

Curriculum for
**One Year (Two Semester) Post Graduate Diploma Course
In**

MARKETING AND SALES MANAGMENT

For the State of Uttar Pradesh

Prepared by:
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To be
Approved and Implemented by B.T.E,U.P

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FIRST SEMESTER

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***Elective (Any one)**

- International marketing
- Principles of Advertising Management
- Rural Marketing Management

PREFACE

The process of revision of curriculum is to be carried out from time to time in keeping with the changing needs of the job market. The revision of the curriculum for post graduate diploma in Marketing and Sales Management was taken up to make the curriculum more logical and need oriented taking into account the sophisticated technological changes involved in the promotion of sales and marketing techniques.

The field of marketing is the soul of business. The competitive market and fast changing techniques used in marketing have further enhanced the importance of marketing personnel. The Marketing and sales personnel should not only know the fundamentals of the business of concerned field but also require specialized knowledge in different related fields.

Due to this reason, one elective paper has also been introduced so that specialized training may be imparted to students in the field of interest.

It will also enhance the employment opportunities to diploma holders in the field of their interest and it is likely to produce better results.

In this way, the candidate undergoing training in P.G. Diploma course in Marketing Management will be exposed to new techniques of the area and will be able to become a more effective decision maker.

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- iv) Secretary, Board of Technical Education, UP for his support in this project of review curriculum.
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- vi) Faculty/Subject Experts from different departments of U.P. Government polytechnics for content updating.
- vii) CDC Officer and other Concerning Staff of IRDT Kanpur for their support and assistance in the conduct of Curriculum workshops at different places.

(Coordinator)
IRDT

SALIENT FEATURES OF DIPLOMA PROGRAMME

- 1) Name of the Programme : Post Graduate Diploma in Marketing & Sales Management
- 2) Duration of the Programme : One year (Two Semesters)
- 3) Entry Qualification : Graduate in any Discipline
Prescribed by State Board of Technical Education, UP
- 4) Intake : 60 (or as prescribed by the Board)
- 5) Pattern of the Programme : Semester Pattern
- 6) Type of course : Full time Institutional.
- 7) Ratio between theory and : 45 : 55 (Approx.)

PROFILE DEVELOPMENT

The job of development of curriculum of One Year Post Graduate Diploma in Marketing & Sales Management was undertaken by the Institute of Research Development and Training U.P., Kanpur to make it more job-oriented and need-based. Changes and developments on account of technological up gradation in machine and material have been taken into consideration in the development of curriculum. The input qualification for the course is Graduate in any discipline with Joint Entrance Examination.

Following steps were taken in the revision of curriculum:

1. An instrument for getting information about job potential/job opportunities manpower assessment both present and projected was designed and sent to various Accounts offices/Chartered Accountants/ Personnel's/ Teaching
2. The feedback previously received was not satisfactory so it was collected through mutual interaction with entrepreneurs, experts of the field and business organizations.
3. The feedback was analyzed in workshop and course outline was formulated.
4. The detailed course contents were developed in a workshop by mutual interaction among experts of the field and industry.
5. Effort has been made to increase placement potential by introducing new subject areas in the curriculum.

The following logical sequence has been adopted in the revision of curriculum.

- Listing job potential and activities done in various jobs.
- Analyzing activities into knowledge and skill.
- Determining the course objectives.
- Deriving subjects of study from course objectives.
- Horizontal and vertical organization of curriculum.
- Detailing of course content for each subject.
- Formulation of study and evaluation scheme.
- Determination of resource input in terms of human resource (Staff requirement), physical resources (space, equipment) and information resources (Books, Magazines Video films, slides etc.)

It is hoped that this curriculum if implemented in right spirit in polytechnics will produce competent and right type of middle level man power for Accountancy and related field.

EMPLOYMENT OPPORTUNITIES

The Employment opportunities are available for diploma holders in Post Graduate Diploma in Marketing & Sales Management in following industries at various levels/positions:

1- In Industries like

- Fertilizer industry
 - Petroleum refinery and petrochemical industry
 - Oil and natural gas corporation
 - Cement plant
 - Cosmetic industry
 - Sugar industry
 - Mineral industry
 - Pulp and Paper industry
 - Polymer industry
 - Food industry
 - Agro industry
 - Pharmaceutical industry
 - Distilleries
 - Paint and dye industry
 - Rubber industry
 - Soap & detergent industry
 - Textile industry etc.
 - Pesticide industry
 - General processing industries
 - Glass industry
 - Ceramics industry
 - Automobile industry (paint shop and electroplating shop)
- (ii) Research Organizations like CSIR laboratories, Defense laboratories, Atomic energy establishments etc.
- (iii) Boards and Corporations.
- (iv) Entrepreneurs to small/tiny units
- (v) Academic Institutions (as technicians/instructors at all levels)

2- Post and Designation

Govt. Sector / Semi Govt. Sector/ Private Sector

Public Sector Units , Central Government & State Government Bodies, Private Malls, Hospitals, Nursing Homes, Schools, Colleges, Different Industries, Service Sectors,

Insurance Companies, Banks, Finance Companies, Chartered Accountant's offices.

- Sales Manager
- Area Sales Manager
- General Manager Sales
- General Manager Marketing
- Sales Assistant
- Marketing Assistant
- Chief General Manager Marketing
- Chief General Manager Sales and Distribution
- Advertising Head
- Advertising Assistant

3. LEARNING OUTCOMES OF DIPLOMA PROGRAMME

Learning Outcomes

After undergoing the programme the students are able to:

1. Apply the principles of management in the field of marketing.
2. Conduct study and explore market potentials, product development and understanding customer and market.
3. Understand procedures for import and export marketing and documentation.
4. Identify and manage channels of distribution both for domestic and international marketing.
5. Plan, Organize and manage advertising programme and sales including satisfying and negotiation.
6. Organize and undertake simple marketing research and market surveys.
7. Maintain public relations
8. Understand and appreciate the role and importance of business environment-economic, legal, social and political (National and International).
9. Use computers and its software for data analysis and management, preparation of survey reports and creation of data bank of their customer and products using on line data.
10. Communicate effectively on modern communication equipment such as fax, telephone, e-mail and network system.
11. Develop desired value system and attitudes required for becoming successful marketing executive.
12. Exhibit leadership qualities, team spirit and inter- personnel skills.
13. Understand quality standards, TQM and documentation.
14. Develop entrepreneurship skill and related competencies.

4. DERIVING CURRICULUM AREAS FROM LEARNING OUTCOMES OF THE PROGRAMME

The following curriculum area subjects have been derived from learning outcomes:

Sr.No.	Learning Outcome	Curriculum area/subject
1.	Knowledge and ability to read ,write and express confidently ,friendly and convincingly	Communication Skills
2.	Knowledge of basic Fundamental of management	Principles of management
3.	Knowledge of General marketing Nature , Marketing Environment ,buyer behavior , marketing segmentation , assessment of demand and supply	Principles of marketing management
4.	Knowledge of Basics sales management issues	Principles of Sales management
5.	Knowledge and ability to Perform deferent activities with help of internet , smart phones ,online Data etc	Basics of Information Technology
6.	Knowledge of the legal frame work of the business world with particular reference to India .	Marketing legislation
7.	Ability to perform successfully at work place ,building a good attitude , personal grooming, etc	Personality Development
8.	Knowledge about the different core issues of environment such as pollution , eco Systems ,Nature friendly Behavior etc	Environmental Studies
9.	Knowledge of international marketing strategy and export processor	International marketing
10.	Knowledge of Necessary background of advertising field and its wide applications	Principles of Advertising management
11.	Knowledge of rural economy rural market rural consumer , agricultural market etc	Rural Marketing Management

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HELD ON 30.08.2022

**STUDY AND EVALUATION SCHEME FOR
Post Graduate Diploma Course In
MARKETING AND SALES MANAGEMENT**

FIRST SEMESTER:

Sr. No.	SUBJECTS	STUDY SCHEME			Credits	MARKS IN EVALUATION SCHEME									Total Marks of Internal & External
		Periods/Week				INTERNAL ASSESSMENT			EXTERNAL ASSESSMENT						
		L	T	P		Th	Pr	Tot	Th	Hrs	Pr	Hrs	Tot		
1.1	*Communication Skills-I	6	-	3	4	20	10	30	50	2.5	20	3	70	100	
1.2	Principles of Management	10	-	-	6	40	-	40	100	2.5	-	-	100	140	
1.3	Principles of Marketing management	10	-	-	6	40	-	40	100	2.5	-	-	100	140	
1.4	Principles of Sales management	10	-	-	6	40	-	40	100	2.5	-	-	100	140	
1.5	Basics of Information technology	-	-	6	5	-	40	40	-	-	60	3	60	100	
#Student Centered Activities		-	-	3	2	-	30	30	-	-	-	-	-	30	
TOTAL		36	-	12	29	140	80	220	350	-	80	-	430	650	

* Common with other Diploma Programmes .

