



**RAJIV GANDHI PROUDYOGIKI VISHWAVIDYALAYA, BHOPAL
DIPLOMA IN MODERN OFFICE MANAGEMENT**

SEMESTER :FOURTH
COURSE CODE:401

SCHEME: JUL. 2012
PAPER CODE: 6556

NAME OF COURSE: FRONT OFFICE MANAGEMENT

RATIONALE

With the repeated practice of the office management course content, which the student varied in official environment will be of great assistance in preparing the student for office work in various field, marketing, sales and service department that come in direct contact with the customer and liaise with the back office (administrative) department to maintain a two way flow of information. Front office management course helps the student in developing their front office etiquettes, personality, communication and human relations.



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SEMESTER:FOURTH
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PAPER CODE: 6556

NAME OF COURSE: FRONT OFFICE MANAGEMENT

SCHEME OF STUDIES

s no	contents	no of periods allotted
1	Front Office	15
2	Front Office Etiquettes	15
3	Personality	15
4	Communication	15
5	Human Relations	15



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SEMESTER: FOURTH
COURSE CODE:401

SCHEME: JUL. 2012
PAPER COE:6556

NAME OF COURSE: FRONT OFFICE MANAGEMENT

CONTENTS

s.no	Name of the Topic	Hrs. of study
1	Front Office (Reception Desk): Meaning , Importance, Need, Roll and visitors care. Front Office Executive/Receptionist – Essential Qualities, Function, Responsibilities and Job Descriptions.	15
2	Front Office Etiquettes : Interaction with Visitors, Vocabulary, Effective communication, Body language, Appearance and Dresses.	15
3	Personality: Meaning of personality, Need of Personality for success of business, Factors effecting personality, Grooming : Proper Dress up, Hygiene, Hospitality and House Keeping.	15
4	Communication : Effective Communication, Modes of Communication, Call Centers, Working with EPABX System, Tele-Conferencing, Video Conferencing, Role of Internet, Email, E-shopping.	15
5	Human Relations: Relation with Public & Staff, Types of Problems, Personal Problems at work, Need of Help, Counseling, Interview Techniques, Human values and ethics.	15



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NAME OF COURSE: FRONT OFFICE MANAGEMENT

LIST OF PRACTICALS

1. Practice of various machines/equipments
2. Maintenance of machines/equipments
3. Safety measures of machine/equipments
4. Visit to industries, Hotels or Offices where front offices are being managed efficiently.
5. Live Project Work to students for the fulfillment of the subject requirement.



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NAME OF COURSE: FRONT OFFICE MANAGEMENT

REFERENCES/ SUGGESTED READINGS

1. Front Office Management – S.K. Bhatnagar.
2. व्यक्तित्व विकास एवं निखार –डॉ. एम. ए. बेग, एच. एस. आरमो, श्रीमती कला मोहन, मध्यप्रदेश हिन्दी ग्रंथ अकादमी भोपाल
3. कार्यालय प्रबंध – आर.सी. अग्रवाल साहित्य भवन पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स आगरा
4. Fundamental of Front Office Management- Arvind Gautam.
5. Concept of Front Office Management – B.K. Chakroverty. APH Publication.



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SEMESTER:FOURTH
COURSE CODE: 402

SCHEME: JUL. 2012
PAPER CODE:6557

NAME OF COURSE: **COMPUTERIZED INDIRECT TAX**

RATIONALE

In this course vividly decodes an over view of Taxation pattern in the Public and private sectors of India. This curriculum lunch the knowledge of e-taxation system in India. This system cover whole area of taxation on system in India. In the service sector the Entry Tax and M.P. Luxury (Hotel) tax act upgrade the knowledge of student to acquire the good job in competitive environment.



