

**Sri Satya Sai University of Technology and Medical Sciences,
Sehore**

Department of Bachelor of Arts(computer application)



**Curriculum
2019-2020**

(1) Vision:

The vision of arts institution is to be develop the artistic sense and overall development of the student for all kinds of administrative activities .

(2) Mission:

The mission of art institution is to be make the student master in the field of social studies in order to make them strong in administration and not only in teaching.

(3) Program Educational Preambles (PEO's):

PEO-1. To give a thorough understanding about the basics of the discipline

PEO -2 To impart knowledge about the foundations of the Indian political system

PEO -3 To enable the students to develop an academic approach to the study of society.

PEO -4 Familiarize the student with evolution of social thought from philosophical thought.

PEO -5 Introduce the concepts of early sociological theorists

PEO -6 Trace the development of sociology in India.

PEO -7 An ability to apply mathematical foundations, algorithmic principles, and computer science theory in the modeling and design of computer-based systems in a way that demonstrates comprehension of the tradeoffs involved in design choices.

PEO -8 An ability to apply design and development principles in the construction of software systems of varying complexity.

PEO -9 Developed a product or process by applying knowledge of mathematics, computing, systems and development tools

(4) Programme Outcomes (PO's) :

PO-01 basic Knowledge: An ability to apply knowledge political science ,sociology and computer fundamentals and concepts of complex problems.

PO-02. Communication Skills

The teaching learning pedagogies used in the program will make the students capable enough to deliver and communicate information pertaining to social,political and effectively.

PO-03. Problem Solving

The B.A. Involves acquainting the students with problem solving techniques by providing them with real life situations through case-studies. The students shall be able to develop better sense of problem solving after going through the courses.

PO-04. Analytical Reasoning

The courses offer opportunity for students to develop analytical reasoning through their active participation and involvement in teaching-learning process as envisioned in the student centric approach.

PO-05. Cooperation/Team Work

The curriculum also inculcates in the young minds the qualities of teamwork, cooperation and solidarity which can be seen as a vision of the current business world. They shall be able to gain insight into the need to balance the aspects of collaboration and competition for healthier delivery to society whose hallmark currently is fierce competition. The courses included in the program teach the students to cultivate such characteristics keeping the larger societal welfare and sustenance in mind.

PO-06. Moral and ethical awareness/reasoning

The courses also involve training the students to check unethical behavior, falsification and manipulation of information in order to avoid debacles which can be seen rising persistently over the period of time.

PO-07: Environment and Sustainability: Analyse the impact of industrial activities on global warming and finding the sustainable solution through independent and reflective learning.

PO-08: Project Management: Ability to demonstrate management skills and apply social principles to one's own work, as a member and/or leader in a team, to manage projects in a multidisciplinary environment.

PO-9: Life-Long Learning: An ability to recognize importance of, and pursue lifelong learning in the broader context of innovation and developments.

PO-10. Information/Digital Literacy

The courses in this program help the students acquire knowledge of computers and become digitally literate by learning basics of computers and computerized accounting, thus becoming self-reliant.

(5) Program Specific Outcomes (PSOs)

Upon completion of this course the student would be able to:

PSOs Made positive contributions to community and society by applying skills and abilities learned during undergraduate program in computing

PSOs The Sociology students can develop the sociological knowledge and skills that will enable them to think critically and imaginatively about society and social issues. Through coursework, internships, independent studies and collaborative research with faculty, the Department encourages a commitment to social justice based on an appreciation of social and intellectual diversity and an awareness of social inequality.

PSOs The students understand the basic principles of Politics including governing institutions and branches, political wings and organizations, political behavior and the operation of government at both the national and state levels. Understanding government and politics in a comparative perspective and understand government and politics in a global context.

PSOs Made decisions related to work that demonstrate understanding of the importance of being an ethical computing professional

(06) Programme PO's and PSO's Mapping

			PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PO9	PO10	PO11	PO1 2			
S. No	Program	Courses Category	Engineering Knowledge	Problem Analysis	Design/Development of Solution	Investigation	Modern Tool Usage	The Engineer and Society	Environment and Sustainability	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	PSO 1	PSO 2	
1	B.A. C.A.	Humanities and Social Sciences including Management courses		*	*	*			*		*	*	*	*		*	
2		Basic Science courses															
3		Engineering Science courses including workshop, drawing, basics of electrical/mechanical/computer etc.															
4		Professional core courses		*		*						*		*			
5		Professional Elective courses relevant to chosen specialization/branch															
6		Open subjects – Electives from other technical and /or emerging *subjects		*		*											
7		Project work, seminar and internship in industry or elsewhere		*								*	*	*			
8		Specific core subject		*													
9		Mandatory Course (Non credit)															

(06) Programme PO's and PSO's Mapping

Name of the Courses/POs(Basic, Core Electives, Projects, Internships etc.)					PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	Ps o2	Ps o3	
year	Group	paper	Subject code	Name of subject													*	
BA First Year	sociology	I	BACA(Y-101A)	Basic Concept of Sociology	*	*	*							*		*		
		II	BACA(Y-101B)	Indian Society	*		*	*									*	
	Political science	I	BAP(Y-102A)	BASIC PRINCIPLES OF POLITICAL SCIENCE	*					*				*				*
		II	BACA(Y-102B)	Indian government & politics	*	*	*											
	COMPUTER APPLICATION	I	BACA (Y - 103A)	PAPER-I FUNDAMENTAL COMPUTER AND PC SOFTWARE														
		II	BACA (Y - 103B)	PAPER-II Desktop publishing and Multimedia														
FOUNDATION COURSE	I	BACA(Y-104A)	Moral value and language	*					*								*	
	II	BACA(Y-104B)	Development of entrepreneurship								*	*						
BA Second Year	sociology	I	BACA(Y201 A)	Social processes and change	*			*									*	
		II	BACA(Y201 B)	Rural,urban and tribal society		*	*										*	
	Political science	I	BACA(Y202 A)	Representative political thinkers	*						*							
		II	BACA(Y202 B)	Constitutions of major countries	*													
	COMPUTER APPLICATION	I	BACA (Y - 203A)	PAPER-I PC SOFTWARE & DATA PROCESSING														
		II	BACA (Y - 203B)	PAPER-II INTERNET & E-COMMERCE														
FOUNDATION COURSE	I	BACA(Y204 A)	Moral value and language II	*									*			*		
	II	BACA(Y201 A)	ENVIRONMENTAL STUDIES								*							
BA Third Year	sociology	I	BACA(Y301 A)	Basic of Sociological Thought				*									**	
		II	BACA(Y301 B)	Method of Social Research			*	*									*	
	Political science	I	BACA(Y302 A)	Indian Foreign Policy					*					*				
		II	BACA(Y302 B)	Public Administration	*				*									*
	COMPUTER APPLICATION	I	BACA(Y-303)	Computer Application Paper-I (Web Designing)														
		II		Computer Application Paper-II (Digital Marketing)														
FOUNDATION COURSE	I	FC(Y-304A)	-I Moral Value & Language III	*									*			*	*	
	II	FC(Y-304B)	II Basics Of Computer App.									*		*		*	*	