Student Centred Activities will comprise of co-curricular activities like extension lectures, games, hobby clubs e.g. photography etc., seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities and self study etc.

SECOND SEMESTER:

Sr. No.	SUBJECTS	STUDY SCHEME			Credits	MARKS IN EVALUATION SCHEME									Total Marks of Internal & External
		Periods/Week				INTERNAL ASSESSMENT			EXTERNAL ASSESSMENT						
		L	T	P		Th	Pr	Tot	Th	Hrs	Pr	Hrs	Tot		
2.1	*Communication Skills -II	4	-	2	4	20	10	30	50	2.5	20	3	70	100	
2.2	Marketing Legislation	10	-	-	5	40	-	40	100	2.5	-	-	100	140	
2.3	+Elective	10	-	-	5	40	-	40	100	2.5	-	-	100	140	
2.4	Personality Development	-	-	4	2	-	40	40	-	-	-	-	-	40	
2.5	*Environmental Studies	3	-	2	3	20	10	30	50	2.5	20	3	70	100	
2.6	Project Work	-	-	10	5	-	50	50	-	-	100	3	100	150	
#Student Centered Activities		-	-	3	2	-	30	30	-	-	-	-	-	30	
TOTAL		27	-	21	26	120	140	260	300		140		440	700	

*Common with other Diploma Programmes .

Student Centered Activities will comprise of co-curricular activities like extension lectures, games, hobby clubs e.g. photography etc., seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities and self study etc.

+ **Elective (Any one)**

- International marketing
- Principles of Advertising Management
- Rural Marketing Management

II Semester Total 700
100% Carry Over of I Semester 650

Grand Total 1350

Note :

1. Each session will be of 16 weeks.
2. Effective teaching will be at least 14 weeks.
3. Remaining periods will be utilized for revision etc.
4. Each period will be of 50 minutes duration.
5. SI systems of units shall be used in each subject.
6. Student centred activities will comprise of various co-curricular activities like Seminar, extension lectures, field visits, NCC, NSS. Hobby clubs, Games and cultural activities.
7. Field visits and extension lectures shall be organized and managed well in advance at the institute level as per need.
8. 4 weeks structured & supervised, branch specific, task oriented industrial/ field exposure to be organized during summer vacation. Students shall submit a report. There shall be 75 marks for this exposure. These marks for this exposure. These marks shall be awarded by the practical examiner at the end of year (Examination marks : 50, Sess. Marks : 25.)
9. (*) It is compulsory to appear and to pass in examination, but awarded marks will not included for division and percentage of obtained marks.

8. GUIDELINES FOR ASSESSMENT OF STUDENT CENTRED ACTIVITIES (SCA)

It was discussed and decided that the maximum marks for SCA should be 30 as it involves a lot of subjectivity in the evaluation. The marks may be distributed as follows:

- i. 10 Marks for general behavior and discipline
(by HODs in consultation with all the teachers of the department)

- ii. 5 Marks for attendance as per following:
(by HODs in consultation with all the teachers of the department)
 - a) 75 - 80% 2 Marks
 - b) 80 - 85% 4 Marks
 - c) Above 85% 5 Marks

- iii. 15 Marks maximum for Sports/NCC/Cultural/Co-curricular/ NSS activities as per following:
(by In-charge Sports/NCC/Cultural/Co-curricular/NSS)
 - a) 15 - State/National Level participation
Participation in two of above
 - b) 10 - activities
 - c) 5 - Inter-Polytechnic level participation

Note: There should be no marks for attendance in the internal sessional of different subjects.

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1.1 COMMUNICATION SKILLS – I

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RATIONALE

Knowledge of English Language plays an important role in career development. This subject aims at introducing basic concepts of communication besides laying emphasis on developing listening, speaking, reading and writing skills as parts of Communication Skill.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Understand the importance of effective communication
- Describe the process of communication
- Communicate effectively in different contexts
- Identify parts of speech
- Write correct sentences using appropriate vocabulary
- Reproduce and match words and sentences in a paragraph
- Write various types of paragraphs, notices for different purposes and composition on picture with appropriate format
- Read unseen texts with comprehension

DETAILED CONTENTS

1	Basics of Communication	(13 periods)
1.1	Definition and process of communication	
1.2	Types of communication - formal and informal, oral and written, verbal and non-verbal	
1.3	Communications barriers and how to overcome them	
1.4	Barriers to Communication, Tools of Communication	

2	Application of Grammar	(18 periods)
	2.1 Parts of Speech (Noun, pronoun & Articles, verb, adjective, adverb) and modals	
	2.2 Sentences and its types	

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	2.3	Tenses	
	2.4	Active and Passive Voice	
	2.5	Punctuation	
	2.6	Direct and Indirect Speech	

3 Reading Skill (10 periods)

Unseen passage for comprehension (one word substitution, prefixes, suffixes, antonyms, synonyms etc. based upon the passage to be covered under this topic)

4 Writing Skill (15 periods)

- 4.1 Picture composition
- 4.2 Writing paragraph
- 4.3 Notice writing

LIST OF PRACTICALS

Note: Teaching Learning Process should be focused on the use of the language in writing reports and making presentations.

Topics such as Effective listening, effective note taking, group discussions and regular presentations by the students need to be taught in a project oriented manner where the learning happens as a byproduct.

Listening and Speaking Exercises

- 1. Self and peer introduction
- 2. Newspaper reading
- 3. Just a minute session-Extempore
- 4. Greeting and starting a conversation
- 5. Leave taking
- 6. Thanking
- 7. Wishing well
- 8. Talking about likes and dislikes
- 9. Group Discussion

10- Listening Exercises.

INSTRUCTIONAL STRATEGY

Student should be encouraged to participate in role play and other student centred activities in class room and actively participate in listening exercises

MEANS OF ASSESSMENT

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- Assignments and quiz/class tests, mid-semester and end-semester written tests – Actual practical work, exercises and viva-voce
- Presentation and viva-voce

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RECOMMENDED BOOKS

1. Communicating Effectively in English, Book-I by RevathiSrinivas; Abhishek Publications, Chandigarh.
2. Communication Techniques and Skills by R. K. Chadha; DhanpatRai Publications, New Delhi.
3. High School English Grammar and Composition by Wren & Martin; S. Chand & Company Ltd., Delhi.
4. Excellent General English-R.B.Varshnay, R.K. Bansal, Mittal Book Depot, Malhotra
5. The Functional aspects of Communication Skills – Dr. P. Prasad, S.K. Katria & Sons, New Delhi
6. Q. Skills for success – Level & Margaret Books, Oxford University Press.
7. E-books/e-tools/relevant software to be used as recommended by AICTE/UPBTE/NITTTR.

