

Certificate/Diploma Programme in IT Enabled Services

Objective of the Course:

To provide practical training of office automation tools, Internet and internet tools. The course also helps the candidates to get acquainted with IT and ITeS.

Learning Outcomes:

After completion of this course the students would be able to work in office, handle documents, spreadsheets, make presentations and communicate through internet.

Duration of the Course:

- 1) Certificate course: 6 months
- 2) Diploma: 12 months

Eligibility: Any student enrolled in degree program of the college.

Outline of the Course

Sr. No.	Topics	
Topics covered under Certificate Course are Sr No. 1,2 and 3		
1	GC-IT-01T Basics of Computer	Credits: 6
2	GC-IT-02T Word Processing GC-IT-02P Word Processing Lab	Credits: 6 (4 Th. 2 Lab)
3	GC-IT-03T Spread Sheet GC-IT-03P Spread Sheet Lab	Credits: 6 (4 Th. 2 Lab)
Topics covered under Diploma Course are Sr No. 1,2,3,4,5 and 6		
4	GC-IT-04T Internet and its Applications GC-IT-04P Internet and its Applications Lab	Credits: 6 (4 Th. 2 Lab)
5	GC-IT-05T Communication and Report writing GC-IT-05P Communication and Report writing Lab	Credits: 6 (4 Th. 2 Lab)
6	GC-IT-06T Making Presentations GC-IT-06P Making Presentations	Credits: 6 (4 Th. 2 Lab)



Praveer
Criterion Incharge

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Co-ordinator
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Sanjay
Principal
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INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

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3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

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Section A

Unit I: Block diagram of a Computer, Classification and Generations of Computer

Unit II: Terms : Hardware, Software, Types of Software, Concept of Bit and Byte.

Unit III Input Devices : Keyboard, Mouse, Scanner, OMR, MICR, Video Cameras, Output Devices : Monitors, Printers : Dot Matrix, Inkjet, Laser, Plotters, Multimedia Projector.

Unit IV: Functions of Operating System, Types-Batch, Multiprogramming, Timesharing. Windows concepts, features, windows structure, desktop, taskbar, start menu,

Section B

Unit V: My computer, Recycle Bin, Windows Accessories. System Tools, communication, Sharing Information between Programs.

Unit VI: Computer Networks: Components of data communication, modes of communication, standards and organizations, Network Classification,

Unit VII: Network Topologies; Network Types, Transmission media, network protocol; layered network architecture.

Unit VIII: Basic of Computer networks; LAN, WAN; Concept of Internet; Applications of Internet; connecting to internet; What is ISP; Knowing the Internet.

Suggested Readings:

1. Pradeep K., Sinha, Computer Fundamentals : Concepts, Systems & Applications- 8th Edition
2. Rajaraman V, Fundamentals of Computers-6th Edition
3. RS Salaria, Computer Fundamentals 1st Edition 2017
4. E Balagurusamy , Fundamentals of Computers 2012
5. Glenn Brookshear , Computer Science: An Overview | Twelfth Edition | By Pearson, 2012

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Section A

Unit I: Word Processing Package: Opening, saving and closing an existing document; renaming and deleting files; Using styles and templates: Introduction to templates and styles; applying, modifying;

Unit II: using a template to create a document, creating a template, editing a template, organizing templates, examples of style use, Changing document views

Unit III: Working with text: select, cut, copy, paste, find and replace, inserting special characters, setting tab stops and indents, Formatting text, formatting paragraphs,

Unit IV: Formatting pages: Using layout methods, creating headers and footers, Numbering pages, Changing page margins, Adding comments to a document,

Section B

Unit V: Creating a table of contents, Creating indexes and bibliographies, Printing a document, Tracking changes to a document.

Unit VI: Formatting Text: Using RIGHT, LEFT, and MID functions; format text by using UPPER, LOWER, and PROPER functions;

Unit VII: format text by using the CONCATENATE function, Generating inference from Data: Pivot Table,

Unit VIII: Creating Charts, Data Cleaning: Removing duplicate values, Text to Columns, Converting a word document into various formats.

