

Vidyasagar University
Curriculum for
Office Management and Secretarial Practice (Major)
[Choice Based Credit System]

Semester-III

Course	Course Code	Name of the Subjects	Course Type/ Nature	Teaching Scheme in hour per week			Credit	Marks
				L	T	P		
CC-5		C5T: Secretarial Practice and Basic Phonography - I	Core Course - 5	5	1	0	6	75
CC-6		C6T: Computing Basics and its Applications - I	Core Course - 6	4	0	0	6	75
		C6P: Practical		0	0	4		
CC-7		C7T: Front Office Managerial Operation	Core Course-7	5	1	0	6	75
GE-3		TBD	Generic Elective-3				4/5	75
							2/1	
SEC-1		SEC1 : Counseling & Negotiation Management	Skill Enhancement Course-1	1	1	0	2	50
Semester Total							26	350

L=Lecture, **T**=Tutorial, **P**=Practical, **CC**=Core Course, **TBD** =To be decided, **SEC**: Skill Enhancement Course.

Generic Elective (GE) (Interdisciplinary) from other Department [Paper will be of 6 credits]. Papers are to be taken from following discipline: **Philosophy/Political Science/Bengali/English.**

Modalities of selection of Generic Electives (GE): A student shall have to choose **04** Generic Elective (**GE1 to GE4**) strictly from **02** subjects / disciplines of choice taking exactly **02** courses from each subjects of disciplines. Such a student shall have to study the curriculum of Generic Elective (**GE**) of a subject or discipline specified for the relevant semester.

SEMESTER-III

CORE COURSE (CC)

CC-5: Secretarial Practice and Basic Phonography-I

Credits 06

C5T: Secretarial Practice and Basic Phonography-I

Course Contents:

Unit –I

Secretary: Meaning of Secretary, Types/Kinds of Secretaries, importance of Secretary, qualifications and qualities of Secretary, duties of Secretary, changing profile of the Secretary.

Unit –II

Meetings: Meaning and purpose of meetings, types of meetings, preparation for meetings: Notice, Agenda, Quorum, Role of Chairman, Minutes of meetings, duties of Secretary before, during and after a meeting, additional terms used in meetings.

Unit-III:

Handling of Mail: Meaning of Mail, Nature of Mail – E mail and Physical Mail, Types of Mail – Inward Mail, Outward Mail and Inter-departmental Mail, Handling of Inward and Outward Mail, Mechanizing of Mail Services, Services provided by Courier Companies.

Unit –IV

Phonography: Meaning and importance.

Consonants: Definition, types of Consonants, Classification of Consonants, Consonants and consonant strokes, pairs of Consonants, number, size and directions of consonants, joining of strokes.

Vowels: Definition, long and short vowels, Vowel signs and their places, Position of outlines according to vowels, Intervening Vowels, Grammalogues and Punctuation signs.

Alternative Forms of Strokes: Upward and Downward ‘R’, Upward and downward ‘H’, Diphthongs and Triphones, Phraseography, Abbreviated ‘W’ and Tick ‘The’.

Unit –V

Circles and Loops: Circle ‘S’ & ‘Z’, use of small circles with straight and curved strokes, exceptions to the use of Circle ‘S’/‘Z’, Large Circles ‘SW’, ‘SS or ‘SZ’, use of large circles with straight and curved strokes, Use of large circles in Phraseography, Loops ‘ST’ and ‘STR’, use of

small and big loops with straight and curved strokes, medial use of loops, exceptions to the use of loops.

Initial and Final Hooks: Initial Hooks ‘R’ and ‘L, use of initial hooks with straight and curved strokes, alternative forms for ‘Fr’, ‘Vr’ etc., use of circles and loops preceding initial hooks.

Small Final Hooks ‘N’, ‘F/V’, use of final hooks with straight and curved strokes, medial use of small final hooks, use of small final hooks in Phraseography, Exceptions to the use of small final hooks, circles and looks to final hooks.

Large Final Hook ‘Shun Hook’, use of Shun Hook with straight and curved strokes, medial use of Shun Hook, Use of Shun Hook after Circle ‘S’ and ‘NS’, Use of Shun Hook in Phraseography

Suggested Readings:

1. Office Management, B.R. Duggal, KitabMahal, New Delhi.
2. Principles of Office Management, Dr. R.C. Bhatia, Lotus Press, Darya Ganj, New Delhi-110002
3. Office Organisation and Management, S.P. Arora, Vikas Publishing House.
4. Administrative Office Management by R.K. Chopra, Himalaya Publishing House.
5. Office Management and Commercial Correspondence, B.R. Duggal, KitabMahal.
6. Pitman Shorthand Instructor, New Era Edition (Old Course Book), A.H.Wheeler Publications.
7. Pitman Shorthand, New Course Book, A.H. Wheeler Publications.
8. Shorthand Made Easy for Beginners, O.P. Kuthiala, Pitman S.S. Publications

CC-6 T: Computing Basics and its Applications I

Credits 06

C6T: Computing Basics and its Applications I

Credits 04

Course Contents:

Unit I : World of Computers: Characteristics of Computers, Evolution and Generation of Computers, Hardware and Software Components, Operating System: types, functions and characteristics. Examples: Windows etc., Networking basics and Internet Concepts.