Websites for Reference:

1. [http://www.mindtools.com/ page 8.html](http://www.mindtools.com/page 8.html) – 99k
2. <http://www.letstalk.com.in>
3. <http://www.englishlearning.com>
4. <http://learnenglish.britishcouncil.org/en/>
5. <http://swayam.gov.in>

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	13	24
2	18	32
3	10	16
4	15	28
Total	56	100

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1.2 PRINCIPLES OF MANAGEMENT

(Common with One Year Post Graduate Diploma In Retail Management)

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RATIONALE

This paper equips the students with general principles of Management i.e. Nature and scope of Management, Organization concept, Planning, Basic Ideas of Leadership and Motivation, Controlling the environment, planning process and development etc.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Understand the Basic Fundamental of management
- Understand the Concept of complete planning Process
- Understand the concept of organization and delegation
- Control measures for external and internal environment
- Understand the importance of leadership and motivation

DETAILED CONTENTS

1. NATURE AND SCOPE OF MANAGEMENT

- Definition of Management
- Importance of Management
- Nature of Management- Management as a science or as an art.

2. MANAGEMENT THOUGHTS :

Different schools of management thoughts - Taylor, Fayol, Weber, Drucker, Human relations.

3. FUNCTIONS OF MANAGEMENT

4. PRINCIPLES, FUNCTIONS, CRITICAL ELEMENTS, LIMITATIONS, LEVEL:

- A. Planning - Definitions and functions elements, steps characteristics, advantage limitations, types of plan, decisions making rationale steps factors, effecting decision making, nature and importance programmable and non programmable decision, limitations.
- B. Management by objectives (MBO) - Concept and process.
- C. Organization - Definition, designing the structure, types of organization relationship in organization.
- D. Delegation - Definition, principles of delegation, importance, process.

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- E. Span of Control- Meaning, importance types, limitations cost control budgetary control, overall control.
5. **DIRECTING LEADERSHIP & MOTIVATION :**
Meaning, styles of leadership, qualities of good leader. Theories and techniques of motivation
6. **MANAGEMENT AND ENVIRONMENT :**
Meaning, concept and role. Corporate Governance, CSR, Internationalization, Social Responsiveness, Cooperate/ Industrial relation.
7. **CO-ORDINATION AND CONTROL :**
Meaning, importance elements, principles.

RECOMMENDED BOOKS

- 1- Essential of management by Koontz , TATA Mcgraw hill publication
- 2- Management Programming approach by Kazmier , TATA Mcgraw hill publication
- 3- Organization and management by Aggarwal , TATA Mcgraw hill publication

Websites for Reference:

- 1- Management & Business Studies Portal
- 2- National Bureau of Economic Research
- 3- Open Book Publishers
- 4- Coursera.org
- 5- TheBookPond.com
- 6- Amazon.com

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Alloted (%)
1	16	12
2	16	12
3	07	7
4	56	35
5	20	12
6	15	12
7	10	10
Total	140	100

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1.3 PRINCIPLES OF MARKETING MANAGEMENT

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RATIONALE:

This paper equips the students with general principles of marketing ie. nature and scope of marketing, marketing environment, buyer behaviour, marketing segmentation, assessment of demand, planning process and development etc.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Understand the Basic Fundamental of marketing management
- Understand the Concept of complete Segmentation Process
- Understand the concept of Supply Chain management
- Control measures for Consumer Behavior & pricing
- Understand the importance of Promotion and research

DETAILED CONTENTS

1- Nature, Scope & Meaning of Marketing & Environment :

Concept, importance, Historical development in marketing concept and Indian Marketing environment and marketing planning. Economic Reforms, Marketing Challenges of the liberalised economy, creating and delivering customer value.

2- Market Segmentation Techniques :

Importance, Purpose basis of market segmentation, market targetting, market positioning.

3- Consumer Behaviour :

Buying decision process, factors influencing consumer

behaviour, model of consumer behaviour. Buyer behaviour models, factors influencing buyer behaviour, buying motives, buying habits, buying process.

4- Product Planning & Development

Meaning of Product, Classification, New product development including test marketing, Product line decision, Product life cycle, Product mix and branding and packaging

5- Pricing:

Policies and strategies, factors affecting pricing, pricing under different market condition. Types of pricing.

6. Promotion Mix :

Meaning, objective, element of promotion mix. Integrated marketing communication.

(a) Advertising:

(b) Meaning, objective, type, advertising in India.

(c) Sales Promotion: Meaning, objective and techniques.

- (d) Personal Selling : Meaning & objective.
- (e) Publicity : Meaning and objects
- (f) Direct Market : Meaning and Objects
- (g) Decision areas in advertising
- (h) Budget
- (i) Advertisizing Effectiveness

7- Supply Chain Management (SCM):

- a. Logistics :
Ware housing, Transportation Management
- b. Physical Distribution:
Meaning & objective, role, & relevance of physical distribution in Indian, warehouse, inventory & transportation.

8- Marketing Research :

Survey and fundamental opinion research. Annual control .
plan control, profitability control, strategic

9- Current Trends In Marketing :

An introduction to Customer Relationship Management (CRM), Relating, Rural marketing, Marketing of services and international marketing, Retailing, Internet marketing, TV enabled market, Franchising, Consortium Marketing.

10- Marketing Strategies

RECOMMENDED BOOKS

- 1- Marketing, Environment concept and cases by Mehta , TATA McGraw hill publication
- 2- Marketing in India , by K.L. Govil
- 3- Modern Marketing Strategy by, Borks & Chapna
- 4- Organization and management by Aggarwal , TATA McGraw hill publication

Websites for Reference:

- 1- Management & Business Studies Portal
- 2- National Bureau of Economic Research
- 3- Open Book Publishers
- 4- Coursera.org
- 5- TheBookPond.com
- 6- Amazon.com

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	07	5
2	16	10
3	09	6
4	15	12
5	12	8
6	18	13
7	19	14
8	19	14
9	19	14
10	06	4
Total	140	100

1.4 PRINCIPLES OF SALES MANAGEMENT

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RATIONALE

The purpose of this paper is to acquaint the students with the basic knowledge of sales management.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Understand the Basic Fundamental of Sales management
- Understand the Concept of Sales Potential
- Understand the concept of Demand for casting
- Control measures for Sales Effort Budget
- Understand the importance of Promotion and research

DETAILED CONTENTS

1. Nature and Scope—

Definition, objectives of sales management, theories of selling, qualities of a good salesman, salesman ship, Formulating sales policies, Structuring the sales force.

2. Sales Potential and Demand forecasting

Meaning, importance and methods. Page 24

3. Sales Organisation:

Meaning & methods of organising sales department.

4. Sales for management & Related Regulation –

Sales force task and objectives, sales force size, sales force design.

Recruitment, selection, training and compensation of salesperson.

Employees Legislation - Provident Fund, Gratuity Act, Minimum Wages Act, Health & Safety at Work Act, Equal Pay Act, Employment Protection Act, Employment Right Act.

5. Controlling the Sales Effort

Sales Budget - Purpose, forms and contents.

Sales Quotas - Objectives, procedure for setting sales quotas, Incentive

Sales Territories - Concept, reason for establishing and revising, procedure for setting up or revising sales territories.

Sales Control - Sales audit, sales analysis.

RECOMMENDED BOOKS

- 1- Marketing & Sales Management by Acharya & Govekar Himalaya publication
- 2- Sales Management : Decision Strategy & cases by Cundiff Still & Govani, P.H.I
- 3- Successful Sales Management by Harry Simons

Websites for Reference:

- 1- Management & Business Studies Portal
- 2- National Bureau of Economic Research
- 3- Open Book Publishers
- 4- Coursera.org
- 5- TheBookPond.com
- 6- Amazon.com

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Alloted (%)
1	28	20
2	28	20
3	28	20
4	28	20
5	28	20
Total	140	100

1.5 BASICS OF INFORMATION TECHNOLOGY

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- - 6

RATIONALE

Information technology has great influence on all aspects of life. Primary purpose of using computer is to make the life easier. Almost all work places and living environment are being computerized. The subject introduces the fundamentals of computer system for using various hardware and software components. In order to prepare diploma holders to work in these environments, it is essential that they are exposed to various aspects of information technology such as understanding the concept of information technology and its scope; operating a computer; use of various tools using MS Office/Open Office/Libre Office using internet etc., form the broad competency profile of diploma holders. This exposure will enable the students to enter their professions with confidence, live in a harmonious way and contribute to the productivity.