(08) Structure of Programme:

ANNUAL SCHEME OF B.A COMPUTER APPLICATION

YEAR-IST

SUBJECT CODE	GROUP	SUBJECT NAME	THEORY		CCE / INTERNAL		TOTAL MARKS		PRACTICAL		TOTAL	
			MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN
BACA(Y-101A)	Sociology	PAPER-I Basic Concept of Sociology	40	13	10	4	50	17	0	0	100	33
BACA (Y-101B)		PAPER-II Indian Society	40	13	10	4	50	17	0	0		
BACA (Y-102A)	Political science	PAPER-I Basic Principles of Political Science	40	13	10	4	50	17	0	0	100	33
BACA (Y – 102B)		PAPER-II Indian Government & Politics	40	13	10	4	50	17	0	0		
BACA (Y -103A)	COMPUTER APPLICATION	PAPER-I FUNDAMENTAL COMPUTER AND PC SOFTWARE	40	13	10	4	50	17	50	17	150	50
BACA (Y -103B)		PAPER-II Desktop publishing and Multimedia	40	13	10	4	50	17				
FC(Y -104A)	FOUNDATION COURSE	PAPER-I MORAL VALUE AND LANGUAGE	80	26	20	8	100	33	0	0	100	33
FC(Y-104B)		PAPER-II DEVELOPMENT OF ENTREPRENEURSHIP	80	26	20	8	100	33	0	0	100	33
TOTAL			400		100		500		50		550	

ANNUAL SCHEME OF B.A COMPUTER APPLICATION

YEAR-IInd

SUBJECT CODEGROUP	SUBJECT NAME	THEORY		CCE / INTERNAL		TOTAL MARKS	
		MAX	MIN	MAX	MIN	MAX	MIN
BACA(Y-201A)	Sociology PAPER-I :- Social Processes and Change	40	13	10	4	50	17
BACA (Y-201B)	PAPER-II Rural, Urban and Tribal Society	40	13	10	4	50	17
BACA (Y-202A)	Political science PAPER-I :- Representative Political Thinkers	40	13	10	4	50	17
BACA (Y – 202B)	PAPER-II Constitutions of Major Countries	40	13	10	4	50	17
BACA (Y -203A)	COMPUTER APPLICATION PAPER-I PC SOFTWARE & DATA PROCESSING	40	13	10	4	50	17
BACA (Y -203B)	PAPER-II INTERNET & E-COMMERCE	40	13	10	4	50	17
FC(Y -204A)	FOUNDATI ON COURSE PAPER-I Moral Value And Language-II	80	26	20	8	100	33
FC(Y-204B)	PAPER-II Environmental Studies	80	26	20	8	100	33
TOTAL		400		100		500	

B.A Computer Application III rd. Year Annual Scheme

Sn	Subject Code	Subject Name	Theory		Cce/Internal		Practical		Project/Internship		Total
			Max	Min	Max	Min	Max	Min	Max	Min	
1	BACA(Y-301)	Sociology: Paper-I Basic Of Sociological Thought	40	13	10	4					100
		Sociology: Paper-II Method Of Social Research	40	13	10	4					
2	BACA(Y-302)	Political Science: Paper-I Indian Foreign Policy	40	13	10	4					100
		Political Science: Paper-II Public Administration	40	13	10	4					
3	BACA(Y-303)	Computer Application Paper-I (Web Designing)	40	13	10	4					100
		Computer Application Paper-II (Digital Marketing)	40	13	10	4					
4	FC(Y304A)	Foundation Course: paper-I Moral Value & Languages	80	26	20	8					100
5	FC(Y304B)	Foundation course: Paper-II Basics Of Computer App. & Information Technology	80	26	20	8					100
6	BACA(Y-303C)	Practical: Computer Application					50	17			50
7	BACA(Y-305)	Project/Internship							100	33	100

(10) Course Content

Faculty of Humanities & Social sciences & Languages

Class: B.A. (CA) – I Year

Sub: Sociology

Paper –I (Basic Concept of Sociology)

Paper Code: BACA (Y-101A)

Max.marks: 40

CCE:10

Course Objectives

This course is designed with two main objectives in mind. Firstly, it presents an overview of how the discipline of Sociology emerged in the West. Secondly, the course introduces students to the writings of classical thinkers such as Marx, Weber, and Durkheim in order to show how they broaden the nature and scope of Sociology. The course has been revised from time to time with a view to add new texts and suitable commentaries.

Course Learning Outcome:

The course will demonstrate to students the manner in which particular theoretical frameworks emerged to understand society as an autonomous field not reducible to other disciplinary fields. The students will be able to engage with conceptual frameworks in sociology with ease and apply them to their understanding of social issues.

Course Contents:

- UNIT I (10 hrs):** Nature of Sociology, Meaning & Definition of Sociology, Subject matter, Scope & Importance, origin & Development of Sociology and other social.
- UNIT II (6 hrs):** Society, Community, Institutions, Associations, Group Social,
- UNIT III (6 hrs):** Social structure Status-Role, Culture, and Socialization.
- UNIT IV (6 hrs):** Social Control, Values and Norms Social Stratification and mobility.
- UNIT V (10 hrs):** Social Change- Meaning and type, Evaluation and revolutions, progress and Development.

Books-

- 1. R. G. Singh – Samaj Shastra Parichaya**
- 2. D.S. Baghel - Samaj Shastra ki mool awadharnaye**
- 3. C.N. Shankar Rao - Samaj Shastra**

Faculty of Humanities & Social sciences & Languages

Class: B.A. (CA) – I Year

Sub - Sociology

Paper-II (Indian Society)

Code: BACA (Y-101B)

Max.marks: 40

CCE:10

Course Objectives

This course looks at the way in which the sociology and anthropology of India have been shaped by the colonial and post-colonial imperatives of science and politics. Students come to a critical and historically informed understanding of the standard tropes that are used to define Indian society – caste, kinship, village, tribe, and region.

Course Learning Outcome:

The students will be enabled to develop a critical analysis of representations of Indian society and be able to engage with social issues with a more informed understanding.

Course Contents:

Unit I (10 hrs): Dharma, Varna-system, ashram-system, purushartha, Karma, sanskar

Unit II(06 hrs): Caste, class, family marriage, kinship

Unit III (06 hrs): the structure of Indian society; villages, Towns, Rural —Urban continuum, diversity of Indian society –demographic, Cultural Religious and linguistic

Unit IV (06 hrs): Family problem –dowry, divorce, domestic violence, problem of the elderly, youth tension

Unit V (10 hrs): Social problem –castism, regionalism, communalism, cyber- crime, gender inequality.