Suggested Reading:

1. Archana Kumar, Computer Basics with Office Automation, 2013
2. Angeline D Magdalene Delighta, Exploring of Computer fundamentals and office automation I LAP Lambert Academic Publishing
3. Dr. P. Rizwan Ahmed, Office Automation I Margham Publications; 2016th edition

Word Processing Lab

Total Marks: 100

External Marks: 70

Internal Marks: 30

Credits: 2

Pass Percentage: 35%

The programs in lab will be based on the contents covered in the theory syllabus.

Spread Sheet

Total Marks: 100

External Marks: 70

Internal Marks: 30

Credits: 4

Pass Percentage: 35%

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5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

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Section A

Unit I: Creating worksheet, entering data into worksheet, heading information, data, text, dates, alphanumeric, values, saving & quitting worksheet,

Unit II: Opening and moving around in an existing worksheet, Toolbars and Menus, keyboard shortcuts,

Unit III: Working with single and multiple workbook, Working with formulas & cell referencing, Workbook, worksheets, data types, operators, cell formats, freeze panes

Unit IV: Formatting of worksheet, Create and manipulate various types of charts and enhance charts

Section B

Unit V: Create and use basic formulas and functions. Different statistical functions

Unit VI : Customize Options and Views for Worksheets and Workbooks : Hide or unhide worksheets, Hide or unhide columns and rows, Customize the Quick Access toolbar, Modify document properties, Display formulas

Unit VII: Manage Table Styles and Options: Apply styles to tables, Configure table style options, Insert total rows, Filter records, Sort data by multiple columns, Change sort order, Remove duplicate records

Unit VIII: Create Charts: Create a new chart, Add additional data series, Switch between rows and columns in source data, Format Charts: Resize charts, Add and modify chart elements, Apply chart layouts and styles, Move charts to a chart sheet

Suggested Reading:

1. Archana Kumar, Computer Basics with Office Automation, 2013
2. Angeline D Magdalene Delighta, Exploring of Computer fundamentals and office automation I LAP Lambert Academic Publishing
3. Dr. P. Rizwan Ahmed, Office Automation I Margham Publications; 2016th edition

Spread Sheet Lab

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 2
Pass Percentage: 35%

The programs in lab will be based on the contents covered in the theory syllabus.



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SHORT TERM COURSE – GOVT. COLLEGE, PUNJAB

CERTIFICATE COURSE IN RETAIL AND SALES MANAGEMENT SKILLS

Objective of the Course:

The basic objective of the Certificate Programme in Retail and Sales Management Skills is to dig out novice with the knowledge and skill to prosper in the field of Retail and Sales Management. The aim of this certificate programme is to equip students with innovative thinking, creativity, good interpersonal management skills to meet the unique requirements of the retail and sales sector and enhance their proficiency.

Learning Outcome:

After completion of the course students would be able to either absorb themselves as better sales professionals in any business or they can choose to create self-startup as professional retailers due to practical, theoretical, ethical, technological and skill-oriented education through this programme. This course will enable the learners to become competent enough to deal successfully with the challenges that may encounter in their professional life through their cognitive skills.

Duration of the Course: 6 Months

Eligibility: Any student enrolled in degree programme of the College.

INSTRUCTIONAL DESIGN

PROGRAMME STRUCTURE

CODE	COURSE TITLE	CREDIT
GC-CRS1	RETAIL MANAGEMENT	6
GC-CRS2	SALES MANAGEMENT	6
GC-CRS3	DIGITAL MARKETING	6
	Total	18



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COURSE CONTENTS:

GC-CRS1 RETAIL MANAGEMENT

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

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5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

SECTION A

Conceptual Aspects and Scenario of Retail Management: Meaning of Retail Management, Retail Management Process, Retail Services, Retail Environment, Indian Retailing Scenario, Retail Entrepreneur, Personality traits of Retailer, Internationalisation and Globalisation of Retailing, E-retailing, Green retailing.