Note:

Explanation of Introductory part should be demonstrated with practical work. Following topics may be explained in the laboratory along with the practical exercises. There will not be any theory examination.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Identify Computer Hardware Components, Network Components and Peripherals.
- Explain the role of an Operating System.
- Install System and Application Software.
- Explain the function of the system components including Processor, Motherboard and Input-output devices.
- Use Word Processing Software to prepare document.
- Use Spreadsheet Software to create workbooks and automate calculation.
- Use Presentation Software to create interactive presentation.
- Perform fundamental tasks common to most application software including print, scan, save, edit, cut, copy, paste, format, spell and grammar check.
- Find and evaluate information on the Web.
- Install Antivirus.
- Safeguard against Online Frauds, threats and crimes.
- Use online office tools(Google suits)

TOPICS TO BE EXPLAINED THROUGH DEMONSTRATION

- 1- Introduction to Computers and Peripherals.
Components of Computer, Types of Computer, CPU, RAM, ROM, Hard disk, USB, Flash drive, CD, DVD, Blue ray, Keyboard, Mouse, Monitor, LCD, Printer, Plotter, Scanner, Modem, Sound Cards, Speakers, CMOS battery, Sharing of Printers.
- 2- Operation System and Application Software
System Software, Application Software, Virtualization Software, Utility Software, MS Office/Open Office/Libreoffice, Working with window, Desktop components, Menu bars, creating shortcut of program. Installation of Application softwares, Antivirus and Drivers.

- 3- Word Processing, Spreadsheet and Presentation
Usage and creation of word document, spreadsheets and presentation, Google Suits (Google drive, google sheet, google doc. Google presentation)
4. Internet
Basics of Networking – LAN, WAN, Wi-Fi technologies, Concept of IP Addrsses, DNS, Search Engines, e-mail, Browsing and cyber laws.

LIST OF PRACTICAL EXERCISES

1. Identify various components, peripherals of computer and list their functions.
2. Installation of various application software and peripheral drivers
3. Installation of operating system (windows/linux/others)
4. Creation and Management (Rename, delete, search of file and folders)
5. Installation of Antivirus and remove viruses

6. Scanning and printing documents
7. Browsing, Downloading, Information using Internet
8. E-Mail ID creation, comparing, sending and receiving e-mail. Attaching a file with e-mail message.
9. Word Processing (MS Office/Open Office)
 - a) File Management
Opening, creating and saving a document, locating files, copying contents in some different file(s), protecting files, giving password protection for a file
 - b) Page set up
Setting margins, tab setting, ruler, indenting
 - c) Editing a document
Entering text, cut, copy, paste using tool- bars
 - d) Formatting a document
Using different fonts, changing font size and colour, changing the appearance through bold/italic/underlined, highlighting a text, changing case, using subscript and superscript, using different underline methods

Aligning of text in a document, justification of document, inserting bullets and numbering
Formatting paragraph, inserting page breaks and column breaks, line spacing

Use of headers, footers: Inserting footnote, end note, use of comments, autotext Inserting date, time, special symbols, importing graphic images, drawing tools
 - e) Tables and Borders
Creating a table, formatting cells, use of different border styles, shading in tables, merging of cells, partition of cells, inserting and deleting a row in a table

Print preview, zoom, page set up, printing options Using find, replace options
 - f) Using Tools like

Spell checker, help, use of macros, mail merge, thesaurus word content and statistics, printing envelops and lables
Using shapes and drawing toolbar,
Working with more than one window .
10. Spread Sheet Processing (MS Office/Open Office/Libre Office)
 - a) Starting excel, open worksheet, enter, edit, data, formulae to calculate values, format data, save worksheet, switching between different spread sheets
 - b) Menu commands:

Create, format charts, organise, manage data, solving problem by analyzing data. Programming with Excel Work Sheet, getting information while working

- c) Work books:
 Managing workbooks (create, open, close, save), working in work books, selecting the cells, choosing commands, data entry techniques, formula creation and links, controlling calculations

 Editing a worksheet, copying, moving cells, pasting, inserting, deletion cells, rows, columns, find and replace text, numbers of cells, formatting worksheet, conditional formatting
- d) Creating a chart:
 Working with chart types, changing data in chart, formatting a chart, use chart to analyze data

 Using a list to organize data, sorting and filtering data in list
- e) Retrieve data with query:
 Create a pivot table, customizing a pivot table. Statistical analysis of data
- f) Exchange data with other application:
 Embedding objects, linking to other applications, import, export document.

11. PowerPoint Presentation (MS Office/Open Office/Libre office)

- a) Introduction to PowerPoint
 - How to start PowerPoint
 - Working environment: concept of toolbars, slide layout & templates.
 - Opening a new/existing presentation
 - Different views for viewing slides in a presentation: normal, slide sorter.
- b) Addition, deletion and saving of slides
- c) Insertion of multimedia elements
 - Adding text boxes
 - Adding/importing pictures
 - Adding movies and sound
 - Adding tables and charts etc.
 - Adding organizational chart
 - Editing objects
 - Working with Clip Art
- d) Formatting slides
 - Using slide master
 - Text formatting
 - Changing slide layout

- Changing slide colour scheme
- Changing background
- Applying design template

12. Google Suits

Using Google drive, Google shut, Google docs, Google slides.

INSTRUCTIONAL STRATEGY

Since this subject is practice oriented, the teacher should demonstrate the capabilities of computers to students while doing practical exercises. The students should be made familiar with computer parts, peripherals, connections and proficient in making use of MS Office/Open Office/Libre office/Google Suit in addition to working on internet. The student should be made capable of working on computers independently.

MEANS OF ASSESSMENT

- Class Tests/Quiz
- Software Installation and Use
- Viva-Voce
- Presentation

RECOMMENDED BOOKS

1. Fundamentals of Computer by V Rajaraman; Prentice Hall of India Pvt. Ltd., New Delhi
2. Information Technology for Management by Henery Lucas, Tata McGraw Hills, New Delhi
3. Computers Fundamentals Architecture and Organisation by B Ram, revised Edition, New Age International Publishers, New Delhi
4. Computers Today by SK Basandara, Galgotia publication Pvt Ltd. Daryaganj, New Delhi.
5. Internet for Every One by Alexis Leon and Mathews Leon; Vikas Publishing House Pvt. Ltd., Jungpura, New Delhi
6. A First Course in Computer by Sanjay Saxena; Vikas Publishing House Pvt. Ltd., Jungpura, New Delhi
7. Computer Fundamentals by PK Sinha; BPB Publication, New Delhi
8. Fundamentals of Information Technology by Leon and Leon; Vikas Publishing House Pvt. Ltd., Jungpura, New Delhi
9. On Your Marks - Net...Set...Go... Surviving in an e-world by Anushka Wirasinha, Prentice Hall of India Pvt. Ltd., New Delhi
10. Fundamentals of Information Technology by Vipin Arora, Eagle Parkashan, Jalandhar

Websites for Reference:

- 1- Management & Business Studies Portal
- 2- National Bureau of Economic Research
- 3- Open Book Publishers
- 4- Coursera.org
- 5- TheBookPond.com
- 6- Amazon.com

II Semester

4.1 COMMUNICATION SKILLS – II

L T P

4 - 2

RATIONALE

Knowledge of English Language plays an important role in career development. This subject aims at introducing basic concepts of communication besides laying emphasis on developing listening, speaking, reading and writing skills as parts of Communication Skill.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Frame correct sentences with illustrations
- Comprehend the language correctly
- Interpret the language correctly
- Use given material in new situations.
- Correspond effectively using various types of writings like letters, memos etc.
- Communicate effectively in English with appropriate body language making use of correct and appropriate vocabulary and grammar in an organised set up and social context.

