

**B.A. (VS) Modern Office Management**  
**Semester V**  
**DISCIPLINE SPECIFIC CORE COURSE – DSC-5.1**  
**Advanced Phonography- II**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
<b>Advanced Phonography- II (DSC-5.1)</b>	<b>4</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>12<sup>th</sup> Pass</b>	<b>Knowledge of Basic Phonography</b>

**Learning Objective:** The aim of Advanced Phonography-II is to write seen and unseen dictations on varied subject matters and transcribe the same speedily and accurately on computer.

**Learning Outcomes:** After completion of the course, the learners will be able to:

1. demonstrate the techniques of note taking and transcription relating to intersections, business, legal, political and banking phrases.
2. demonstrate the techniques of note taking and transcription relating to insurance and shipping phrases, technical and railway phrases and special list of words.
3. take dictation at different speeds of the exercises given in different units and transcribe the same on the computers.
4. take dictation of unseen passages at different speeds and transcribe the same on the computers.

**Unit 1:** Intersections, Business Phrases, Legal Phrases, Political Phrases and Banking Phrases.

**Unit 2:** Insurance & Shipping Phrases, Technical & Railway Phrases and Special List of Words.

**Unit 3:** Practice of seen dictation exercises from Units 1 and 2 of Old Course Book at the Speed of 100 words per minute.

**Unit 4:** Practice of unseen dictation exercises from shorthand books and magazines at the Speed of 80 words per minute.

**Practical exercise:****The learners are required to:**

1. Have someone read aloud a passage or series of phrases related to intersections, business, legal, political, or banking contexts. Take dictation by writing down what is being spoken in real-time. Focus on maintaining accuracy, speed, and proper formatting.
2. Find written materials such as articles, reports, or speeches that cover intersections, business, legal, political, or banking subjects. Read through the content and practice taking concise and organized notes.
3. Choose a short audio or video clip related to intersections, business, legal, political, or banking topics. Play the recording at a faster speed and challenge yourself to take notes quickly while maintaining comprehension and accuracy. Gradually increase the playback speed to improve your note-taking efficiency.
4. Obtain a transcription of a recorded conversation, interview, or speech related to intersections, business, legal, political, or banking subjects. Review the transcription and identify any errors, inconsistencies, or inaccuracies.

**Suggested Readings**

- Kuthiala,(2020) Pitman Shorthand Instructor- Old Course Book
- Pitman, Sir Isaac,(1975) Pitman Shorthand Instructor- Old Course Book , Indian Reprint, A. H. Wheeler Publishing Co. Ltd., New Delhi
- Kuthiala, O.P.(2020) *Way to High-Speed Writing*, Pitman S.S. Publications, New Delhi.
- Thorpe, Edgar E. (2020) *Principles of Modern Phraseography*, Pitman S.S. Publications, New Delhi.
- Thorpe, Edgar E. (2020) *2000 Common Words Reading and Dictation Exercises*, Pitman S.S. Publications, New Delhi.
- *700 Common Words Reading and Dictation Exercises*, A.H. Wheeler Publications
- Kuthiala, O.P.(2020), *Phono Phrase Book*, Pitman S.S. Publications, New Delhi.
- Murty, Krishna N.V. (2020,) *Modern Phrase Book*, Pitman S.S. Publications, New Delhi
- Shorthand Magazines available in the market.

**Notes:**

1. **Suggested readings shall be updated and uploaded on the college website from time to time.**
2. **Examination scheme and mode as prescribed by the Examination Branch, University of Delhi, from time to time.**

**B.A. (VS) Modern Office Management**  
**Semester V**  
**DISCIPLINE SPECIFIC CORE COURSE – 5.2 (DSC-5.2)**  
**Managerial Communication**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
<b>Managerial Communication DSC-5.2</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>12<sup>th</sup> Pass</b>	<b>-</b>

**Learning Objective:** The course aims to train students to enhance written as well as oral communication in management. This course will help students in understanding the principles and techniques of communication. Also, to understand the use of electronic media for communication.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. explain basics of managerial communication
2. interpret need for effective listening
3. describe basics of written and spoken communication
4. demonstrate role of group discussion and interviews
5. summarize business reports and proposals

**Unit 1: Introduction to Communications**

**10 hours**

Meaning and Objectives of Communication. Process of Communication. Forms of communication: formal and informal; upward, downward, diagonal and lateral. Role of a Manager. Barriers to effective Communication and Overcoming them. Effectiveness in Managerial Communication. Make use of grapevine. Role of verbal and non-verbal communication; interpreting non-verbal communication.

**Unit 2: Listening**

**5 hours**

Meaning and objectives of Listening. Features of a good listener. Analysing poor listening. Effective listening skills and barriers to effective listening.

**Unit 3: Verbal communication**

**10 hours**

**Oral Presentation:** Planning, structuring and delivering presentation. Handling queries. Challenges and etiquettes associated with Telephonic, web-conferencing and Teleconferencing communication.

**Written communication:** Principles and steps of effective writing. Seven Cs of Letter writing. Business Letters: inquiries, placing orders, sales letters. Job applications and resumes. Memos.

**Unit 4: Group Discussion****10 hours**

Nature, forms and classification of Groups. Role of managers in Group Discussions. Effective Group Decision Making. Group Conflict.

**Interviews:** Interviewing, Nature and types of Interviewing Questions. Verbal and Non-Verbal aspects of interviewing. Types of Interviews: structured and unstructured; group and depth.