Books-

- 1. ML Gupta & DD Sharma – Bhartiya Samaj**
- 2. DS Baghel – Samajshastra**
- 3. Prof. Ram Gopal Singh – Vaishvikaran Media aur samaj**

Faculty of Humanities & Social sciences & Languages

Class B.A. (CA) I Year

Subject - (Political Science)

Paper – I (Basic Principles of Political Science)

Subject Code - BACA (Y-102A)

Max.marks: 40

CCE:10

Course objective:-

this course is divided into two section. Section.

- (a) introduces the students to the idea of political theory its history and approaches and an assessment of its critical and contemporary trends, section
- (b) is designed to reflection on the ideas and prectices relation to democracy.

Course learning out comes – The study of political science has special importance in all countries .its study help us to understand the mechanism and constitutional system of modern government,the principal of the domestic and foreign policies of nation

Unit I (10 hrs): Political Science – Definition, Scope, Nature, and Concept. Signification of political Theory. Methods: Traditional and Modern; Relation with other social sciences: Sociology, History, Economics, and Psychology & Geography

Unit2 (6hrs): State –Essential Elements, functions & Principles of origin of state, concept of Nationality, theory of Sovereignty; separation of Power, Citizenship and Civil Society.

Unit III (06hrs): Rights and Duties; Liberty, Equality and justice. Constitution: Meaning and types, Welfare state.

Unit IV (06 hrs): Types of Government, unitary and Federal, Parliamenty & Presidential, Theories of Democracy

Unit – V (10 hrs): Political Parties, National &Regional, pressure groups.

Books:-

1. Bhargava, R. (2008) ‘What is Political Theory’, in Bhargava, R. and Acharya, A. (eds.) *Political Theory: An Introduction*. New Delhi: Pearson Longman, pp. 2-17.

2., R. (2008) ‘Why Do We Need Political Theory’, in Bhargava, R. and Acharya, A. (Eds.) *Political Theory. An Introduction*. New Delhi: Pearson Longman, pp. 18-37.

3. Sriranjani, V. (2008) ‘Liberty’, in Bhargava, R. and Acharya, A. (eds.) *Political Theory: An Introduction*. New Delhi: Pearson Longman, pp. 40-57.

4 .Acharya, A. (2008) ‘Equality’, in Bhargava, R. and Acharya, A. (eds.) *Political Theory An Introduction*.New Delhi: Pearson Longman, pp. 58-73.

Faculty of Humanities & Social sciences & Languages

Class: B.A. (CA) – I year

Sub: POLITICAL SCIENCE

Paper – II (Indian Government & Politics)

Paper Code: BACA (Y-102B)

Max.marks: 40

CCE:10

Course objective:-

On completion of the course the students will gain knowledge about:

CO1: Institutional and Political Dynamics is to present a systematic analysis of all the major dimensions of Indian Political System.

CO2: The study of the Indian political system as a window to understand politics in the society.

CO3: about the way Indian political system has been working and the way it shapes institutions India.

CO4: how institutions are shaped through interaction with actual politics.

CO5: idea of political system and the account of the making and working of constitutional institutions.

CO6: How the constitution was adopted and why not some other, how the institutions grow in the company of actual politics.

CO7: How to identify and explain the central principles, institutions, procedures, and decision-making processes of the Indian political system.

CO8: Evaluate the basic strengths and weaknesses of the Indian political system through the application of political concepts and ideas.

Course Contents:

UNIT I (10 hrs): Brief History of Indian National Movement the Making of Indian Constitution and its sources. Preamble of Indian Constitution. Basic Features of Indian Constitution

UNIT II (06 hrs): Fundamental Rights and Duties. Directive Principles of State Policy. Union Executive: President, Cabinet and Prime Minister

UNIT III (06hrs): Union Parliament: Loksabha, RajyaSabha. Supreme Court; Election Commission

UNIT IV (06 hrs): The State Government Executive Governor, Council of Ministers and Chief Minister State Legislature: Legislative Assembly and Legislative Council.

UNIT V (10 hrs): Judicial activism, public courts, Right to information, electoral Reforms.

SUGGESTED READINGS:

1. A.G. Noorani- Constitutional Questions in India the President Parliament and the State, Delhi, Oxford University Press 2000.

2. J.C. Johari- Indian Government and Politics; Orient Longmans Publication, New Delhi.

3. Rajani Kothari- Caste and Politics in India Orient Longmans Publication New Delhi.

4. Rajani Kothari- Politics of India, Orient Longmans Publication New Delhi

Faculty of Humanities & Social sciences & Languages

CLASS: B.A COMPUTER APPLICATION

YEAR: I ST

GROUP-COMPUTER APPLICATION

SUBJECT – Fundamental of computer and PC software

PAPER:-I

PAPER CODE: BACA(Y -103A)

Max.marks: 40

CCE:10

Objective :

Making the students understand and learn the basics of computer how to operate it, to make familiar with the part and function of computer , its types , how to use computer in our day to day life , its characteristics, its usage , Limitations and benefits etc.and Understanding Word Processing and Spread Sheet.

Outcomes :

- 1) Describe the usage of computers and why computers are essential components in business and society and education .
- 2) Utilization the Operating system and working Internet Web resources and evaluate on-line e-business system.
- 3) Solve common business problems using appropriate Information Technology applications and systems.
4. Describe the working with the MS word and spreadsheet .
- 5) Identify categories of programs, system software and applications. Organize and work with files and folders.
- 6) Describe various types of networks network standards and communication software.

Contents :

Unit I (8 hrs) Introduction to computer system: block diagram, components, motherboard, processor, main memory, cache memory, hard disk. Input device, output device, external storage devices: floppy disk CD ROM, DVD, USB drives. Types of software: system Software, application software .System Software: operating system, utility programs, anti-virus, and disk cleaning .Application software: example commercial software with brief introduction. Programming language : low level language ,high level language ,assembly language ,middle level language ,compiler ,interpreter ,assembler , difference between compiler and interpreter .

Unit II (10 hrs) Operating system : definition , functions of operating system,CUI,GUI,types of operating system like single user ,multi user, real time, time sharing and batch processing ,multiprogramming ,multiprocessing ,multitasking, distributed processing .elementary idea of various common operating system prevalent round the world .

MS windows: introduction and its features, desktop, taskbar, files and folder start menu operations

My computer, network neighborhood,recycle-bin,windows explorer, creating ,copying ,moving and deleting files , setting wall paper , changing the mouse pointer, paint, notepad .

Unit III(09 hrs) Introduction of MS Word: Advantages of word Processing, Creating, saving, and editing a document: selecting, deleting, replacing text, copying text to another file. Insert ,formatting text and paragraph , using the font ,dialog box, paragraph formatting using bullets and numbering in paragraph ,use of smart art ,checking spelling ,line spacing , margins, space before and after paragraph , mail merge ,customizing the ribbon.