DETAILED CONTENTS

1. Functional Grammar (16 periods)
 - 1.1 Prepositions
 - 1.2 Framing Questions
 - 1.3 Conjunctions
 - 1.4 Tenses
- 2 Reading (16 periods)
 - 2.1 Unseen Passage for Comprehension (Vocabulary enhancement - Prefixes, Suffixes, one word substitution, Synonym and Antonym) based upon the passage should be covered under this topic.
- 3 Writing Skill (24 periods)
 - 3.1 Correspondence
 - a) Business Letters- Floating Quotations, Placing Orders, Complaint Letters.
 - b) Official Letters- Letters to Government and other Offices

- 3.2. Memos, Circular, Office Orders
- 3.3. Agenda & Minutes of Meeting
- 3.4. Report Writing

LIST OF PRACTICALS

Note: Teaching Learning Process should be focused on the use of the language in writing reports and making presentations.

Topics such as Effective listening, effective note taking, group discussions and regular presentations by the students need to be taught in a project oriented manner where the learning happens as a byproduct.

Speaking and Listening Skills

1. Debate
2. Telephonic Conversation: general etiquette for making and receiving calls
3. Offering- Responding to offers.
4. Requesting – Responding to requests
5. Congratulating
6. Exploring sympathy and condolences
7. Asking Questions- Polite Responses
8. Apologizing, forgiving
9. Complaining
10. Warning
11. Asking and giving information
12. Getting and giving permission
13. Asking for and giving opinions

INSTRUCTIONAL STRATEGY

Students should be encouraged to participate in role play and other student-centered activities in class rooms and actively participate in listening exercises

MEANS OF ASSESSMENT

- Assignments and quiz/class tests, mid-semester and end-semester written tests
- Actual practical work, exercises and viva-voce
- Presentation and viva-voce

RECOMMENDED BOOKS

1. Communicating Effectively in English, Book-I by RevathiSrinivas; Abhishek Publications, Chandigarh.
2. Communication Techniques and Skills by R. K. Chadha; Dhanpat Rai Publications, New Delhi.

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3. High School English Grammar and Composition by Wren & Martin; S. Chand & Company Ltd., Delhi.
4. e-books/e-tools/relevant software to be used as recommended by AICTE/NITTTR, Chandigarh.

Websites for Reference:

1. [http://www.mindtools.com/ page 8.html](http://www.mindtools.com/page%208.html) – 99k
2. <http://www.letstalk.com.in>
3. <http://www.englishlearning.com>
4. <http://learnenglish.britishcouncil.org/en/>
5. <http://swayam.gov.in>

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	16	28
2	16	28
3	24	44
Total	56	100

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2.2 MARKETING LEGISLATION

L T P
10 - -

RATIONALE

This paper is meant to acquaint the students with legal framework of the business world with particular reference to India.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Understand the Basic Fundamental of Legal marketing Management
- Understand the Concept of Different LAWS
- Understand the concept of Sales related acts

DETAILED CONTENTS

1. Law of Contracts : Definition, Essential Element, Classification Elements, offer and acceptance, lawful consideration, capacities of parties, free consent performance of contract, legal formalities, formation of contract, void, voidable and valid contracts, contingent contracts, performance, termination/discharge of contract.
2. Law of Agency - Definition, Parties ,Appointment and classification of agents. Who can be appointed as an agent? Who can employ an agent ? Relationship between principal and agent . Rights, duties and liabilities of agent and principal. Termination and determination of agency, effect of termination.
3. The Sales of Goods Act -- Definition, essential elements, transfer of ownership, performance of contract of sale.
4. Other Acts : Meaning, objective and scope of the following
 - Consumer protection Act.
 - Negotiable Instruments Act.
 - Trade Mark & Merchandise Act.
 - Wights & Measures.
 - Partnership Act

RECOMMENDED BOOKS

CORRECTED AND APPROVED BY BOARD OF TECHNICAL EDUCATION U.P., LUCKNOW IN CDC MEETING HELD ON 30.08.2022

- 1- Bussiness LAW by Bulchandani , Himalaya Publication
- 2- Monopolies, Trade Regulation and Consumer Protection by Verma, TATA McGraw hill Publication
- 3- Organization and management by Aggarwal , TATA McGraw hill Publication

Websites for Reference:

- 1- Management & Business Studies Portal
- 2- National Bureau of Economic Research
- 3- Open Book Publishers
- 4- Coursera.org
- 5- TheBookPond.com
- 6- Amazon.com

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Alloted (%)
1	40	30
2	40	30
3	30	20
4	30	20
Total	140	100

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2.2 Elective

ELECTIVE (ANY ONE) ELECTIVE –I INTERNATIONAL MARKETING

L	T	P
10	-	-

RATIONALE

The objective of this paper is to make the students aware about the international marketing strategy and export procedure.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Understand the Basic Fundamental of International marketing Management
- Understand the Concept of Different International LAWS
- Understand the concept of International Sales and Distribution
- Control the Measure for the international pricing
- Understand the concept of international trading.

DETAILED CONTENTS

1. International Management: Introduction, Meaning and scope of International management, Objective, Types of document, Preparation of document, Submission procedure.
2. The Outlook for International Marketing:
Meaning, difference between International marketing and domestic marketing. International marketing implications of the Nation-State.
How to solve International marketing problems, salient feature and basic functions of export, entry strategy.
3. International Market Research :
Components of International market research, International market analysis. The feasibility of market entry. The marketing plan, sources of market information.
4. Product Planning and Decision –
Factors affecting standardisation of the product line. Brand Policy, alternative product adaptation strategies.
5. International Distribution and Channels :
Decision area of physical distribution, factor influencing distribution cost. Export channels decision. Organisation of International trade - scope of export channel decision, direct versus indirect trading - international marketing middlemen.
6. Pricing for International Marketing:
Essential matters of export price, price policy. The objectives of price policy. Establishing the

export price. Export price in relation to the domestic price.

7. Export Procedure & Documentation :

Offer and receipt of confirmed orders. Producing the goods, shipment. Banking procedures. Negotiation, export incentives.

8. Promotion of Exports :

Promotion activities. Characteristics of foreign buyers. Forms of export promotion, export advertising.

9. State Trading Corporation:

Meaning, objectives of state trading. Advantages of State Trading Corporation.

10. International Marketing Environment :

International and policies, framework of international Marketing, GATT, WTO, UNCTAD, EU and multinational marketing groups.

RECOMMENDED BOOKS

- 1- International Marketing ,by Saravanel by Himalaya Publication
- 2- International Trade and Export management by Cheruilam by Himalaya Publication
- 3- Organization and management by Aggarwal , tata Magra hill publication

Websites for Reference:

- 1- Management & Business Studies Portal
- 2- National Bureau of Economic Research
- 3- Open Book Publishers
- 4- Coursera.org
- 5- TheBookPond.com
- 6- Amazon.com

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Alloted (%)
1	9	6
2	16	10
3	16	10
4	16	10
5	16	10
6	15	12
7	15	12
8	13	12
9	9	6
10	16	12
Total	140	100

ELECTIVE -II
PRINCIPLES OF ADVERTISING MANAGEMENT

L T P
10 - -

RATIONALE

The paper is designed to provide the student with the necessary Background information regarding principles of advertising and its application.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Understand the Basic Fundamental of marketing management
- Understand the Concept of complete Segmentation Process
- Understand the concept of Supply Chain management
- Control measures for Consumer Behavior & pricing
- Understand the importance of Promotion and research

DETAILED CONTENTS

1. Nature and Scope of Advertising –
Meaning, objective, types, social, economic, and ethical aspect of advertising. Publicity, sales promotions and personal selling.
2. Advertising Budget –
Meaning, importance and methods of setting advertising budget.
3. Advertising Appeals –
Concept, types, advertising appeals & their effective psychological handling.
4. Advertising Copy –
Headlines, Body copy, Punch line, illustration and layout.
5. Advertising Media –
Types, factors for selecting media, media cost, expression in India, media models, Advertising Message: What to Say.