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DIPLOMA IN MODERN OFFICE MANAGEMENT

SEMESTER:FOURTH
COURSE CODE: 402

SCHEME: JUL. 2012
PAPER CODE: 6557

NAME OF COURSE: COMPUTERIZED INDIRECT TAX

SCHEME OF STUDIES

S.N.	UNIT	TOPIC	ALLOTED HOURS	ALLOTED MARKS
1	UNIT-1	CENTRAL EXCISE DUTY	18	20
2	UNIT-2	M.P. VAT ACT-2007	18	20
3	UNIT-3	M.P. VAT ACT-2007	18	20
4	UNIT-4	SERVICE TAX	18	20
5	UNIT-5	M.P. ENTRY TAX AND M.P. LUXURY TAX	18	20
TOTAL			90	100



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SEMESTER:FOURTH
COURSE CODE: 402

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PAPER CODE: 6557

NAME OF COURSE: **COMPUTERIZED INDIRECT TAX**

CONTENTS

S.No	Name of the Topic	Hrs. of study
1	<u>CENTRAL EXCISE DUTY-</u> Concept and Introduction, Basic condition, Important Definitions, Registration Process, Valuation rules, Exemption to small scale industries, Administrative set up of Central Excise Duty, Valuation of Excise Duty, Concept of CENVAT. Challan GAR-7, FORM-1, FORM-PLA (Personal Ledger Account), ER-1, ER-2, ER-7, Quarterly Return Form.	15
2	<u>. M.P. VAT ACT-2007-</u> Introduction to VAT, Important Definition, E-Registration Process (Registered Dealer, Unregistered Dealer and Composition), Incident of VAT and collection, Input Tax Rebate and Inventory Rebate, Exemption Goods of VAT. Use E-Payment Process, Filling of Form-10 and Form-49.	15
3	<u>M.P. VAT ACT-2007-</u> Return and Assessment Procedure of VAT, Payment of Tax, Recovery and Refund, Penalties and prosecutions, Taxable Turnover under VAT, Practical Problem of VAT. Process of E-Payment of VAT.	15
4	<u>SERVICE TAX-</u> Concept and General Principles, Charge of Service Tax and taxable services, Valuation of taxable service, E-Payment of Service Tax and Filling of returns, Service Provider and service receiver, Classification of taxable service, Exemption and Abatement, Registration Process of service provider, Penalties and Prosecutions. Service Tax Form-ST-1, ST-7, GAR-7..	15
5	<u>MP ENTRY TAX ACT-1976-</u> Concept and Introduction, Important Definition, Entry tax under Motor Vehicle, Entry tax rate, Provision of entry tax, Registration Process of dealers. Penalties and prosecution, Assessment of Entry tax and Collection of tax. <u>MP LUXURY(HOTEL) TAX ACT-1988-</u> Concept and Introduction, Important Definition, Charge and rate of tax, Registration Process, Assessment and Collection of tax, Power to exempt, Liabilities of Firms and Hoteliers.	15



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NAME OF COURSE: COMPUTERIZED INDIRECT TAX

LIST OF PRACTICAL/TUTORIALS :

- Demonstration of various types of Forms.
- Preparation of Filling Forms.
- Filling of Central Excise Duty Forms.
- Filling of MP VAT related Forms.
- Filling of Service Tax related Forms.
- Filling of MP Luxury Tax and MP Entry Tax related Forms.

NAME OF COURSE: COMPUTERIZED INDIRECT TAX

REFERANCE BOOKS :

1. अप्रत्यक्ष कर— डॉ. एच.सी मेहरोत्रा, साहित्य भवन पब्लिकेशन आगरा ।
2. अप्रत्यक्ष कर— श्रीपाल सखलेचा, सतीश प्रिंटर एण्ड पब्लिशर्स इन्दौर ।
3. अप्रत्यक्ष कर—डॉ दिनेश चन्द्र गुप्ता, म.प्र. हिन्दी ग्रन्थ अकादमी भोपाल ।
4. Indirect Tax- Dr. H.C. Mehrotra, Sahitya Bhawan Publication, Agra.