Introduction of MS excel: entering the information, numbers, formulas, editing data in a cell, excel functions, using a range with SUM, Moving and copying data, inserting and deleting row and columns in the worksheet, using the format cells.

Introduction of MS power point: introduction, slide show, formatting, creating a presentation inserting smart art, adding objects applying transitions, animation effects, adding tables.

Unit IV (8 hrs)Decision support system: importance of decision support system, limitation, characteristics of DSS, decision support and structure of decision making and repetitiveness of decision, DSS users. Expert system: support for decision making phases, support for the intelligent phases, support for design phase, support for choice phase. Management Information System: introduction, role of IT, MIS characteristics and application areas, business and technology trends –specialization, management by methodology, decentralization, internationalization etc.

Unit V (09 hrs)

Internet : meaning ,definitions ,history ,internet protocols,TCP/IP,FTP,HTTP,URL, internet browsers,WWW ,search engines ,introduction internet security terminology-network security,firewall,cryptography, password ,biometrics, digital signature, digital certificate.Business application of internet, email, use net ,news group,telnet,intranet,extranet,eticketing,chatting.

E-Banking and its benefits: smart card, E-cash, online financial services stock trading,

E-broking.E-business model, do it yourself model, made to order model, information service model, emerging hybrid models.

Text Books and Reference Books:

1. Computer Fundamental by P.K.Sinha
2. Fundamental of Information Technology by A. Leon M. Leon
3. Computer today by Suresh K. Basandra
4. P C Software by Nitin K Nayak

Faculty of Humanities & Social sciences & Languages

CLASS: B.A COMPUTER APPLICATION

YEAR: I ST

GROUP-COMPUTER APPLICATION

SUBJECT – Desktop Publishing and Multimedia

PAPER:-II

PAPER CODE: BACA (Y -103B)

Max.marks: 40

CCE:10

Objective :

DTP refers to the process of producing publications like cards, newspapers etc. by designing their text and graphic layout and inserting, editing, formatting and printing of text and graphical objects using a special desktop publishing software installed on computers. -The term desktop means that all the publishing process can now be done on a desk in the office or at home using a personal computer. -The difference between a desktop publisher and a word processor is that a desktop publisher software gives the user more tools and control of the page layout, text manipulation and graphics design than a word processor.

Outcomes :

1. Identify desktop publishing terminology and concepts.
2. Manipulate text and graphics to create a balanced and focused layout.
3. Create fliers, brochures, and multiple page documents.
4. Design a presentation illustrating insertion of movie, animation and sound.
5. Illustrate use of custom animation and slide transition (using different effects).

Contents:

Unit – I (07 hrs)

Importance and Advantages of DTP, DTP Software and Hardware, Commercial DTP Packages, Page Layout programs, Introduction to Word Processing. Commercial DTP Packages, Difference between DTP Software and Word Processing Software.

Unit- II (06 hrs)

Types of Graphics, Uses of Computer Graphics Introduction to Graphics Programs, Font and Type faces, Types of Fonts, Creation of Fonts (Photographer), Anatomy of Type faces, Printers, Types of Printers used in DTP, Plotter, Scanner.

Unit-III (10 hrs)

History and Versions of Page Maker, Creating a New Page, Document Setup Dialog Box, Paper Size, Page Orientation, Margins, Different Methods of placing text and graphics in a document, Master Page, Story Editor, Formatting of Text, Indent, Leading, Hyphenation, Spelling Check, Creating Index, Text Wrap, Position (Superscript/Subscript),Control Palette.

Unit-IV (11 hrs)

History, Multimedia Elements; Text Images, Sound, Animation and Video. Text, Concept of Plain Text and Formatted Text, RTF & HTML Text, Image , Importance of Graphics in Multimedia, Image Capturing Methods, Scanner, Digital

Camera, Sound – Sound and its effect in Multimedia, Analog and Digital Sound, Animation, Basics, Principles and use of Animation. Video, Basics of Video, Analog and Digital Video.

Unit-V (8 hrs)

Features of Multimedia, Overview of Multimedia, Multimedia Software Tools, Multimedia Authoring- Production and Presentation, Graphic File Formats, MIDI- Overview, Concepts, Structure of MIDI Devices, MIDI Messages.

Text Books and reference books:

1. Desktop Publishing on PC by M.C. Sharma
2. Professional in Desktop Publishing by Dinesh Maidasani
3. DTP Courses 2/e by Singh & Singh
4. Multimedia, Computing, Communication & Applications by Ralf Steinmetz
5. Fundamentals of Multimedia by Ze - Nian Li
6. Page Maker- Manual
7. 'o' Level module m3.2 Desktop publishing & Presentation graphics by V.K. Jain

MS-Word

1. Create a document and apply different Editing options.
2. Create Banner for your college.
3. Design a Greeting Card using Word Art for different festivals.
4. Create your Biodata and use page borders and shading .
5. Create a document and insert headers and footer, page title etc.
6. Implement Mail Merge.
7. Insert a table into a document.
8. Create a document and apply different formatting options.

MS Excel

1. Design your class Time Table.
2. Prepare a Mark sheet of your class subjects..
3. Prepare a Salary Slip of an employee.
4. Prepare a bar chart & pie chart for analysis of Election Results.
5. Prepare a generic Bill of a Super Market.
6. Work on the following exercise on a workbook:
 - a) Copy an existing Sheet
 - b) Rename the old Sheet
 - c) Insert a new Sheet into an existing Workbook
 - d) Delete the renamed Sheet.
7. Prepare an Attendance sheet of 10 students for any 6 subjects of your syllabus.
Calculate their total attendance , total percentage of attendance of each student &average of attendance
8. Create a worksheet on Students list of any 4 faculties and perform following database functions on it,
 - a) Sort data by Name
 - b) Filter data by Class
 - c) Subtotal of no. of students by Class.

MS Power Point

1. Design a presentation of your institute using auto content wizard, design templateand blank presentation.
2. Design a presentation illustrating insertion of pictures, word Art and clipart.
3. Design a presentation learn how to save it in different format, copying and opening an existing presentation.
4. Design a presentation illustrating insertion of movie ,animation and sound.
5. Illustrate use of custom animation and slide transition (using different effects).

6. Design a presentation using charts and tables of the marks obtained in class.
7. Illustrate use of macro in text formatting in your presentation.

PageMaker

1. Create a Greeting Card for New Year.
2. Create a Visiting Card.
3. Create your Resume.
4. Create an advertisement for job in well-known firm.
5. Create a Newspaper Report.
6. Create a document by importing Graphic Image from Clip Art.
7. Create a Wedding Card.
8. Type a document using Story Editor .
9. Input a text from Word Document into a PageMaker document.
10. Create a document on Importance of Text Wrap applying proper font size,

Faculty of Humanities & Social sciences & Languages

Class B.A. (CA) I Year
GROUP-FOUNDATION COURSE

Moral Value & Language

नैतिक मूल्य और भाषा

Paper – I

Paper Code: FC(Y-104A)

Max.marks: 80

CCE:20

Objective--On completion of the course ,the students of Foundation English will be able to:

CO1: Comprehend basic concepts of English Grammar- tenses, voice and concord.

