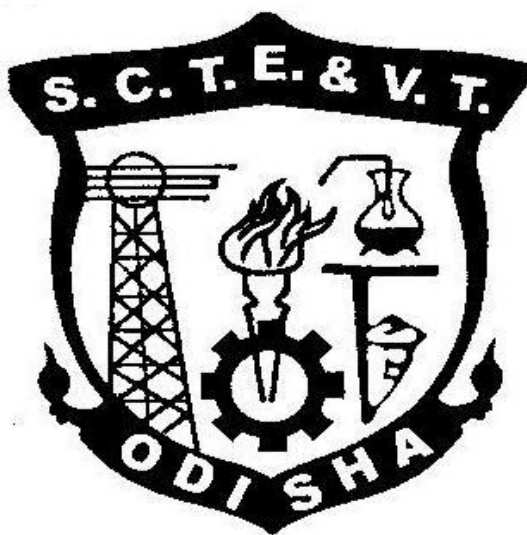


**CURRICULLUM OF 4th SEMESTER
FOR
DIPLOMA IN MODERN OFFICE MANAGEMENT
(W.E.F 2019-20 SESSION)**



**STATE COUNCIL FOR TECHNICAL EDUCATION
&
VOCATIONAL TRAINING, ODISHA, BHUBANESWAR**

TEACHING AND EVALUATION SCHEME FOR 4th Semester Modern Office Management (w.e.f 2019-20)

Sl. No.	Subject	Periods/week			Evaluation Scheme			
		L	T	P	Internal Assessment/ Sessional	End Sem Exams	Exams (Hours)	Total
Theory								
Th.1	Management Accounting	5	-	-	20	80	3	100
Th.2	Marketing Management	5	-	-	20	80	3	100
Th.3	Banking & Insurance Management	5	-	-	20	80	3	100
Th.4	E- Commerce	5	-	-	20	80	3	100
	<i>Total</i>	20	-	-	80	320	-	400
Practical								
Pr.1	Seminar & GD	-	-	4	50	50	3	100
Pr.2	DTP	-	-	5	50	50	3	100
Pr.3	Office Automation Lab II			7	50	100	3	150
	Student Centred Activities (SCA)		-	3	-	-	-	-
	<i>Total</i>	-	-	19	150	200	-	350
	Grand Total	20	-	19	230	520	-	750

Abbreviations: L-Lecturer, T-Tutorial, P-Practical . Each class is of minimum 55 minutes duration

Minimum Pass Mark in each Theory subject is 35% and in each Practical subject is 50% and in Aggregate is 40%

SCA shall comprise of Extension Lectures/ Personality Development/ Environmental issues /Quiz /Hobbies/ Field visits/ cultural activities/Library studies etc. There shall be 1 Internal Assessment done for each of the Theory Subject. Sessional Marks shall be total of the performance of individual different jobs/ experiments in a subject throughout the semester.

TH -1 MANAGEMENT ACCOUNTING

Theory	5 Periods per week	Internal Assessment	20 Marks
Total Periods	75	End Sem Exam	80 Marks
Examination	3hours	Total Marks	100Marks

Rationale: The paper aims to provide an idea for designing of budgets and trend charts. Managers use this information to allocate money and resources to different projects.

Objective: Enables the students to understand and apply the accounting techniques for managerial decision making..

Sl. No.	Topics	Periods
01	Management Accounting	15
02	Financial statements: Meaning and types of financial statements	15
03	Absorption and Marginal Costing	15
04	Budgeting for profit Planning and Control	20
05	Standard Costing and Variance Analysis	10
	Total	75

Unit-I Management Accounting

- 1.1 Meaning, Nature, Scope and function of management
- 1.2 Accounting, Role of Management accounting in decision making
- 1.3 Management accounting Vs. Financial Accounting
- 1.4 Tools and techniques of management accounting

Unit –II Financial statements: Meaning and Types of financial statements

- 2.1 Limitations of financial statements
- 2.2 Objectives and methods of financial statements analysis
- 2.3 Ratio analysis, Classification of ratios
- 2.4 Profitability Ratio, Turnover ratios
- 2.5 Liquidity ratios, Advantages of ratio Analysis, Limitations of accounting ratios.

