Prospective Organization itself
- The nature & the Job Profile of the prospective Job
- Trends in the Prospective Industry/Sector/Company
- Latest Development in Prospective Industry/Sector/Company
- Corporate Culture in Prospective Industry/Sector/Company
- The Future Prospects & Present opportunities existing in Prospective Industry/Sector/Company
- Difficulties & Problems faced by Prospective Industry/Sector/Company

Students has to opt for either One from these ELECTIVES: -

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.

Details Contents

1.7 Personality Development & Interview Preparation

L T P
- - 4

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
- 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

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

UNIT- VII :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

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 VIII : 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 SWAT System
- Formal GD No.4
- Formal GD No.5
- Formal GD No.6 With SWAT System
- Formal GD No.7

- Formal GD No.8 With SWAT System
- Formal GD No.9
- Formal GD No.10 With SWAT 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

Public Speaking and Presentations Skills

Detail Contents
1.8 Fundamentals of Computers & Office Automation – 2

L T P
2 - 4

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

- Mouse
- Menu bar
- Toolbars

Familiarizing with word Latest Version

Starting Microsoft Word Latest Wersion

- Introduction To Word
 - Guidelines For Typing
- Saying 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

- Moving The Cursor

 - Moving The Cursor Before A Particular Word

 - Moving The Cursor Between Two Words

 - Moving The Cursor To The Beginning Of A Line

- 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

- Crating tables

 - Entering text into tables

- Selecting text using the mouse

 - How to select a word

 - How to select a sentence

 - Select a paragraph

 - How to select any portion of text

 - Operations done with selection

I

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

Deleting a column

Formatting the text

- Underlining the text

- Removing underline from the text

- Boldfacing the text

- Removing boldface from the text

- Italicizing the text

- Removing italics face from text

- Centering the text

- Changing fonts

Changing the font size

- 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

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
- 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
- Defining primary key
- Closing the table
- Adding validations to the table
- Closing the database and quitting access

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

Opening an e-mail account

Search engine

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.
6. Creating mail ID, Checking mail box, sending/replying e-mail.
7. Surfing Web Site, Using search engine

1.9 ENVIRONMENTAL EDUCATION & DISASTER MANAGEMENT

L T P
2 - -

RATIONALE:

A diploma student must have the knowledge of different types of pollution caused due to industrialization 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	3		
2.1	Water Pollution	8		
2.2	Air Pollution	8		
2.3	Noise Pollution	3		
2.4	Radio Active Pollution	4		
2.5	Solid Waste Management	5		
3.	Legislations	3		
4.	Environmental Impact Assessment	4		
5.	Disaster Management	6		
TOTAL		50	-	-

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 There under-

- 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.

1.10 FIELD EXPOSURE (ONE MONTH)

The student will go to the industries/sectors for any one for field exposure in the end of half yearly 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

1.11 PROJECT (ONE MONTH)

L	T	P
-	-	6

The student will go to the industries/sectors for any one for project.

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

STAFF STRUCTURE

Intake of the Course 30
Pattern of the Course Annual 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 with 2 years professional experience.
2. Lecturer (Language) : M. A. English with excellence skills in verbal and written english.
3. Lecturer (Marketing & Sales) : M.B.A. Marketing and Sales with 2 years relevant experience.
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.	Principial'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)
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 Aminities

(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-256 MB or latest HDD-40 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) 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	7,500,00=00 (14+1Server)
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 minute 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

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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.
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