CO2: Develop better reading skills.

CO3: Understand the accepted format on how to write applications and resumes.

CO4: Develop verbal communication skills.

CO5: Learn how to conduct oneself in interviews and learn the basic manners and etiquettes of facing formal interviews.

Course Contents:

UNIT I (6 hrs):

हिन्दी भाषा

1. स्वतंत्रता पुकारती (कविता) –जयशंकर प्रसाद
2. पुष्प की अभिलाषा (कविता) – माखनलाल चतुर्वेदी
3. वाक्य संरचना और अशुद्धियां (संकलित)

UNIT II (10 hrs):

हिन्दी भाषा

1. नमक का दरोगा (कहानी)- प्रेमचंद
2. एक थे राजा भोज (निबंध) – डॉ. त्रिभुवननाथ शुक्ल
3. पर्यायवाची, विलोम, एकार्थी अनेकार्थी, एवं शब्दयुग्म शब्द (संकलित)

UNIT III (8 hrs):

नैतिक मूल्य

1. नैतिक मूल्य परिचय एवं वर्गीकरण (आलेख) –डॉ. शशि राय
2. आचरण की सभ्यता (निबंध) –सरदार पूर्णसिंह
3. अंतर्ज्ञान और नैतिक जीवन (लेख) –डॉ. सर्वपल्ली राधाकृष्णन
4. अप्प दीपो भव (लेख) – स्वामि श्रद्धानंद

UNIT IV (8hrs):

1. Where the min is without fear: Rabindranath Tagore
2. The Hero: R.K. Narayan
3. Tryst with Destiny: Jawaharlal Nehru
4. Indian weavers: Sarjini Naidu
5. The Portrait of a lady: Khushwani Singh
6. The Solitary Reaper : William Wordsworth

UNIT V (10 hrs):

1. Basic Language Skills: Vocabulary, Synonyms, Antonyms, Word formation, Prefixes, Suffixes.
2. Basic Language Skills: Uncountable Noun, Verbs, Tenses, Adverbs.
3. Comprehension/Unseen Passage.
4. Composition and Paragraph Writing

Suggested Readings: मध्यप्रदेश हिन्दी ग्रंथ आकादमी द्वारा प्रकाशित पुस्तकें

Faculty of Humanities & Social sciences & Languages

**Class B.A. (CA) I Year
YEAR: I ST
GROUP-FOUNDATION COURSE
SUBJECT – Development of Entrepreneurship
Paper – II
Paper Code: FC(Y-104B)**

**Max.marks: 80
CCE:20**

Course Objective

The purpose of this course is to facilitate awareness about nature of business activity, ownership types and dynamic environment in which the business operates.

Course Learning Outcomes After completing the course, the student shall be able to:

CO1: understand the relationship between business and the environment.

CO2: analyze the environmental factors affecting business with special reference to SWOT analysis.

CO3: learn about various forms of business organisations |

CO4: explore the principles of business management.

CO5: appreciate the functions of management.

Course Contents:

UNIT I (8 hrs):

Entrepreneurship Development- Concept and importance, function of Enterpriser, Goal determination – Problems Challenges and Solutions.

UNIT II (10 hrs):

Project Proposal – need and objects- Nature of organization, Production Management, Financial Management, Marketing Management, Consumer Management.

UNIT III (7 hrs):

Role of regulatory Institutions, Role of development Organization, and self employment oriented schemes, various growth schemes.

UNIT IV (10 hrs):

Financial Management for Project- Financial Institution and their role, Capital estimation and arrangement, cost and price determination, accounting management.

UNIT V (8 hrs):

Problem of entrepreneur- Problem relating Capital, Problem relating Registration, administration problem and how to overcome from above problems.

Suggested Readings:

मध्यप्रदेश हिन्दी ग्रंथ आकादमी द्वारा प्रकाशित पुस्तकें

Faculty of Humanities & Social sciences & Languages
BA (CA)-II Year

SOCIOLOGY
Paper –I (Social Processes and Change)
Paper Code: BACA (Y-201A)

Max.marks: 40
CCE:10

Course Objectives

Course Learning Outcome:

Having gone through such a course, students would not only be able to understand various complex and contentious issues of development and underdevelopment but will also be able to pursue professional careers as development academics, planners, managers, policymakers etc.

Course Contents:

UNIT –I (6 hrs)

Social structure-concept and characteristics, function-concept and characteristics, social structure and function, (According to Radcliffe-brown and 1 parson)

UNIT –II (5 hrs)

Social organization-concept and characteristics .social process cooperation, accommodation. Assimilation. Adaptation, Adjustment.

UNIT –III (8 hrs)

Social Disorganization-concept and characteristics. Process of social disorganization-competition. Conflict, Deviant behavior, War

UNIT -IV(10 hrs)

Social legislation-Domestic violence Act2005.the scheduled cast and tribes (prevention of atrocities Act1989). Human right Act 1993. Right to information 2005.protection of woman under India constitution and criminal law.

UNIT –V (7 hrs)

Process of social change-social movement, planning, urbanization, industrialization, modernization.

Recommended Books:

1. **M. Hans Nain, Tribes in India, Harman Publication, New Delhi.**
2. **Singh K.S. Tribal Situation in India, Harman Publication, New Delhi.**
- 3^o हँसन नदीम, भारत में जनजातीय, हरनाम पब्लिकेशन, नई दिल्ली
- 4^o महाजन, धर्मवीर, जनजातीय समाज का समाजशास्त्र, विवेक प्रकाशन, नई दिल्ली
- 5^o शर्मा, श्रीनाथ, जनजातीय समाजशास्त्र, हिन्दी ग्रन्थ अकादमी, भोपाल

Faculty of Humanities & Social sciences & Languages
BA (CA)-II Year

SOCIOLOGY
Paper –II (Rural, Urban and Tribal Society)
Paper Code: BACA (Y-201B)

Max.marks: 40
CCE:10

Course Objectives

Sociology considers society as a moral system and religion becomes one of the most important sources of morality. The course is a blend of anthropological and sociological aspects of religion combining a study of communitarian affairs where religious beliefs and rites bring order in social life with a study of schisms and changes in religious doctrines and their relation with different classes and strata. The course is built around the notion that religion not only stabilises social life but also is a major source of ethics and values affecting economic and political domains.

2. Drawing from recent and classical research, this course lays down the foundation for a sociological study of the city or the urban. In addition, it introduces students to the multidisciplinary nature of contemporary urban studies by taking them through relevant theories from across the social sciences, including cultural geography, history, political science, and memory studies. Using a cross-cultural approach, the city is studied as part of global and transnational networks, spatial and cultural maps, formations of class, urban dislocation, and violence.