IMPORTANT WEB SITES :

1. www.mptax.net
2. www.servicetax.gov.in
3. www.cbec.gov.in



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SEMESTER:FOURTH
COURSE CODE: 403

SCHEME: JUL. 2012
PAPER CODE: 6558

NAME OF COURSE: **DESKTOP PUBLISHING AND PRESENTATION**

RATIONALE

Now a day every office and printing press using Computers. One of the major works in an office is correspondence and conveys ideas between each other with the help of presentation. Also for self-employment DTP is the one of the major area. DTP through Page Maker and Presentation through power point can provide expert level of proficiency in this area.



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DIPLOMA IN MODERN OFFICE MANAGEMENT

SEMESTER:FOURTH
COURSE CODE: 403

SCHEME: JUL. 2012
PAPER CODE: 6558

NAME OF COURSE: DESKTOP PUBLISHING AND PRESENTATION

SCHEME OF STUDIES

S.N.	UNIT	TOPIC	ALLOTTED HOURS	ALLOTTED MARKS
1	UNIT-1	Introduction to DTP	15	
2	UNIT-2	Introduction to Page Maker	15	
3	UNIT-3	Working with Page Maker	15	
4	UNIT-4	Introduction to Power Point 2007	15	
5	UNIT-5	Working with Power Point 2007	15	
TOTAL				



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DIPLOMA IN MODERN OFFICE MANAGEMENT

SEMESTER:FOURTH
COURSE CODE: 403

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PAPER CODE: 6558

NAME OF COURSE: **DESKTOP PUBLISHING AND PRESENTATION**

CONTENTS

s.no	Name of the Topic	Hrs. of study
1	Introduction to DTP : Meaning of publication, Meaning of DTP, steps of DTP, use and advantages of DTP in publication, difference between word processing and DTP, offset printing, Hardware and software requirement for DTP work.	15
2	Introduction to Page Maker : Characteristics of page maker, Page maker program window interface, menus, opening a publication, setting up a page, page orientation, inserting and removing pages, moving from one page to another, saving a publication, revert feature, Standard toolbar, toolbox, palettes.	15
3	Working with Page Maker : Editing and formatting text, paragraph formatting, alignment, setting tab/Indent, creating columns, Importing Text and picture, Auto flow, Story editor, find, replace, spell check, use of control palette, reflecting, skewing, rotating objects, creating and deleting master pages, applying style and color to text, printing a publication.	15
4	Introduction to Power Point 2007 : Importance of presentation, power point program window, slide, creating, opening, saving, closing a presentation, power point views, ways to design presentation, create and organize slide.	15
5	Working with Power Point 2007 : Insert, copy, delete slides, go to specific slide, adding and formatting text in slide, insert a symbol and special character, create notes, handouts, insert picture, video, table and chart in to slide, apply animation schemes, custom animation, slide transaction, print slide, notes, handouts.	15



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NAME OF COURSE: DESKTOP PUBLISHING AND PRESENTATION

**Suggested list of Lab. Experiment/Demonstration/Industry of field or site visits
or any other practical work.**

1. Practice on Computer for Word Processing/DTP
2. Preparation of documents i.e. Letters, Passage etc. in MS Word and Practice to take printout.
3. Demonstration of various publication items i.e. News Paper, Books Magazines, Visiting
4. Take printout on Papers/Transparent media.
5. Copy of a file from Hard disk to floppy disk and vice versa using windows.
6. Creating power point Presentation



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NAME OF COURSE: **DESKTOP PUBLISHING AND PRESENTATION**

References Books/Journals/Manuals/Codes of Practices/Standards

Sr. No.	Title	Author/Publisher
1.	Microsoft Office 2007	Gini Counter & Annette Marquis BPB
2.	Office Interactive Course	Greg Perry Techmedia Publishing
3.	एम. एस. आफिस 2007	हेमन्त गोयल, BPB Publication, New Delhi.
4.	पावरप्वॉइंट 2007	हेमन्त गोयल, BPB Publication, New Delhi.
5.	Reference Manual of Page Maker	
6.	Reference Manual of MS Office	