Unit-III Absorption and Marginal Costing

- 3.1 Marginal and differential costing as a tool for decision making
- 3.2 Make or buy, Change of product mix
- 3.3 Pricing, Break-even analysis
- 3.4 Exploring new markets, Shutdown decision.

Unit –IV Budgeting for profit Planning and Control:

- 4.1 Meaning of budget and budgetary control objectives
- 4.2 Merits and limitation, Types of budget
- 4.3 Fixed and flexible budgeting, Control ratios
- 4.4 Zero base budgeting, Performance budgeting

Unit-V Standard Costing and Variance Analysis:

- 5.1 Meaning of standard cost and standard costing
- 5.2 Advantages and application, Variance analysis
- 5.3 Material, Labour and Overhead
- 5.4 Responsibility Accounting, Responsibility centres

Syllabus Coverage upto IA

- 1. Unit -1
- 2. Unit -2
- 3 Unit -3

Books Recommended:-

Sl.No	Name of Authors	Title of the Book	Name of Publisher:
01	M.N Arora	Cost Accounting: principles and practices	Vikas Publishing House P. Ltd.
02	S.P.Jain & K. L Narang	Cost Accounting	Kalyani Publisher, New Delhi
03	M.Y. Khan and P.K Jain	Management Accounting	Tata Mc Graw Hill, New Delhi.
04	R K Sharma & Sashi K Gupta	Management Accounting	Kalyani Publisher, New Delhi

TH- 2 MARKETING MANAGEMENT

Theory	5 Periods per week	Internal Assessment	20 Marks
Total Periods	75	End Sem Exam	80 Marks
Examination	3hours	Total Marks	100Marks

Rationale: To understand the customer needs, improve the product and service quality so as to expand techniques to reach the potential customers.

Objective: The objective of this course is to help students to understand the concept of marketing and its applications.

Sl. No.	Topics	Periods
01	Introduction to Marketing	15
02	Market Selection	15
03	Pricing and Promotion	15
04	Distribution And Retailing	20
05	Rural marketing	10
	Total	75

Unit-I Introduction to Marketing

- 1.1 Nature, Scope, Importance of marketing.
- 1.2 Evolution of Marketing concepts, Marketing Mix
- 1.3 Marketing Environment, Marketing Process
- 1.4 Consumer Behaviour: concept, Consumer buying process
- 1.5 Factors influencing consumer buying decisions

Unit-II Market Selection

- 2.1 Market segmentation – Concept, importance and bases
- 2.2 Positioning concept, importance and bases
- 2.3 Product differentiation vs. Market segmentation
- 2.4 Product: Meaning and importance. Product classifications; Concept of product mix
- 2.5 Branding, Packing and Labelling; Product-Support; Product life-cycle
New Product Development.

Unit-3 Pricing and Promotion

- 3.1 Significance, Factors affecting price of a Product

- 3.2 Pricing Policies and strategies
- 3.3 Nature and importance of promotion
- 3.4 Types of promotion, Advertising, Personal selling, public relations & sales promotion

Unit-4 Distribution And Retailing

- 4.1 Channels of distribution – meaning and importance; Types of distribution channels
- 4.2 Wholesaling and retailing; Factors affecting choice of distribution channel
- 4.3 Physical Distribution.
- 4.4 Types of retailing – store based non- store based retailing, chain stores
- 4.5 Specialty stores, supermarkets, retail vending machines, mail order houses, retail co- operatives.