Course Learning Outcome:

1.The students will appreciate the significance of ritual sustaining the social fabric and develop an understanding of ethics as part of the domain of society rather than of the individual. It will help in making them more conscious about moral and ethical choices in their roles as active citizens.

2. In addition to gaining proficiency in concepts prevalent in a wide range of urban research, students will be trained competently towards undertaking professional research, consultancy, governmental and non-governmental work, urban policy.

Course Contents:

UNIT- I (8 hrs)

Characteristics of rural and peasant societies, Rural Family. Caste occupation and its changing status, jasmine system.

UNIT- II (7 hrs)

Rural leadership and Factions, peasant Tensions, cooperatives, changing status of Rural Woman, Migration.

UNIT- III (8 hrs)

Urban Society-Housing,Slums, juvenile Delinquency- Alcoholism, Drug, Addiction, Environmental pollution.

UNIT- IV (10 hrs)

Urban society-social Disorganization- Meaning, characteristics and causes, Crime poverty and unemployment, impact of information technology on society.

UNIT- V (6 hrs)

Tribes- Meaning and characteristics, Tribal problems, indebtedness, Land Alienation, Life style of Gonad ,Bhil, Bilal and Koru tribes.

Recommended Books:

- 1. Deidra, B.J. and F.V. Plug (2001) Foundations of Modern Macroeconomics, Oxford, University Press, Oxford**
- 2. Lewis, M.K. and P.D. Mizzen (2001) Foundations of Modern Macroeconomics, Oxford, University Press, Oxford.**
- 3. Lewis, M.K. and RD. Mizzen (2000). Monetary Economics, Oxford University Press, New Delhi.**

Faculty of Humanities & Social sciences & Languages
BA (CA)-II Year

POLITICAL SCIENCE
Paper – I (Representative Political Thinkers)
Paper Code: BACA (Y-202A)

Max.marks: 40
CCE:10

Course objective: This course introduces the specific elements of Indian Political Thought spanning over two millennia. The basic focus of study is on individual thinkers whose ideas are however framed by specific themes. The course as a whole is meant to provide a sense of the broad streams of Indian thought while encouraging a specific knowledge of individual thinkers and texts. Selected extracts from some original texts are also given to discuss in class. The list of additional readings is meant for teachers as well as the more interested students.

Course Contents:

UNIT – I (9 hrs)

Salient features of Ancient Indian Political Thought: Ramayana and Mahabharata, Political Ideas of: Manu and Kautilya..

UNIT – II (7 hrs)

Political Ideas of: Gandhi, Nehru, Ambedkar and Ram Manohar Lohia.

UNIT – III (10 hrs)

Salient Features of Greek Political Thought, Plato and Aristotle, Salient features of Western Medieval Political Thought.

UNIT – IV (6 hrs)

Political Ideas of: Machiavelli, Bentham, J.S. Mill and Rousseau.

UNIT – V (8 hrs)

Political Ideas of: Hegel, Green, Marx and Mao.

References-

1. Dr .B L.Fadiya & Kuldeep Fadiya-Political Science
2. Hague, R. and Harrop, M. (2010) **Comparative Government and Politics: An Introduction(Eight Edition). London: Palgrave McMillan.**
3. Bara, J & Pennington, M. (eds.). (2009) **Comparative Politics. New Delhi: Sage.**
4. Hague, R and Harrop, M. (2004) ‘The Political Executive’, in **Comparative Government and Politics: An Introduction. London: Palgrave McMillan, pp. 268-290.**

Faculty of Humanities & Social sciences & Languages
BA (CA)-II Year

POLITICAL SCIENCE
Paper –II (Constitutions of Major Countries)
Paper Code: BACA (Y-202B)

Max.marks: 40
CCE:10

Course objective:- the course introduces the specific elements of indian political thought spanning over two millennia. The basic focus of study is on individual thinkers whose ideas are however formed by specific themes, the course as a whole is meant to provide a sense of the broad streams of indian.

Course Contents:

UNIT I (8 hrs)

Salient features of British constitution: Executive, Legislature, Judiciary and Political Parties

UNIT II (9 hrs)

Salient feature of American Constitution: Executive, Legislature, Judiciary and political parties.

UNIT III (7 hrs)

Salient features of Swiss Constitution: Executive, Legislature, Judiciary and Federal Tribunal, Direct Democracy.

UNIT IV (8hrs)

Salient features of the Constitution of People's Republic of China: Executive, Legislature, Judiciary and Communist Party.

UNIT V (10 hrs)

Comparative study of the Constitution of Britain, USA, Switzerland and China: Federal System of USA & Switzerland, Constitutional Amendments in USA and Switzerland, Second Chamber- House of Lords and senate, party system in the USA, UK and china.

Suggested Readings :

- 1. Lucian Pyre. New Aspects of Politics. Princeton Hall. 1966**
- 2. Almond Powell, Comparative Politics, Boston, Little Brown, 1966**
- 3. C.B. Gene, Comparative Politics, Publisher Jaipur, Rajasthan.**
- 4. B.E. Podia, Comparative Politics. Sanity Bhawan Publisher, Agra.**

Faculty of Humanities & Social sciences & Languages
BA (CA)-II Year
COMPUTER APPLICATION
PC SOFTWARE & DATA PROCESSING (COMPUTER APPLICATION)
Paper Code- BACA – (Y-203A)

Max.marks: 40
CCE:10

Objective :

Data processing is, generally, "the collection and manipulation of items of data to produce ... A person whose job was to perform calculations manually or using a calculator was called a "computer." ... For data analysis, software suites like SPSS or SAS, or their free counterparts such as DAP, gretl or PSPP are often used.

Outcomes :

1. Learn about the Electronic Worksheet and its Functions and Other Features.
2. creating a presentation using MS - power point.
3. Knowledge about Production, Stock Control, Cost, Purchase Control, Sales Order.
4. Overview System Development Life Cycle .
5. Concept of Database Management System.

UNIT – I (08 hrs)

Introduction To Spreadsheet: Definition And Advantages of Electronic Worksheet, Working On Spreadsheets, Range & Related Operations, Setting, Saving And Retrieving Worksheet File, Inserting, Deleting, Copying And Moving of Data Cells, Inserting And Deleting Rows

Columns, Copying, inserting, Renaming the sheet of workbook. Short-cut commands Entering text and numeric data, entering date and time different functions, formatting text and numeric data. Functions and Other Features: Classification and Usage of Various Built-In-Functions In Worksheet, Passwords, Protecting A Worksheet. Printing of the worksheet, page margin setting and adding header and footer, Transferring Data to and From Non Worksheet Files, Database Handling, Creating, Naming & Executing Macros. Creating graphs.