SECTION B

Segmentation, Retail Pricing Strategies and Research: Classification of Retail Organisation, Departmental Stores, Super Markets, Impact of Segmentation on Retail Strategies, Demographic Patterns, Building Retail Brand, Store Design, Retail Pricing Strategy, Retail Research and Development

Recommended Books:

1. Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, New York.
2. Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition, Pearson Education, New York.
3. Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India.
4. Nair Suja- Retail Management, V Edition, HPH, Mumbai.
5. Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi

GC-CRS2 SALES MANAGEMENT

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

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5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

SECTION A

Introduction to Sales Management, Sales Planning and Control: Overview of Sales Management, Scope and Importance of Salesmanship, Designing Sales Force, Strategies and Structures, Selling Process and goals of Sales Management, Functions and qualities of Sales Manager.

Sales Territory: Market Analysis, Sales Forecasting, Methods of Forecasting, Sales Budgeting.

SECTION B

Sales Quota Sales Quota, Procedure of Sales Quota Setting, Sales and Cost Analysis, Sales Territory Management.

Sales HRM and Ethical Issues in Selling: Introduction to Sales Human Resource Management, Recruitment, Selection, Training, Compensation Plans, Performance Appraisal of Work Force, Sales Force Diversity, Team based Selling Approach, Customer Relationship Management, Ethical and Social Issues in Sales Force Management.

Recommended Books

1. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Johnson, Kurtz and Schueing, Sales Management (McGraw-Hill).
2. Rusell, F. A. Beach and Buskirk, Richard H., Selling: Principles and Practices, Sales force, Richard D. Irwin/McGraw- Hill.
3. Still, Richard R., Cundiff, Edward W., and Govoni, Norman A. P. Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi.
4. Blattberg, Robert C and Neslin, Scott A., Sales Promotions: Concepts, Methods and Strategies. New Jersey: Prentice Hall.

GC-CRS3 DIGITAL MARKETING

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

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SECTION A

Introduction to Digital Marketing: Concepts, Traditional Marketing vs Digital Marketing, Digital Market Evolution, Career in Digital Marketing,

Digital Consumer : Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.

Digital Marketing Strategy: Digital vs Non- Digital Marketing Strategy, Digital

Marketing Decisions- Product, Price, Distribution and Promotion, Digital Marketing Strategy Formulation and Execution

SECTION B

Digital Marketing Mechanisms: Websites- Company and Retail Service Providers, Search

Engines- Google, Bing, Ask, Yahoo Video Hosting and Entertainment- Youtube, Wimeo, Amazon Prime, Netflix, Hotstar.

Mobile Phones, E- Mails, Blogs, Social Media: Facebook, Instagram, Twitter, Whatsapp.

Suggested Readings:

Seema Gupta, Digital Marketing, McGraw Hill Education

Punit Singh Bhatia, Fundamentals of Digital Marketing, Pearson

Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, Publisher Wiley



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CERTIFICATE COURSE IN BUSINESS ETIQUETTES AND PROFESSIONALISM

Course Objectives: Certificate course in Business Etiquettes and Professionalism has been designed to meet the following objectives:

- a) To learn the principles of business etiquettes and professional behavior
- b) To understand the etiquettes for making business correspondence effective
- c) To be able to present yourself confidently at various business situations
- d) Develop awareness of dining and multicultural etiquettes

Learning Outcome: After completion of course students will be able to:

- a) Demonstrate an understanding of professionalism in terms of workplace behaviors and workplace relationships.
- b) Adopt attitudes and behaviors consistent with standard workplace expectations.
- c) Presenting oneself with finesse and making others comfortable in a business setting.
- d) Developing basic life skills or etiquettes in order to succeed in corporate culture.