RECOMMENDED BOOKS

- 1- Advertising management by Aaker & Myers, P.H.I
- 2- Advertising management Text and cases by Mohan, TATA McGraw Hill Publication
- 3- Foundation of advertising by Chundawliya & Sathiy Himalaya Publication

Websites for Reference:

- 1- Management & Business Studies Portal
- 2- National Bureau of Economic Research
- 3- Open Book Publishers
- 4- Coursera.org
- 5- TheBookPond.com
- 6- Amazon.com

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Alloted (%)
1	20	15
2	20	15
3	30	20
4	30	20
5	40	30
Total	140	100

**ELECTIVE -III
RURAL MARKETING MANAGEMENT**

L	T	P
10	-	-

RATIONALE:

This paper equips the students with general principles of Rural marketing ie. nature and scope of marketing, marketing environment, buyer behavior, marketing segmentation, assessment of demand, planning process and development etc.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Understand the Basic Fundamental of Rural marketing management
- Understand the Concept of complete Segmentation Process
- Understand the concept of Supply Chain management
- Control measures for Consumer Behavior & pricing
- Understand the importance of Promotion and research

DETAILED CONTENTS

1. **RURAL ECONOMY :**

Introduction, The development exercise, Rural-Urban disparities, Diagnosis of the failure, Policy, Interventions required, Rural face to reforms, Towards cyber India.

2. **RURAL MARKET :**

Rural environment, Characteristics of rural market, Profile of rural demand, Taxonomy of rural market, Attractiveness of rural market, Thompson rural market index, Major factors contributing to the growth of rural markets.

3. **RURAL MARKETING :**

Introduction, Rural marketing : The new discipline, Concept and scope, Rural Vs Urban marketing, Constraints in rural marketing, The implication : Value Added Rural Marketing.

4. **RURAL CONSUMER :**

Profile of rural consumer, identifying the right customer, Buyer behavior in rural India, Methods of motivating rural consumers, Innovation Adoption.

5. **RURAL MARKETING STRATEGIES :**

Rural marketing mix, Features of rural marketing mix, Product strategies, Pricing strategies, Distribution channel strategies, Physical distribution strategies, Problem in rural distribution and logistics, Promotion strategies, Formal and informal/rural specific media.

6. **MARKET FOR AGRICULTURAL INPUTS :**

A framework for understanding the market for inputs (agronomic potential, agro-economic potential, effective demand, actual consumption), Marketing of seeds, Marketing of fertilizer, Marketing of pesticides, Marketing of tractors, Marketing of credits, Co-operative

marketing.

RECOMMENDED BOOKS

- 1- Rural marketing: text and cases, CSG Krishnamacharyulu & Laliths ramakrishna, Pearson Education.
- 2- Rural Marketing management , by Sukhpal singh ,Vikas Publication

Websites for Reference:

- 1- Management & Business Studies Portal
- 2- National Bureau of Economic Research
- 3- Open Book Publishers
- 4- Coursera.org
- 5- TheBookPond.com
- 6- Amazon.com

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Alloted (%)
1	20	10
2	20	10
3	25	20
4	25	20
5	25	20
6	25	20
Total	140	100

2.4 PERSONALITY DEVELOPMENT

L T P
- - 4

RATIONALE:

This paper equips the students with general principles of Personality development.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Understand the concept of good personality
- Understand the concept of attitude and impression
- Control the measures of self management and self discipline

DETAILED CONTENTS

1- ATTITUDE AND PERSONALITY :

Attitude And Personality :

Introduction/Types/ Ins signifiacnce in personality. Factors Determining it. Its Correlation with success. Step to build up positive attitude.

Goal Setting :

Attitude and goal setting. Its significance in personality development. Setting your personalized goal.

Personality :

Introduction, Types - Outer and Inner, Its significance in modern world.

2- ATTIUDE AT WORKPLACE :

Attitude At Workplace :

Providing to the expectations of Seniros/Subordinates/ Co- workers. Personal Employability skill. Time Management. Stress Management. Human Networking or People Skills, Team Building, Self-Motivation and Leadership Traits,Negotiation Skills.

3- MAKING LASTING IMPRESSION :

Personal Grooming :

Health and Hygiene, dress sense, Developing Positive Habits and Character, Body

Language, Basic Manners and Etiquettes, giving Personality a Professional Outlook.

4- **WORKING AT GLOBAL WORKPLACE :**

Self Management :

Self-Adaptation with corporate, Behavioral Adjustment, Coordination Ability, Coping job shifts and job rotation.

5- **INTELLIGENCE/I/Q AND PERSONALITY TESTS :**

Intelligence Tests :

Verbal, Non-verbal.

Personality Test :

Simulation and situation test. Psychological tests, I.Q. and Memory based tests.

6- **Group discussion, Mock interview, Role plays, Interview tips.**

2.5 ENVIRONMENTAL STUDIES

L T P
3 - 2

RATIONALE

A diploma holder must have knowledge of different types of pollution caused due to industries and constructional activities so that he may help in balancing the ecosystem and controlling pollution by various control measures. He should also be aware of environmental laws related to the control of pollution. He should know how to manage the waste. Energy conservation is the need of hour. He should know the concept of energy management and its conservation.

LEARNING OUTCOMES

After undergoing the subject, the student will be able to:

- Comprehend the importance of ecosystem and sustainable
- Demonstrate interdisciplinary nature of environmental issues
- Identify different types of environmental pollution and control measures.
- Take corrective measures for the abatement of pollution.
- Explain environmental legislation acts.
- Define energy management, energy conservation and energy efficiency
- Demonstrate positive attitude towards judicious use of energy and environmental protection
- Practice energy efficient techniques in day-to-day life and industrial processes.
- Adopt cleaner productive technologies
- Identify the role of non-conventional energy resources in environmental protection.
- Analyze the impact of human activities on the environment

DETAILED CONTENTS

1. Introduction

(04 Periods)

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- 1.1 Basics of ecology, eco system- concept, and sustainable development, Resources renewable and non renewable.
2. Air Pollution (04 Periods)
 - 2.1 Source of air pollution. Effect of air pollution on human health, economy, plant, animals. Air pollution control methods.
3. Water Pollution (08 Periods)
 - 3.1 Impurities in water, Cause of water pollution, Source of water pollution. Effect of water pollution on human health, Concept of dissolved O₂, BOD, COD. Prevention of water pollution- Water treatment processes, Sewage treatment. Water quality standard.
4. Soil Pollution (06 Periods)
 - 4.1 Sources of soil pollution
 - 4.2 Types of Solid waste- House hold, Hospital, From Agriculture, Biomedical, Animal and human, excreta, sediments and E-waste
 - 4.3 Effect of Solid waste
 - 4.4 Disposal of Solid Waste- Solid Waste Management
5. Noise pollution (06 Periods)

Source of noise pollution, Unit of noise, Effect of noise pollution, Acceptable noise level, Different method of minimize noise pollution.
6. Environmental Legislation (08 Periods)

Introduction to Water (Prevention and Control of Pollution) Act 1974, Introduction to Air (Prevention and Control of Pollution) Act 1981 and Environmental Protection Act 1986, Role and Function of State Pollution Control Board and National Green Tribunal (NGT), Environmental Impact Assessment (EIA).
7. Impact of Energy Usage on Environment (06 Periods)

Global Warming, Green House Effect, Depletion of Ozone Layer, Acid Rain. Eco-friendly Material, Recycling of Material, Concept of Green Buildings.