UNIT – II (10 hrs)

Introduction to MS - power point, Auto-wizard, creating a presentation using Auto content wizard, Blank presentation, creating, saving and printing a presentation, adding slide to a presentation, slide view, outline view , slide sorter view , notes view and slide show view. Changing text font and size, selecting text style and colour, to set header and footer. Using, bullets, clipart and word art gallery. Applying design template creating graph. Adding transitions and Animation effects, setting timings for slide show preparing note pages, preparing audience handouts.

UNIT – III (10 hrs)

Introduction to Business Organization. Business Organization units: Production, Stock Control, Cost, Purchase Control, Sales Order Processing and Accounting. Characteristics of a good Business Unit. Data and Information, Introduction to data Processing, fields, Records and Files. Types of files: Master files and Transaction file.

UNIT – IV (08 hrs)

Overview of System Analysis and Design, Business System Concepts, System Development Life Cycle, Feasibility Analysis, Design, Testing & Evaluation. Overview of MIS : Introduction, Role of IT, MIS- characteristics and application areas, Business and Technology trends-specialization, management by methodology, decentralization, internationalization etc.

UNIT – V

Introduction to Database Management System: basic concepts, various facilities and advantages of business computing. Application areas of DBMS, Parallel Processing and Distributed Processing.

Reference Books:

1. Fundamentals of Computers: P.K.Sinha
2. System Analysis and Design by Elias M Awad.
3. P C Software for Windows by R K Taxali
4. P C Software Bible by S.Jais

Faculty of Humanities & Social sciences & Languages
BA (CA)-II Year

COMPUTER APPLICATION PAPER-II
INTERNET AND E-COMMERCE CODE-BACA(Y-203B)

Max.marks: 40

CCE:10

Objective :

Presents concepts and skills for the strategic use of e-commerce and related information technology from three perspectives: business to consumers, business-to-business, and intra-organizational. Examination of e-commerce in altering the structure of entire industries, and how it affects business processes including electronic transactions, supply chains, decision making and organizational performance. The phenomenal growth in the last few years of the Internet and its related technologies has created new ways of communicating and trading.

Outcomes :

1. understanding of the foundations and importance of E-commerce
2. Analyze the impact of E-commerce on business models and strategy
3. Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
4. Describe the infrastructure for E-commerce
5. Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.
6. Discuss legal issues and privacy in E-Commerce
7. Assess electronic payment systems
8. Recognize and discuss global E-commerce issues

UNIT I (10 hrs)

Internet: Evolution, Concepts, Internet and Intranet, Growth of Internet, ISP, ISP in India, Types of connectivity- Dial-up, Leased line, DSL, Broadband, RF, VSAT etc. Methods of sharing Internet connection. Concepts of client Server architecture, Use of Proxy server. Concepts of search engines, Search engines types, searching the web, Web servers, Introduction of TCP/IP and other protocols used on the web. Email: Concepts, POP and web based E-mails, merits, address, Basics of sending and receiving, E-mail protocols, Free E-mail Services.

UNIT II(08 hrs)

E-Commerce: Introduction, Concepts, E-commerce & Physical Commerce, Advantages & Disadvantages of E-Commerce. Technology in E-Commerce, Internet and E-Business, application, feasibility & various constraints. E-Transition challenges for Indian corporate. The Information Technology act 2000 and its highlights related to e-commerce. Impact of e-commerce on industries, consumer & society-commerce framework. M-commerce: Origin, components, development & applications.

UNIT III (08 hrs)

E-Business Models based on relationship of transaction parties: Business to Business, Consumer to Consumer, Consumer to Business. E-Business Models based on transaction type: Brokerage Model, Aggregate Model, Info-mediary model, Community Model, Value chain model, Manufacturer Model, Advertising Model, Subscription Model. Electronic Data Interchange (EDI): Evolution, uses, benefits, working of EDI.

UNIT IV (07 hrs)

Marketing concepts in e-commerce: Marketing concepts, concepts for internet marketing, e-commerce marketing & branding strategies, online marketing. Electronic Payment System: Overview of electronic payment systems, Pre paid electronic payment systems, Post paid electronic payment systems. Internet advertising: Importance and competitiveness, weakness, Models of advertising on internet. E-marketing tools.

UNIT V (06 hrs)

Security technologies in e-commerce, security problems in e-commerce. Reliability of e-commerce system, Data encryption technologies, Digital signature, authentication technologies. Firewall, Site security.

Reference Book:

1. Leon Alex in, Mathews Leon: Internet for Everyone, Leon Tec world
2. Doing Business on the Internet e-commerce: S. Jaiswal, Galgotia publication
3. E-Business and E-commerce management 3rd edition- Pearson Education

Faculty of Humanities & Social sciences & Languages
BA (CA)-II Year
PRACTICAL

Max.marks: 50

Using MSWord

1. Create a document and apply different Editing options.
2. Create Banner for your college.
3. Design a Greeting Card using Word Art for different festivals.
4. Create your Biodata and use page borders and shading.
5. Create a document and insert header and footer, page title etc.
6. Implement Mail Merge.
7. Insert a table into a document.
8. Create a document and apply different formatting options.

Using MS Excel

1. Design your class Time Table.
2. Prepare a Mark Sheet of your class result.
3. Prepare a Salary Slip of an employee of an organisation.
4. Prepare a bar chart & pie chart for analysis of Election Results.
5. Prepare a generic Bill of a Super Market.
6. Work on the following exercises on a Workbook:
 1. Copy an existing Sheet
 2. Rename the old Sheet
 3. Insert a new Sheet into an existing Workbook
 4. Delete the renamed Sheet.
7. Prepare an Attendance sheet of 10 students for any 6 subjects of your syllabus.
Calculate their total attendance, total percentage of attendance of each student & average of attendance.
8. Create a worksheet of Students list of any 4 faculties and perform following database functions on it.
 1. Sort data by Name
 2. Filter data by Class
 3. Subtotal of no. of students by Class.

Using MS PowerPoint

1. Design a presentation of your institute using auto content wizard, design template and blank presentation.
2. Design a presentation illustrating insertion of pictures, Word Art and ClipArt.
3. Design a presentation, learn how to save it in different formats, copying and opening an existing presentation.

Course objective:-

On completion of the course, the students on English Paper Two will be able to:

CO1: Students will become accomplished, active readers who appreciate ambiguity and complexity, and who can articulate their own interpretations with an awareness and curiosity for other perspectives.