Unit-5 Rural marketing

- 5.1 Growing Importance; distinguishing characteristics of rural markets
- 5.2 Understanding rural consumers and rural markets
- 5.3 Marketing mix planning for rural markets
- 5.4 Recent developments in marketing: Social marketing, on line marketing, Direct marketing, services marketing, green marketing

Syllabus Coverage upto IA

- 1. Unit -1
- 2. Unit -2
- 3 Unit -3

Books Recommended:-

Sl.No	Name of Authors	Title of the Book	Name of Publisher:
01	Philip Kotler, Gary Armstrong, Prafulla Agnihotri and Ahsan UI Haque	Principles of Marketing	Pearson Education.
02	Mahajan & Mahajan	Principles of Marketing	Vikash Publication
03	Arun kumar	Marketing management	Vikash publication
04	S A Sherlekar	Marketing Management	Himalaya Publishing House

TH 3 BANKING AND INSURANCE MANAGEMENT

Theory	5 Periods per week	Internal Assessment	20 Marks
Total Periods	75	End Sem Exam	80 Marks
Examination	3hours	Total Marks	100Marks

Rationale: Study of banking and insurance intends to have a deep knowledge of the mode of operations of firms and financial systems.

Objective: To enable the students to acquire knowledge about basics of banking and insurance.

Sl. No.	Topics	Periods
01	EVOLUTION OF BANKING	15
02	INTRODUCTION OF COMMERCIAL BANK AND RESERVE BANK OF INDIA	15
03	BANKING MANAGEMENT	15
04	INTRODUCTION TO INSURANCE	20
05	MANAGEMENT TECHNIQUES AND PROCESS	10
	Total	75

Unit-1 EVOLUTION OF BANKING:

- 1.1 Banking in India: Meaning, Definition, Types of Banks
- 1.2 Role of Banks (Intermediation, payment System, Financial Services)
- 1.3 Banking Regulation, BASEL Norms
- 1.4 Banking Products – Free based and fund based

Unit 2 INTRODUCTION OF COMMERCIAL BANK AND RESERVE BANK OF INDIA

- 2.1 Function of Commercial Bank and Reserve Bank of India
- 2.2 Types of Commercial *Banks*
- 2.3 Types of Deposits and credit –Types of Accounts
- 2.4 Procedure to open a Current Accounts and Saving Bank Account
- 2.5 Automatic Teller Machines (ATM) –Role and Functions
- 2.6 Banker and Customer Relationships

Unit 3 BANKING MANAGEMENT

- 3.1 Liquidity Management
- 3.2 Investment Management
- 3.3 Loan Management –Characteristics of a Bank Loan, Types of loans, Factor affecting loan policy
- 3.4 Liability Management
- 3.5 Credit Management: credit procedure
- 3.6 Risk management: Types of Risks, Steps in Risk Management, Handling of Risks

Unit-4 INTRODUCTION TO INSURANCE

- 4.1 Meaning, Definition, Nature of Insurance, Purpose and need of insurance.
- 4.2 Types of insurance – Life Insurance, General Insurance, Health and Medical insurance, Property related insurance, Liability insurance, and Re-insurance.
- 4.3 Principles of Insurance, life insurance, Marine and fire insurance
- 4.4 insurance Regulation and Role of IRDA.

Unit-5 MANAGEMENT TECHNIQUES AND PROCESS

- 5.1 Definition of Risk, Classification of Risks
- 5.2 Risk Management Techniques
- 5.3 Risk Management Process
- 5.4 Claim Management, Claim Settlements

Syllabus Coverage upto IA

- 1. Unit -1
- 2. Unit -2
- 3 Unit -3

Books Recommended:-

Sl.No	Name of Authors	Title of the Book	Name of Publisher:
01	R.M Srivastav	Management and India financial institution	Himalaya publishing
02	R,K Sharma and Gupta and Jagwat sing	Banking and insurance	Vikash Publication
03	Sekhar and Sekhar	Banking theory and practice	Vikash puplishing house , New Delhi

TH 4 E- Commerce

Theory	5 Periods per week	Internal Assessment	20 Marks
Total Periods	75	End Sem Exam	80 Marks
Examination	3hours	Total Marks	100Marks

Rationale: E-commerce offers business a whole range of opportunities from marketing opportunities to increasing your products ranges to generating more sales and with an optimised and well developed website you can not only achieve these goals but also offer your customers around the clock convenient service

Objectives: To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

Sl. No.	Topics	Periods
01	Introduction	15
02	Planning Online-Business	15
03	Technology for Online- Business	15
04	Mechanism of making payment through internet	20
05	Applications in E-Commerce	10
	Total	75

Unit I: Introduction

- 1.1 Meaning, concepts
- 1.2 Advantages and reasons for transacting online,
- 1.3 Categories of E-Commerce, Supply Chain Management,
- 1.4 Customer Relations Management

Unit2: Planning Online-Business:

- 2.1 Nature and dynamics of the internet
- 2.2 Pure online vs. brick and click business
- 2.3 Assessing requirement for an online business designing
- 2.4 Developing and deploying the system, one- to- one enterprise

Unit 3 Technology for Online- Business:

- 3.1 Internet, IT Infrastructure
- 3.2 Middle ware contents
- 3.3 Text and Integrating E- business applications.