Unit II : Advanced Concepts of Networks and Internet: Keywords: URL, IP address, Hyperlinks, Web pages, Home page, web sites, WWW, Dial-up, Broadband, Dedicated, ISP, Browser, DSL, DNS, Gateways, Chat rooms, Downloading and Uploading, Wifi.

Unit-III: Microsoft Internet Explorer: Opening a web page, opening multiple browser windows, opening multiple tabs in a single browser windows and their management, working offline, deleting temporary files, exploring Internet Options. Net Etiquettes, Searching the Web: Meaning of Search Engines, Keywords,

Unit IV: Database Management System (DBMS): Meaning and need of a database, Advantages, Limitations of databases, Applications of Database, Meaning and need of DBMS, Database Components: Tables, Rows, Columns, Attributes, Queries, Record, Primary Key, Foreign Key, Relationship between tables.

C6P: Practical

Credits 02

1. E-Typewriting: Meaning and uses of Touch Method. The student is required to achieve proficiency in e-typewriting with touch method of type writing. Method of speed calculation. The minimum accurate speed to be attained is 30 words per minute.

2. Word Processing: Meaning of Word Processor. Starting Word: MS-Word interface, opening a blank document, hiding and showing toolbars, templates. Working in Word: selecting text, editing text, and Alignment, Bullets and Numbering, Tabs, Paragraph formatting, Indent, Page Formatting, Header and Footer & Word Count.

Suggested Readings:

1. Absolute Beginner's Guide to Computer Basics, Michael Miller.
2. Fundamental of Computers, Akash Saxena, Kratika Gupta.
3. Fundamentals of Information Technology, Alexis and Mathew.
4. Computer Fundamentals, P.K. Sinha.
5. Principles of Typewriting, D.P. Bhatia and S.S. Sangal.
6. Microsoft Word 2010 Step by Step (Microsoft) , Joyce Cox and Joan Lambert.
7. MS Word 2000 Thumb Rules and Details, Snigdha Banerjee.
8. Word 2010 All-in-One for Dummies, Doug Lowe and Ryan C. Williams.

CC-7: Front Office Managerial Operation

Credits 06

C7T: Front Office Managerial Operation

Course Contents:

Unit-1: Marketing Manager—Marketing Objectives, Market Survey Designing, Research Planning, Customer Identification and Targeting, Product Planning, Promotion Planning, Resource Planning. Sales Territorial Planning, Recruitment-Selection-Induction of Sales Personnel, Distribution Network Development Planning.

Unit-2: Human Resource Development Manager—Recruitment, Selection, Training Module, Development.

Unit-3: Finance Manager-Fund Management, Fund Allocation Planning, Budgeting. Cash Management.

Unit-4: Logistics and Supply Chain Manager- Product Management, Fleet Selection, Operation Planning . Warehouse and Inventory Manager-Product Identification and Selection, Primary Coding, Inventory Register Management, Demand and Supply Co-ordination.

Unit-5: Public Relation and Communication Manager - Develop Public Relation System and Communication.

Skill Enhancement Course (SEC)

SEC-1: Counseling & Negotiation Management

Credits 02

SEC1T: Counseling & Negotiation Management

Course Contents:

Counseling

Unit-1: Introduction to Counseling Approaches to Counseling, Goals of Counseling, Process and Procedure of Counseling.

Unit-2: Counseling skills and its role in conflict management, Changing Behaviour through Counseling, Ethics in counseling.

Unit-3: Organizational Application of Counseling Skills, Dealing with subordinate's problem. Behavioural abuse and counseling management.

Negotiation

Unit-4: Introduction to Negotiation, Rule of Negotiation, Negotiation Style and Tactics.

Unit-5: Salary Negotiation, Cross Cultural Negotiation, Negotiation and Ethics.

Suggested Readings:

1. Counseling Skills for Managers -Kavita Singh.
2. Negotiation Tool Kit-Roger J. Volkema.
3. Warehouse Management & Inventory Control- J. P. Saxena.
4. Logistics Management- S. K. Bhattacharya
5. Financial Management Policy- James C.Van Horne.
6. Human Resources Management and Human Relations-V. P. Michael.
7. Principles of Auditing- A. Pandu.

8. Sales Management- Still, Cundiff & Govoni.
9. Marketing Management- Philip Kotler.
10. Logistics Management- S. K. Bhattacharya.
11. Front Office Operations- Colin Dix & Chris Baird.
12. Counseling & Guidance- S. Narayana Rao.
13. Travel and Tourism Management-V. V. Vara Prasad & V. B. T. Sundari.
14. Public Relations-Shrutika Kasor.