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SEMESTER:FOURTH
COURSE CODE: 404

SCHEME: JUL. 2012
PAPER CODE: 6559

NAME OF COURSE: MARKETING MANAGEMENT AND SALESMENSHIP

RATIONALE

The aim of the course is to acquaint the students with the wide scope and growing importance of marketing in the concept of globalization, the various components of marketing & the related techniques. Students are expected to know the latest techniques of marketing a product in national & international markets, export and import trade. To impart knowledge on marketing management principles & practices.



RAJIV GANDHI PROUDYOGIKI VISHWAVIDYALAYA, BHOPAL
DIPLOMA IN MODERN OFFICE MANAGEMENT

SEMESTER:FOURTH
COURSE CODE: 404

SCHEME: JUL. 2012
PAPER CODE: 6559

NAME OF COURSE: MARKETING MANAGEMENT AND SALESMENSHIP

SCHEME OF STUDIES

S.N.	UNIT	TOPIC	ALLOTED HOURS	ALLOTED MARKS
1	UNIT-1	Introduction of Marketing	15	
2	UNIT-2	Product Decisions	15	
3	UNIT-3	Distribution Channels and Physical Distribution Decisions	15	
4	UNIT-4	Marketing Research: Meaning and scope of marketing research	15	
5	UNIT-5	Issues and Developments in Marketing: Social, ethical and legal aspects of marketing	15	
TOTAL				



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DIPLOMA IN MODERN OFFICE MANAGEMENT

SEMESTER:FOURTH
COURSE CODE: 404

SCHEME: JUL. 2012
PAPER CODE: 6559

NAME OF COURSE: MARKETING MANAGEMENT AND SALESMENSHIP

CONTENTS

s.no	Name of the Topic	Hrs. of study
1	Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview. Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behavior; consumer versus organizational buyers; Consumer decision making process.	15
2	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates	15
3	Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of Distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.	15

4	Marketing Research: Meaning and scope of marketing research; Marketing research process. Marketing Organization and Control: Organizing and controlling marketing operations.	15
5	Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.	15

Suggested Readings :

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.

LIST OF REFERENCE BOOKS

1. Marketing Management-Analysis, Planning & Control-Philip Kotler
2. Principles & practice of Marketing in India –C.B. Memoria & R.L. Joshi
3. Contemporary Marketing- Louis & Boone & David L.Kurtz
4. Essential of Management-Koontz
5. Marketing management –S.A.Sherlekar



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DIPLOMA IN MODERN OFFICE MANAGEMENT**

SEMESTER:FOURTH
COURSE CODE: 411

SCHEME: JUL. 2012
PAPER CODE: 6560

NAME OF COURSE: STENOGRAPHY-II (HINDI) 40WPM

RATIONALE

It is felt that with the repeated practice of the course contents, which are quite varied in nature, will be of great assistance in preparing the student for speed examination by various examining bodies as well. With the help of these contents, student will be in a position to take dictation @ 60 w.p.m. Speed, which is desirable.



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DIPLOMA IN MODERN OFFICE MANAGEMENT**

SEMESTER:FOURTH
COURSE CODE: 411

SCHEME: JUL. 2012
PAPER CODE: 6560

NAME OF COURSE: STENOGRAPHY-II (HINDI)

DISTRIBUTION OF MARKS AND HOURS :

S.N.	UNIT	DISCRIPTION	HOURS
1	UNIT-1	चाप का प्रयोग	15
2	UNIT-2	अर्द्धकरण एवं द्विगुणन का सिद्धान्त	15
3	UNIT-3	विशेष नियम	15
4	UNIT-4	वाक्यांश, जूट शब्द आदि	15
5	UNIT-5	गति डिक्टेशन	15
TOTAL			60



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DIPLOMA IN MODERN OFFICE MANAGEMENT**