Unit 4: Mechanism of making payment through internet:

- 4.1 Online- payment mechanism; Electronic payment system;
- 4.2 Payment Gateways; Visitors to website tools for promoting website
- 4.3 Plastic Money: Debit Card, Credit Card

Unit 5: Applications in E-Commerce:

- 5.1 E- Commerce applications in manufacturing,
- 5.2 Wholesale, retail and service sector.
- 5.3 Security and Legal Aspects of E-Commerce: Threats in E-Commerce, Security of Clients and Service- Provider;
- 5.4 Cyber Law – Information Technology Act 2000: An overview of major provisions

Syllabus Coverage upto IA

- 1. Unit -1**
- 2. Unit -2**
- 3 Unit -3**

Books Recommended:-

Sl.No	Name of Authors	Title of the Book	Name of Publisher:
01	U S. Pandey	E. Commerce & Commerce Technology	S. Chand
02	Bharat Bhasker	Electronic Commerce, Framework Technologies & Application	McGraw Hill
03	F Rayport, Bernard J. Jaworski	Introduction To E-Commerce	Tata McGraw Hill

PR 1. SEMINAR

Theory	4 Periods per week	Sessional	50 Marks
Total Periods	60	End Sem Exam	50 Marks
Examination	3hours	Total Marks	100Marks

The students shall present seminar on different topics on Economy, Finance, Politics and General issues in the entire class. There shall not be any grouping of students. The students shall present the seminar topic to the whole class/section. All other students should be allowed and encouraged to put questions to the presenter student, who shall answer the questions. A student has to present seminar on at least 3 topics in a semester. He/she has to submit seminar report for each topic separately, to the teacher concerned, which shall be preserved for verification by the authorities. The students should be encouraged to refer to the magazines, journals, e-materials etc. for preparing for seminar topic. Attendance of all students other than the presenters should be ensured, so that seminar shall be more participative and knowledge of students shall improve by listening to many topics presented.

PR 2. DTP

Theory	5 Periods per week	Sessional	50 Marks
Total Periods	75	End Sem Exam	50 Marks
Examination	3hours	Total Marks	100Marks

Rationale: Desktop publishing enhances visual communication and streamlines the process of disseminating information of all kinds. It's also the method of file preparation that ensures files print properly so that communications get out in a timely manner.

Objective: To enable the student to become familiar with Adobe Photoshop, Corel Draw and PageMaker.

Sl. No.	Topics	Periods
01	Introduction to DTP	20
02	Adobe Photoshop I	20
03	Adobe Photoshop II	20
04	CorelDraw	15
	Total	75

Unit 1 Introduction to DTP

- 1.1 Introduction To DTP
- 1.2. Adobe PageMaker 7.0 1, Create Publication 2
- 1.3 Menu Bar 3, Toolbox 4
- 1.4 Explanations Of Toolbox 4, The Pasteboard 6
- 1.5 Bullets And Numbering 7, Printing 9

Unit 2 Adobe Photoshop I

- 2.1 Adobe Photoshop 10, Setting Up Document 10
- 2.2 Page Size And Orientation 12, Resolution 12
- 2.3 Color Mode 12, Background Contents 12
- 2.4 Opening An Image From Disk 12, Toolbox 13
- 2.5 Details Of Photoshop Tools 14, Detailed Layout Of The Photoshop Tools

Unit 3 Adobe Photoshop II

- 3.1 Edit Image With Adobe Photoshop 18, Correcting Scanned Image 19
- 3.2 Repair A Damaged Image 19, Remove An Object 20
- 3.3 Cropping And Resizing 21, Altering Images 22
- 3.4 Working With Layers 24