Duration of course: 6 Months

Eligibility: Any student enrolled in degree program of college

Sr. No.	Course Title	Credit
Paper-I	Business Etiquettes	6
Paper-II	Soft Skills	6
Paper-III	Organisational Behaviour and Professionalism	6
Total		18



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Detailed Syllabus (Paper wise Distribution)

Paper-I: Business Etiquettes

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

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Section-A

Business Etiquettes- An Overview: Significance of Business Etiquettes in 21st Century- Professional Advantage; Need and Importance of Professionalism

Workplace Etiquette: Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing

E-Mail Etiquette: Significance of Netiquette, E-mail: Way of professional communication, Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy

Section-B

Telephone Etiquette: Telephone Communication Techniques -Placing Telephone calls, Answering Calls, Transferring Calls, Putting Calls on Hold, Taking Messages, Handling Rude Callers, Tactful Responses, Leaving Professional Messages; Developing Cell Phone Etiquettes; Voicemail Etiquette; Telephonic Courtesies

Dining Etiquette: Basics of Dining Etiquettes; Basic essentials of dining table etiquettes - Napkin Etiquette, Seating arrangements, laying the table, how to use Cutlery, Posture & Behavior, Do's and Don'ts; International Dining Etiquettes.
Multi-Cultural Challenges: Cultural Differences and their Effects on Business Etiquette

Paper-II: Soft Skills

Max. Marks: 100
External: 70
Internal: 30
Pass: 35%
Credits: 6

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Section-A

Communication Skills: Understanding Human Communication, Constitutive Processes of Communication, Language as a tool of communication, Barriers to Effective communication, Strategies to Overcome the Barriers.

Emotional intelligence: Importance, concept, theory and measurements.

Stress Management: Strategies for preventing and relieving stress.

Time management: Meaning; Techniques and styles.

Section-B

Interview Skills: Interview Skills: In-depth perspectives, Interviewer and Interviewee, Before, During and After the Interview, Tips for Success.

Meeting Etiquette: Managing a Meeting-Meeting agenda, Minute taking,; Duties of the chairperson and secretary; Effective Meeting Strategies - Preparing for the meeting, Conducting the meeting, Evaluating the meeting

Presentation Etiquettes: Importance of Preparation and Practice; Effective Delivery Techniques, Audience Analysis, Handling Stage Fright.

Paper-III: Organisational Behaviour and Professionalism

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

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Section-A

Teamwork and Leadership Skills: Concept of Teams; Building effective teams; Concept of Leadership and honing Leadership skills.

Personality: Meaning & Definition, Determinants of Personality, Personality Traits, Personality and Organisational Behaviour

Motivation: Nature & Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory

Section-B

Decision-Making and Problem-Solving Skills: Meaning, Types and Models, Group and Ethical Decision-Making, Problems and Dilemmas in application of these skills.

Conflict Management: Conflict - Definition, Nature, Types and Causes; Methods of Conflict Resolution.

Human Resource Management: Introduction to HRM, Selection, Orientation, Training & Development, Performance Appraisal, Incentives

Case Study Analysis

Suggested Readings:

- Barbara Pachter, Marjorie Brody. Complete Business Etiquette Handbook. Prentice Hall, 2015.
- Dhanavel, S.P. English and Soft Skills. Hyderabad: Orient BlackSwan, 2021.
- Koneru, Aruna. Professional Communication. Delhi: McGraw, 2008.
- Mahanand, Anand. English for Academic and Professional Skills. Delhi: McGraw, 2013. Print.
- Nancy Mitchell. Etiquette Rules : A Field Guide to Modern Manners. Wellfleet Press, 2015.
- Rani, D Sudha, TVS Reddy, D Ravi, and AS Jyotsna. A Workbook on English Grammar and Composition. Delhi: McGraw, 2016.
- Raghun Palat, Indian Business Etiquette, Jaico Books, 2015.
- Rizvi, M. Ashraf. Effective Technical Communication. Delhi: McGraw, 2018.
- Pease, Allan and Barbara Pease. The Definitive Book of Body Language. New Delhi: Manjul Publishing House, 2005.
- Tengse, Ajay R. Soft Skills: A Textbook for undergraduates, Orient BlackSwan, 2015.



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