SEMESTER:FOURTH
COURSE CODE: 411

SCHEME: JUL. 2012
PAPER CODE: 6560

NAME OF COURSE: **STENOGRAPHY-II (HINDI)**

CONTENTS

S.No	Name of the Topic	Hrs. of study
1	शन, क्षण एवं षण के आंकड़ों का प्रयोग, स्त, स्थ, एवं ष्ट का प्रयोग, दार, धार एवं त्र का चाप एवं म्प, म्ब का प्रयोग ।	15
2	व्यंजनों को आधा करने का नियम, व्यंजनों को दुगुना करने का नियम, र,ल एवं स के नियम, र, एवं ल को उपर नीचे लिखे जाने का नियम ।	15
3	कुछ विशेष नियम, स्वर लोप करने का नियम, प्रत्यय एवं उपसर्ग ।	15
4	जूट शब्द, वाक्यांश, संधि शब्द, संकेत लिपि से हिन्दी में अनुवाद । ऋषि प्रणाली के अभ्यास क्रमांक 31 से 56 तक ।	15
5	हिन्दी से आशुलिपि में लिप्यांतर, ऋषि प्रणाली के अभ्यास क्रमांक 31 से 56 तक, तथा अभ्यास क्रमांक 31 से 56 तक के अभ्यासों का डिक्टेसन ।	15



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NAME OF COURSE: STENOGRAPHY-II (HINDI)

PRACTICALS

ऋषि प्रणाली के अभ्यास क्रमांक 31 से 56 के अभ्यासों से एक मीटर 300 शब्दों का डिक्टेसन हेतु 60 शब्द प्रति मिनट की गति से 5 मिनट में दिया जायेगा । लिप्यांतर सहित कुल समय एक घंटा दिया जायेगा ।

सैद्धान्तिक परीक्षा के प्रश्न-पत्र विश्वविद्यालय द्वारा तैयार करवाये जायेंगे ।

प्रश्न पत्र तैयार करते समय ध्यान देने योग्य बातें :-

1. सैद्धान्तिक प्रश्नपत्र :-

- अ. प्रश्न पत्र तीन खण्ड **अ**, **ब** एवं **स** में विभाजित रहेगा । खण्ड **अ** से 40 अंक के प्रश्न पूछे जायेंगे जिसमें से कुल पाँच प्रश्न हल करने अनिवार्य होगा ।
- ब. खण्ड **ब** से 15 अंक के प्रश्न पूछे जायेंगे जिसमें संकेत लिपि से हिन्दी में अनुवाद करने के लिए 150 शब्दों का एक गद्यांश अनिवार्य होगा । जिसमें अभ्यास क्रमांक 31 से 56 तक के अभ्यास शामिल होंगे ।
- स. खण्ड **स** से 15 अंक के प्रश्न पूछे जायेंगे जिसमें हिन्दी से संकेत लिपि में अनुवाद करने के लिए 150 शब्दों को एक गद्यांश अनिवार्य होगा । जिसमें अभ्यास क्रमांक 31 से 56 तक के अभ्यास शामिल होंगे ।

2. प्रायोगिक प्रश्नपत्र:-

- अ. लिप्यांतर केवल कम्प्यूटर से ही किया जायेगा ।
- ब. डिक्टेसन 5 मिनट में दिया जायेगा तथा लिप्यांतर सहित कुल समय एक घंटा का होगा ।
- स. **प्रत्येक एक गलती पर अंक काटा जायेगा ।**
- द. गलतियों में शब्दों का गलत लिखा जाना, मात्राओं की गलतियां, वाक्य छोड़ा जाना, अधिक वाक्य लिखना, दिये गये डिक्टेसन के अतिरिक्त टाइप करना, पूरा डिक्टेसन टाइप न किया जाना, स्टेनो की कॉपी में हिन्दी में लिखा जाना एवं टायपिंग की गलतियां भी शामिल होगी ।