3.5 Exporting Formatting(GIF,PDF,JPEG,PNG) 25

Unit 4 CorelDraw

4.1 Corel Draw 26, The CorelDraw Window 27

4.2 Tool Overview 27, Flyouts 29

4.3 Page Navigation With The Page Selector 31, The Property Bar 31

4.4 Color Palettes 32, Keyboard shortcuts

Books Recommended:-

Sl.No	Name of Authors	Title of the Book	Name of Publisher:
01	Vikas Gupta	Comdex 9-in-1 DTP Course Kit	Dreamtech Press
02	DTP Course Book	VISHNU P. SINGH	ASIAN COMPUTECH BOOK
03	Serge Ramelli	Photoshop for Photographers: Complete Photoshop Training for Photographers (Kindle Edition)	Dare Stevens

PR 3. OFFICE AUTOMATION LAB – II

Theory	8 Periods per week	Sessional	50 Marks
Total Periods	120	End Sem Exam	100 Marks
Examination	3hours	Total Marks	150Marks

Rationale: It is used to digitally create, store, manipulate and relay office information and data, needed for accomplishing basic tasks and goals. Office automation makes it possible for business organizations to improve their productivity and recognize easier ways to do business in profits.

Objective- This subject helps to student to understand about MS Access – Table, Forms, Queries, Reports, Mail, Social network, Searching detail etc.

SL.No	Topics	Periods
01	MS-ACCESS-I	30
02	MS-ACCESS-II	25
03	MS EXCEL-I	30
04	MS EXCEL-II	20
	Total	105

Unit 1 MS-ACCESS -I

- 1.1 Concept of Data base – Creating database with a wizard – blank Database – Opening Closing database.
- 1.2 Tables: Creating table by using Table wizard – Entering data – Changing column width Row height
- 1.3 Editing data in the table – saving – Data sheet view – Design view – Field Properties– data types – Sorting – filtering.
- 1.4 Forms: Creating a form using wizard – Auto form - Creating Pivot table wizard form – Creating forms using Design – view.

Unit -2 MS-ACCESS -II

- 2.1 Queries: Creating a Query using the query wizard – Design view – Viewing – printing
- 2.2 SQL View – Selecting Query – Running – Appending – Updating – Deleting – Saving Printing –saving.
- 2.3 Reports: Creating Report – Auto report – Tabular report – Report Wizard.

Unit 3 MS EXCEL -I

- 3.1 Starting MS Excel – Opening Work Book – Parts of Word Window , Mouse Operations –Keyboard Operations
- 3.2 Selecting cells – Entering and Editing Text – Entering Numbers, Formulas,
- 3.4 Dates – Alignment – Standard Tool bar – Formatting Tool bar
Opening Workbook – Column Width.

- 3.5 Series Fill – copying and pasting the formula – Formatting cells , Currency notation –centering Across – Changing font styles and size , Column Auto fit – Inserting Rows and Columns – Align – Print Preview – Page set up
- 3.6 Inserting Header and Footers – Decimal– Text wrap – sorting – find and select – Saving.

Unit 4 MS EXCEL-II

- 4.1 Column Auto fit – Inserting Rows and Columns – Align
- 4.2 Print Preview – Page set up – Inserting Header and Footers – Decimal – Text wrap – sorting – find and select - Saving.
- 4.3 Copying text between worksheets – Deleting – Creating Charts – types – Data filters
- 4.4 Auto Filters – Criteria – Functions – Round, square, average etc. Pivot table picture – clip art – shapes
- 4.5 What if analysis - spelling – treasures – protect sheet, work book- save and save as - print.

Books Recommended:-

Sl.No	Name of Authors	Title of the Book	Name of Publisher:
01	Sanjay Saxena	first Course in Computers	Vikas Publishing House P. Ltd.
02	Vikas Gupta	Comdex 14-in-1 Computer Course Kit	Dreamtech Publication
03	Stephen Copestake	Microsoft Office in Easy steps	Comdex Computer Publishing