LIST OF PRACTICALS

1. Determination of pH of drinking water
2. Determination of TDS in drinking water
3. Determination of TSS in drinking water
4. Determination of hardness in drinking water
5. Determination of oil & grease in drinking water
6. Determination of alkalinity in drinking water
7. Determination of acidity in drinking water
8. Determination of organic/inorganic solid in drinking water
9. Determination of pH of soil
10. Determination of N&P (Nitrogen & Phosphorus) of soil
11. To measure the noise level in classroom and industry.
12. To segregate the various types of solid waste in a locality.
13. To study the waste management plan of different solid waste
14. To study the effect of melting of floating ice in water due to global warming

INSTRUCTIONAL STRATEGY

In addition to theoretical instructions, different activities pertaining to Environmental Studies like expert lectures, seminars, visits to green house, effluent treatment plant of any industry, rain water harvesting plant etc. may also be organized.

MEANS OF ASSESSMENT

- Assignments and quiz/class tests,
- Mid-term and end-term written tests

RECOMMENDED BOOKS

1. Environmental and Pollution Awareness by Sharma BR; Satya Prakashan, New Delhi.
2. Environmental Protection Law and Policy in India by Thakur Kailash; Deep and Deep Publications, New Delhi.
3. Environmental Pollution by Dr. RK Khitoliya; S Chand Publishing, New Delhi
4. Environmental Science by Deswal and Deswal; Dhanpat Rai and Co. (P) Ltd. Delhi.
5. Engineering Chemistry by Jain and Jain; Dhanpat Rai and Co. (P) Ltd. Delhi.
6. Environmental Studies by ErachBharucha; University Press (India) Private Ltd., Hyderabad.
7. Environmental Engineering and Management by Suresh K Dhamija; S K Katariaand Sons, New Delhi.
6. E-books/e-tools/relevant software to be used as recommended by AICTE/ NITTTR, Chandigarh.

Websites for Reference:

- 1- Management & Business Studies Portal
- 2- National Bureau of Economic Research
- 3- Open Book Publishers
- 4- Coursera.org
- 5- TheBookPond.com
- 6- Amazon.com

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	04	10
2	04	10
3	08	20
4	06	14
5	06	14
6	08	20
7	06	12
Total	42	100

2.6 PROJECT WORK

L T P
- - 8

RATIONALE

Project Work aims at developing innovative skills in the students whereby they apply in totality the knowledge and skills gained through the course work in the solution of particular problem or by undertaking a project. In addition, the project work is intended to place students for project oriented practical training in actual work situation for the stipulated period.

LEARNING OUTCOMES

After undergoing the project work, the students will be able to :

- Apply in totality the knowledge and skills gained through the course work in the solution of particular problem or by undertaking a project.
- Develop understanding regarding the size and scale of operations and nature of field-work in which students are going to play their role after completing the courses of study
- Develop understanding of subject based knowledge given in the classroom in the context of its application at work places.
- Develop firsthand experience and confidence amongst the students to enable them to use and apply polytechnic/institute based knowledge and skills to solve practical problems related to the world of work.
- Develop abilities like interpersonal skills, communication skills, positive attitudes and values etc.
- Assemble/fabricate and test an electronics gadget.

General Guidelines

The individual students have different aptitudes and strengths. Project work, therefore, should match the strengths of students. For this purpose, students should be asked to identify the type of project work, they would like to execute. The activity of problem identification should begin well in advance (say at the end of second year). Students should be allotted a problem of interest to him/her as a major project work. It is also essential that the faculty of the respective department may have a brainstorming session to identify suitable project assignments for their students. The project assignment can be individual assignment or a group assignment. There should not be more than 3 students if the project work is given to a group. The project work identified in collaboration with industry should be preferred .

This practical training cum project work **should not be considered** as merely conventional industrial training in which students are sent at work places with either minimal or no supervision. This experience is required to be planned in advance and supervised on regular basis by the polytechnic faculty. For the fulfillment of above objectives, polytechnics may establish close linkage with 8-10 relevant organization for providing such an experience to students. It is necessary that each organization is visited well in advance and activities to be performed by students are well defined. The chosen activities should be such that it matches with the curricular interest to students and of professional value to industrial/ field organizations. Each teacher is expected to supervise and guide 5-6 students.

The project assignments may consist of:

Development of prototypes

Study of different types of :

- heat exchangers
- distillation columns
- evaporators
- reactors
- drying unit etc.

Study of different types of vessels, heads and joints (can be done through factory visit)

Study of pumps and valves used in process industries

Fabrication of components/equipments

Fault diagnosis and rectification experiences

Bringing improvements in the existing system/equipment

Audits of industry- energy audit, water audit, material audit etc.

Case Studies

NOTE:

The list is only the guideline for selecting a project; however a student is at liberty to select any other related project of his choice independently under guidance of his teacher.

A suggestive criterion for assessing student performance by the external (person from industry) and internal (teacher) examiner is given in table below:

Sr. No.	Performance Criteria	Max.** Marks	Rating Scale				
			Excel lent	Very Good	Good	Fair	Poor
1.	Selection of project assignment	10%	10	8	6	4	2
2.	Planning and execution of considerations	10%	10	8	6	4	2
3.	Quality of performance	20%	20	16	12	8	4
4.	Providing solution of the problems or production of final product	20%	20	16	12	8	4
5.	Sense of responsibility	10%	10	8	6	4	2
6.	Self expression/ communication skills	5%	5	4	3	2	1
7.	Interpersonal skills/human relations	5%	5	4	3	2	1
8.	Report writing skills	10%	10	8	6	4	2
9	Viva voce	10%	10	8	6	4	2
Total marks		100	100	80	60	40	20

RESOURCE REQUIREMENT

LAB REQUIREMENT

Programming Lab

LIST OF EQUIPMENT

Sr. No.	Description	Qty	Tentative. Price (Rs)
10.1 PROGRAMMING LAB			
1.	Computer Server (Quad core, intel processor 32 GB RAM)	1	5,00,000/-
2.	Computer Desktop (i7,8th Generation, 1TB Hard disk, 8Gb RAM, Pre loaded window with 5 year warranty)	60	42,00,000/-
3.	Switch with 24 port speed 10/100/1000 (Manageable)	2	1,00,000/-
4.	Multifunctional Laser/Ink tank Printer	3	90,000/-
5.	Multifunctional Printer, A3 size	1	40,000/-
6.	Scanner	1	65,000/-
7.	Laptop	1	75,000/-
8.	Online UPS, 6KVA	2	2,00,000/-
9.	Digital Camera, HD quality	1	30,000/-
10.	Internet Connectivity	60 Nodes	1,00,000/-
11.	LCD/DLP Projector with Screen	1	25,000/-
12.	Python and Anaconda (Open Source Freeware)		
13.	Python IDE (Open Source Freeware)		
14.	MS Office latest or equivalent FOSS	1	20,000/- Per year
15.	Web camera, Mike and speakers	LS	20,000/-
16.	Air Conditioner 2 ton	2	70,000/-
17.	Antivirus Software	5 Users	10,000/-

Furniture Requirement

Norms and standards laid down by AICTE be followed for working out furniture requirement for this course.

11. EVALUATION STRATEGY

11.1 INTRODUCTION

Evaluation plays an important role in the teaching-learning process. The major objective of any teaching-learning endeavor is to ensure the quality of the product which can be assessed through learner's evaluation.

The purpose of student evaluation is to determine the extent to which the general and the specific objectives of curriculum have been achieved. Student evaluation is also important from the point of view of ascertaining the quality of instructional processes and to get feedback for curriculum improvement. It helps the teachers in determining the level of appropriateness of teaching experiences provided to learners to meet their individual and professional needs. Evaluation also helps in diagnosing learning difficulties of the students. Evaluation is of two types: Formative and Summative (Internal and External Evaluation)

Formative Evaluation

It is an on-going evaluation process. Its purpose is to provide continuous and comprehensive feedback to students and teachers concerning teaching-learning process. It provides corrective steps to be taken to account for curricular as well as co-curricular aspects.