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SEMESTER:FOURTH
COURSE CODE: 411

SCHEME: JUL. 2012
PAPER CODE: 6560

NAME OF COURSE: STENOGRAPHY-II (HINDI)

SUGGESTED LEARNING RESOURCES:

(a) Reference Books:

1. हिन्दी संकेत लिपि, ऋषिलाल अग्रवाल ;ऋषि प्रणाली

INSTRUCTIONAL STRATEGIES:

1. Regular assignment should be given on every topic of the syllabus.
2. Small project work should be given to group of student on some topics of common use.
3. Arrange expert lecturer by the expert teachers.
4. Assessment will be given during the session.
5. Speed tests @60 w.p.m.Assign can be given in group for mutual checking of the speed.



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SEMESTER:FOURTH
COURSE CODE: 412

SCHEME: JUL. 2012
PAPER CODE: 6561

NAME OF COURSE: **STENOGRAPHY-II (ENGLISH) 40WPM**

RATIONALE

It is felt that with the repeated practice of the course contents, which are quite varied in nature, will be of great assistance in preparing the student for speed examination by various examining bodies as well. With the help of these contents, student will be in a position to take dictation @ 60 w.p.m. Speed, which is desirable



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SEMESTER:FOURTH
COURSE CODE: 412

SCHEME: JUL. 2012
PAPER CODE: 6561

NAME OF COURSE: STENOGRAPHY-II (ENGLISH)

S.NO.	CHAPTER	HOURS
1.	Other Hooks and Loops	15
2.	The Halving and doubling Principle	15
3.	Essential Vowels	15
4.	Prefixes and suffixes	15
5.	Contractions and Intersection	15
	TOTAL	60



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CONTENTS

s.no	Name of the Topic	Hrs. of study
1	Other Hooks and Loops: 'n' and 'f' Loops, Circles and Loops to Final Hooks, the <i>shun</i> Hooks, the Aspirate.	15
2	The Halving and Doubling Principle: The Halving Principle Section –I and II, The Doubling Principle, Upward and downward <i>r, l</i> and <i>sh</i>, Cutting of strokes by other strokes	15
3	Essential Vowels: Diphonic or two Vowel Signs.	15
4	Prefixes and suffixes: Definition, Prefix words used in shorthand, Definition Suffix used in shorthand, List of Suffixes/Prefixes in shorthand.	15
5	Contractions: Definition & general rule, special contractions, list of special Contractions, Intersection.	15

EXAMINATION SCHEME

THEORY

1. Each unit caring 10 marks.
2. One question transcriptions from stenography to English of 10 marks.
3. One question Make outlines from English of 10 marks.



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PRACTICAL

1. 300 words dictation @ 60 W.P.M. in 5 min. from pitman shorthand instructor book up to 59 to 144 Exercise i.e. up to Chapter Upto Chapter XVI to XXXIII.
2. Transcription should be in Computer only.
3. Time for transcription for dictation should be 1 hour including the time of dictation.
4. The minimum passing mark will be D grade.
5. Marks should be deducted for mistakes.

PRACTICAL STRATEGIES

1. Regular assignment should be given on every topic of the syllabus.
2. Small project work should be given to group of student on some topics of common use.
3. Arrange expert lecturer by the expert teachers.
4. Assessment of term work of conduction of minimum two progressive test during the session.
5. Speed tests @60 w.p.m. In group and mutual checking of the speed.



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Reference Books

1 Sir Isaac Pitman, Sir Isaac Pitman & Sons Ltd., Pitman House



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SEMESTER:FOURTH
COURSE CODE:405

SCHEME: JUL. 2012
PAPER CODE:

NAME OF COURSE: **PROFESSIONAL ACTIVITIES**

LIBRARY STUDY

A student is required to refer to various Journals, News Papers and Periodicals in the Library Periods for preparation of her Seminar Topics. They will update their knowledge in current affairs by utilizing Library Periods. They may take the help of department faculties for the said purpose.