

CURRICULUM FOR
ONE YEAR(Two Semester)
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 02.06.2015

Corrected & Approved By B. T. E. On Dated 02.06.2015

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
Lecture	Tutorial	Project	Lab.	Workshop	Total		Examination Dur.	Sess. Marks	Total Marks	Examination Dur.	Sess. Marks	Total Marks	Total		
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	2.4 Environmental Education & Disaster Management(*)	2.5	50	-	-	-	-	-	-
6	2	-	-	--	8	2.4 Marketing Management	2.5	50	20	70	-	-	-	70
-	-	-	-	--	-	2.5 Field Exposure (One Month)	-	-	-	-	60	40	100	100
-	-	-	12	--	12	2.6 Project (One Month)	-	-	-	-	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.

- 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.

1200

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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

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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

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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 – Principles & 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 • Over coming of 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. 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 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

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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

Preparation Questionnaire For Market Research

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

Feed Back

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

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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

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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

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Newspaper Session – Viva

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

Jam Session : Practice on that

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Details Contents
1.3 Consumer Behavior And Psychology

L T P
5 2 -

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

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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

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1.4 Customer Service Orientation

L	T	P
5	2	6

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

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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**

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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.

Detail Contents
1.5 Fundamentals of Computer & Office Automation

L T P
5 2 6

Unit I

Fundamentals Of Computers

Introduction to Computers & its Utility in Modern Age

Components of a PC – its functions

 The system unit

 The central processing unit (cpu)

 The memory of a computer

 The monitor

 The keyboard

 Storage media- the disk, Hard disk, Floppy Disc, CD ROM, DVD,PD

 The printer-Laser, Disk Jet, Dot Matrix

 The scanner

 The modem

 Different types of computers- Mini Frame, Main Frame, Desk Top, Super Computer, Lap Top, Pam Top, Note Book

Logging on

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

Security Aspects – Installing different antivirus, Scanning files or data

Unit II

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

 Windows ME/XP requirements

 Mouse basic

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

 Desktop

 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

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- 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

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Calculator
Closing calculator and quitting windows

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 office.
System Administration in UNIX and LINUX

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, Fire walls, Gateways, DNS, Server (Web
server, e-mail service, File/Data server, Proxy server)
Difference between UNIX & Windows NT Platforms as Multi User OS
Novell Network, Ulter vista

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\
- 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

II Semester

Details Contents

2.1 Personality Development & Interview Preparation

L T P
- - 8

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

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

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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

Presentations Skills – Product Presentation, Service Presentation, Concept Presentation

- Handling queries

Detail Contents
2.2 Computer Application In Office Automation

L T P
4 2 8

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

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- 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

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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

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- 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

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- 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.

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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 :

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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.

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Detail Contents
2.4 Marketing Management

L	T	P
6	2	-

Unit I: Understanding Marketing

Defining Marketing, Core Marketing Concept, Company Orientation towards marketing place – Production Concept, Product Concept, Selling Concept, Marketing Concept, Holistic 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 and its amendment in 1991, 1993 and 2002 , 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.

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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 Relations, 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, Relationship marketing, Building and Managing, Marketing of services in area of : Financial, Banking, Insurance, Tourism, Transportation, Hotels and Hospitals, Consultancy services, Crisis management.

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, Network marketing and services.

Unit VII : Global 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.

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 |
| 3. | Lovelock & Christopher | Marketing of Services |
| 4. | William J Stanton | Marketing Management |
| 5. | London & Biller | Consumer Behavior |
| 6. | Essel | Consumer Behavior |

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7. R. L Varshney & Bhattacharys International Marketing Management
8. Ramaswamy & others Marketing Management

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2.5 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

2.6 PROJECT (ONE MONTH)

L T P
- - 12

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 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 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.

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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)
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

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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

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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 related to Network, Cable, etc.	01	
4.	Telephone Connection	01	3000.00
5.	Linux 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		

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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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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.