Summative Evaluation

It is carried out at the end of a unit of instruction like topic, subject, semester or year. The main purpose of summative evaluation is to measure achievement for assigning course grades, certification of students and ascertaining accountability of instructional process. The student evaluation has to be done in a comprehensive and systematic manner since any mistake or lacuna is likely to affect the future of students.

In the present educational scenario in India, where summative evaluation plays an important role in educational process, there is a need to improve the standard of summative evaluation with a view to bring validity and reliability in the end-term examination system for achieving objectivity and efficiency in evaluation.

11.2 STUDENTS' EVALUATION AREAS

The student evaluation is carried out for the following areas:

- Theory
- Practical Work (Laboratory, Workshop, Field Exercises)
- Project Work
- Professional Industrial Training

A. Theory

Evaluation in theory aims at assessing students' understanding of concepts, principles and procedures related to a course/subject, and their ability to apply learnt principles and solve problems. The formative evaluation for theory subjects may be caused through sessional /class-tests, home-assignments, tutorial-work, seminars, and group discussions etc. For end- term evaluation of theory, the question paper may comprise of three sections.

Section-I

It should contain objective type items e.g. multiple choice, matching and completion type. Total weightage to Section-1 should be of the order of 20 percent of the total marks and no choice should be given in this section. The objective type items should be used to evaluate students' performance in knowledge, comprehension and at the most application domains only.

Section-II

It should contain short answer/completion items. The weightage to this section should be of the order of 40 percent of the total marks. Again, no choice should be given in section-II

Section-III

It may contain two to three essay type questions. Total weightage to this section should be of the order of 40 percent of the total marks. Some built-in, internal choice of about 50 percent of the questions set, can be given in this section

Table II : Suggested Weightage to be given to different ability levels

Abilities	Weightage to be assigned
Knowledge	10-30 percent
Comprehension	40-60 percent
Application	20-30 percent
Higher than application i.e. Analysis, Synthesis and Evaluation	Upto 10 percent

B. Practical Work

Evaluation of students performance in practical work (Laboratory experiments, Workshop practicals/field exercises) aims at assessing students ability to apply or practice learnt concepts, principles and procedures, manipulative skills, ability to observe and record, ability to interpret and draw conclusions and work related attitudes. Formative and summative evaluation may comprise of weightages to performance on task, quality of product, general behaviour and it should be followed by viva-voce.

C. Project Work

The purpose of evaluation of project work is to assess student's ability to apply, in an integrated manner, learnt knowledge and skills in solving real life problems, manipulative skills, ability to observe, record, creativity and communication skills. The formative and summative evaluation may comprise of weightage to nature of project, quality of product, quality of report and quality of presentation followed by viva-voce.

D. Professional Industrial Training

Evaluation of professional industrial training report and viva-voce/ presentation aims at assessing students' understanding of materials, industrial processes, practices in the industry/field and their ability to engage

In activities related to problem-solving in industrial setting as well as understanding of application of learnt knowledge and skills in real life situation. The formative and summative evaluation may comprise of weightages to performance in testing, general behaviour, quality of report and presentation during viva-voce.

12. RECOMMENDATIONS FOR EFFECTIVE CURRICULUM IMPLEMENTATION

This curriculum document is a Plan of Action and has been prepared based on exhaustive exercise of curriculum planning and design. The representative sample comprising selected senior personnel (lecturers and HODs) from various institutions and experts from industry/field have been involved in curriculum design process.

The document so prepared is now ready for its implementation. It is the faculty of polytechnics who have to play a vital role in planning instructional experiences for the courses in four different environments viz. class-room, laboratory, library and field and execute them in right perspective. It is emphasized that a proper mix of different teaching methods in all these places of instruction only can bring the changes in stipulated students behaviour as in the curriculum document. It is important for the teachers to understand curriculum document holistically and further be aware of intricacies of teaching-learning process (T-L) for achieving curriculum objectives. Given below are certain suggestions which may help the teachers in planning and designing learning experiences effectively. These are indicative in nature and teachers using their creativity can further develop/refine them. The designers of the programme suggest every teacher to read them carefully, comprehend and start using them.

(A) Broad Suggestions:

1. Curriculum implementation takes place at programme, course and class-room level
Respectively and synchronization among them is required for its success. The first step towards achieving synchronization is to read curriculum document holistically and understand its rationale and philosophy.
2. An academic plan needs to be prepared and made available to all polytechnics well in advance. The Principals have a great role to play in its dissemination and, percolation upto grass-root level. Polytechnics, in turn are supposed to prepare institutional academic plan.
3. HOD of every Programme Department along with HODs and incharges of other departments are required to prepare academic plan at department level referring to institutional academic plan.
4. All lecturers/Senior lecturers are required to prepare course level and class level lesson plans referring departmental academic plan.

(B) Course Level Suggestions

Teachers are educational managers at class room level and their success in achieving

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course level objectives lies in using course plan and their judicious execution which is very important for the success of programme by achieving its objectives. Polytechnic teachers are required to plan various instructional experiences viz. theory lecture, expert lectures, lab/workshop practicals, guided library exercises, field visits, study tours, camps etc. In addition, they have to carry out progressive assessment of theory, assignments, library, practicals and field experiences. Teachers are also required to do all these activities within a stipulated period of time. It is essential for them to use the given time judiciously by planning all above activities properly and ensure execution of the plan effectively.

Following is the gist of suggestions for subject teachers to carry out T-L process effectively:

1. Teachers are required to prepare a course plan, taking into account departmental academic plan, number of weeks available and courses to be taught.
2. Teachers are required to prepare lesson plan for every theory class. This plan may comprise of contents to be covered, learning material for execution of a lesson plan. They may follow steps for preparing lesson plan e.g. drawing attention, state instructional objectives, help in recalling pre-requisite knowledge, deliver planned subject content, check desired learning outcomes and reinforce learning etc.
3. Teachers are required to plan for expert lectures from field/industry. Necessary steps are to plan in advance, identify field experts, make correspondence to invite them, take necessary budgetary approval etc.
4. Teachers are required to plan for guided library exercises by identification of course specific experience requirement, setting time, assessment, etc. The assignments and seminars can be thought of as terminal outcome of library experiences.
5. Concept and content based field visits may be planned and executed for such content of course which is abstract in nature and no other requisite resources are readily available in institute to impart them effectively.
6. There is a dire need for planning practical experiences in right perspective. These slots in a course are the avenues to use problem based learning/activity learning/ experiential learning approach effectively. The development of lab instruction sheets for the course is a good beginning to provide lab experiences effectively.
7. Planning of progressive assessment encompasses periodical assessment in a semester, preparation of proper quality question paper, assessment of answer sheets immediately and giving constructive feed back to every student.
8. The student centred activities may be used to develop generic skills like task Management, problem solving, managing self, collaborating with others etc.

9. Where ever possible, it is essential to use activity based learning rather than relying on delivery based conventional teaching all the time.
10. Teachers may take initiative in establishing liaison with industries and field organizations for imparting field experiences to their students.
11. Students be made aware about issues related to ecology and environment, safety, concern for wastage of energy and other resources etc.
12. Students may be given relevant and well thought out project assignments, which are purposeful and develop practical skills. This will help students in developing creativity and confidence for their gainful employment.
13. A Project bank may be developed by the concerned department of the polytechnics in consultation with related Industry, research institutes and other relevant field organizations in the state.

LIST OF EXPERTS

List of experts who contributed in the revision of the curriculum for The One Year Post Graduate Diploma in MARKETING AND SALES MANAGEMENT at I.R.D.T.U.P., Kanpur

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