**Unit 5: Meetings:****10 hours**

Planning and conducting meetings. Meeting Process. Ways to Effectively lead a meeting. Evaluating meeting and drafting minutes of a meeting.

**E-mail, Business Reports and Proposals:** E-mail Etiquettes, smartness and presentation. Business Reports and proposals: Writing, purpose and sections/parts.

**Exercises:** The learners are required to:

1. summarise annual reports of companies.
2. write business proposals.
3. participate in group discussions and mock interviews
4. drafting business emails.

**Suggested Readings:**

- Bell, Reginald L & Martin, Jeanette S (2019) Managerial Communication. Business Expert Press.
- Gupta, Alpana & Gupta. S. M.(2016), *Effective Business Communication*, Viva Books Originals
- Sengupta,(2011) Business and Managerial Communication, Prentice Hall India Learning Private Limited, New Delhi
- Lesikar, R.V. & Flatley, M.E.; (2008) Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- *Thimmaiah, N. Babitha & Reddy, P. Chandrika Reddy(2020) Managerial Communication, Thakur Publications Pvt. Co.Ltd. Bengaluru. India*
- Ludlow, R. & Panton, F.,(1992) *The Essence of Effective Communications*, Prentice Hall of India Pvt. Ltd., New Delhi.
- Owen Hargie, David Dickson, Dennis Tourish,(1999) *Communication in Management*. Gower Publishing, Ltd.
- R. C. Bhatia,(2008), *Business Communication*, Ane Books Pvt Ltd, New Delhi.
- Scot, O., (2004), *Contemporary Business Communication*. Biztantra, New Delhi
- Madhukar R. K.(2011), *Business Communication*, Vikas Publishing, New Delhi

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**DISCIPLINE SPECIFIC CORE COURSE- DSC 5.3  
Basics of Financial Management**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
<b>Basics of Financial Management DSC-5.3</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>12<sup>th</sup> Pass</b>	<b>Nil</b>

**Learning Objectives:** The course aims to enable students to acquire knowledge of principles and practice of financial management.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the conceptual framework of financial management and get an insight into the concept of time value of money, and risk and return.
2. estimate cash flows for projects, and evaluate their profitability using capital budgeting techniques.
3. estimate the cost of capital; and critically analyse different capital structure theories and factors affecting capital structure decision of a firm.
4. analyse different theories of dividend and factors affecting dividend policy.
5. estimate working capital requirements of a firm, and device optimum credit policy for a firm.

**Unit 1: Financial Management: An Overview**

**3 Hours**

Nature, scope and objectives of financial management. An overview of time value of money and risk and return.

**Unit 2: Capital Budgeting Decision**

**12 hours**

The Capital Budgeting Process, Cash Flow Estimation, Different techniques of Capital budgeting: Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR) and Profitability Index.

**Unit 3: Cost of Capital and Financing Decision**

**15 Hours**

**Cost of Capital:** Estimation of components of cost of capital: Method for calculating cost of equity, Cost of retained Earnings, Cost of Debt, Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Incremental (Marginal) Cost of Capital.

**Capital Structure:** Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating, Financial and Combined Leverage. EBIT-EPS Analysis. Determinants of Capital Structure.

**Unit 4: Dividend Decision**

**6 Hours**

Theories for relevance and irrelevance of dividend decision for corporate valuation- MM Approach, Walter's Model, Gordon's Model. Determinants of Dividend policy.

**Unit 5: Working Capital Decision**

**9 Hours**

Concepts of Working Capital, Operating & Cash Cycles, Risk-return Trade off, working capital estimation, Receivables Management.

**Note: Use of Spreadsheet should be encouraged for doing basic calculations for various topics in the course and giving students subject related assignments for their internal assessment purposes.**

**Exercises:**

The learners are required to:

1. compute risk and return of various investment alternatives using excel spreadsheet. 2. Estimate cash flows for a hypothetical Start-up. Using excel, evaluate the project's profitability by employing capital budgeting evaluation techniques.
2. extract data from financial statements of different firms/financial databases and estimate the cost of capital using appropriate software.
3. extract historical data and evaluate different dividend policies followed by companies of specific industries.
4. estimate working capital requirements for any two companies belonging to different industries and compare them.

**Suggested Readings:**

- Brealey, R. A., Myers, S. C., Allen F., & Mohanty, P. (2020). *Principles of Corporate Finance*. McGraw Hills Education.
- Khan, M. Y. & Jain, P. K. (2011). *Financial Management: Text, Problems and Cases*. New Delhi: Tata McGraw Hills.
- Kothari, R. (2016). *Financial Management: A Contemporary Approach*. New Delhi: Sage Publications Pvt. Ltd.
- Maheshwari, S. N. (2019). *Elements of Financial Management*. Delhi: Sultan Chand & Sons.
- Maheshwari, S. N. (2019). *Financial Management – Principles & Practice*. Delhi: Sultan Chand & Sons.
- Pandey, I. M. (2022). *Essentials of Financial Management*. Pearson.
- Rustagi, R. P. (2022). *Fundamentals of Financial Management*. New Delhi: Taxmann. New Delhi.
- Sharma, S. K. & Sareen, R. (2019). *Fundamentals of Financial Management*. New Delhi: Sultan Chand & Sons (P) Ltd.

- Singh, J. K. (2016). *Financial Management: Theory and Practice*. New Delhi: Galgotia Publishing House.
- Singh, S. and Kaur, R. (2020). *Basic Financial Management*. New Delhi: SCHOLAR Tech Press.
- Tulsian, P. C. & Tulsian, B. (2017). *Financial Management*. New Delhi: S. Chand.

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