CO2: Students will be able to write effectively for a variety of professional and social settings. They will practice writing as a process of motivated inquiry, engaging other writers' ideas as they explore and develop their own. They will demonstrate an ability to revise for content and edit for grammatical and stylistic clarity. And they will develop an awareness of

Course Contents:

UNIT-I (8 hrs)

हिन्दी भाषा

1. वह तोड़ती पत्थर सूर्यकांत त्रिपाठी निराला - (कविता)
2. दिमागी गुलामी यनराहुल सांकृत्या - (निबंध)
3. वर्ण जनव्यं -रस्व) विचार -, वर्गीकरण, उच्चारण स्थान(

UNIT-II (8 hrs)

हिन्दी भाषा

1. नारीत्व का अभिशाप देवी वर्मामहा - (निबंध)
2. चीफ की दावत साहनीभीष्म - (कहानी)
3. विराम चिन्ह (संकलित) -

UNIT-III (8 hrs)

हिन्दी भाषा: नैतिक मूल्य

1. शिकागो व्याख्यान मी विवेकानंदस्वा - (नख्याव्या)
2. धर्म और राष्ट्रवाद महर्षि अरविन्द (लेख) -
3. सादगी गांधीमहात्मा -(कथाआत्म)
4. चित्त जहां भय शून्य नाथ टैगोररवीन्द्र -(कविता)

English

1. Tree: Tina Morris
2. Night of the Scorpion : Nissim Ezekiel
3. Idgah : Premchand (translated by Khushwant singh
4. Letter to God : G.L. Swanteh (translated by Donald a Yates
5. My Bank Account : Stephen Leacock

6. God sees the Truth but waits : Leo Tolstoy

UNIT V (8 hrs)

English:

1. Short Essay on given topics
2. Correspondence skills (format & Informal letters and Application)
3. Translation of sentences/passage English to Hindi and Hindi to English.

Suggested Readings:

Madhya Pradesh Hindi grant academy, Bhopal published book.

Faculty of Humanities & Social sciences & Languages

BA (CA)-II Year

UNIT IV

FOUNDATION COURSE (ENVIRONMENTAL STUDIES)

Code: FC(Y—204B)

Max.marks: 80

CCE:20

Course objective:-

CO1. Realize the importance and influence of environment on the economy including the quality of manpower. Arouse their feelings to make cleaner environment so as to achieve harmonious development.

CO2. Understand that environmental problem is not the problem of a single country or region but a global problem/issue. Hence, policy formulation may be for all countries.

CO3. Demonstrate the scientific management of waste materials; realize the role and importance of individuals to keep the

CO4. Understand the causes and victims of environmental pollution like poverty, population explosion, and over-use of resources, careless or unscientific dump/management of wastes.

CO5. Suggest appropriate measures to correct environmental degradation, aware of those ingredients such as healthy climate, quality of human beings, domestic and other natural habitats and biodiversity levels, productivity and productions, sustainability, etc. are all influenced by environment

Course Contents:

UNIT I (8 hrs)

Study of Environment and ecology: Definition and Importance of Environment and Ecology, Public participation and Public awareness.

UNIT II (8 hrs)

Environmental Pollution : Air Pollution, water Pollution, noise Pollution, heat and nuclear pollution- Definition, Causes, effect and prevention of pollution, Disaster management – Flood, Earthquake, cyclones and landslides.

UNIT III (6 hrs)

Environment and social problems: Sustainable development- Introduction, Energy problems of cities, solar energy, biogas and wind energy, Water conservation – rain-water harvesting.

UNIT IV (8 hrs)

Role of mankind in conserving natural resources: Food resources – World food problem , Energy resources – increasing demand for energy.

UNIT V (8 hrs)

Environment conservation laws: Conservation laws for air and water pollution, Wildlife conservation laws, Role of information technology in protecting environment & health.

Suggested Readings:

Madhya Pradesh Hindi grant academy, Bhopal published book.

Faculty of Humanities & Social sciences & Languages Class: B.A. (CA)–III Year Subject:
Sociology
Paper –I (Basic of Sociological Thought)
Code: BACA (Y-301)

Max.marks: 40
CCE:10

UNIT -I

Course Objectives: This course is designed with two main objectives in mind. Firstly, it presents an overview of how the discipline of Sociology emerged in the West. Secondly, the course introduces students to the writings of classical thinkers such as Marx, Weber, and Durkheim in order to show how they broaden the nature and scope of Sociology. The course has been revised from time to time with a view to add new texts and suitable commentaries.

Course Learning Outcome: The course will demonstrate to students the manner in which particular theoretical frameworks emerged to understand society as an autonomous field not reducible to other disciplinary fields. The students will be able to engage with conceptual frameworks in sociology with ease and apply them to their understanding of social issues.

Course Contents:

UNIT-I (8 hrs)

August Comte-Hierarchy of science, Law of three stages.
Emile Durkheim – Theory of Suicide, Theory of Religion.
Pitrim Sorokin-Theory of Cultural Change.

UNIT-II (8 hrs)

Max Weber-Theory of Authority, Bureaucracy.
Karl Marx-Class Struggle, Theory of Surplus Value.
Thorstein Veblen - Technological Change, Theory of Leisure Class

UNIT-III (8 hrs)

R.K. Merton-Theory of Functionalism, Reference Group.
Vilfredo Pareto-Circulation of Elites, Residues and Derivers.
Talcott Parson-Theory of Social Action, Social System.

UNIT-IV (10 hrs)

Mahatma Gandhi - Non-Violence, Satyagraha, Trusteeship.
Radhakamal Mukherjee - Sociology of Values.
Dr.B.R.Ambedkar
- Social Justice, Casteless Equalitarian Society.

UNIT-V (6 hrs)

M.N.Srinivas-Sanskritization, Westernization, Secularization.
A.R. Desai-Social background of Nationalism in India.
Yogendra Singh-Modernization of Indian Tradition.

Recommended Books:

1. Yogendra Singh - Modernization of Indian Tradition
2. C.A.Coser
-
- Master of Sociological Thoughts
3. Raymond Aron - Main Currents in Sociological Thoughts Vol-I&II.

Faculty of Humanities & Social sciences & Languages

Class: B.A. (CA)–III Year
Subject: Sociology
Paper –II (Methods of Social Research)
Code: BACA (Y-302)

Max.marks: 40
CCE:10

Course Objectives: This course is designed to acquaint students with the theory-in-practice of anthropology and sociology as well as explore ethical debates and controversies in sociology and anthropology.

Course Learning Outcome: Students will understand the epistemological basis of different theories and different disciplines, and the way that disciplines are defined by their methods. In addition to Annexure No.-104 traditional place-based ethnography, the students will become acquainted with a variety of different contexts in which ethnography can be carried out (e.g. virtual, visual) as well as a variety of different methods (e.g. archives, oral history, life histories, content analysis).

Course Contents:

UNIT-I (10hrs)

Social Research - Meaning, Importance and Characteristics. Basic Steps Of Scientific Research, Importance Of Scientific Method, Formulation Of Hypothesis, Research Design, Social Survey-Meaning Definition, Characteristics, Objectives, Types.

UNIT-II (8 hrs)

Research Methodology - Case Study Method, Sampling Method.

Techniques of Data Collection - Questionnaire, Schedule, Interview, Observation.

UNIT-III (6 hrs)

Scaling Techniques - Types of Scale: Likert and Bogardus Scale. Classification and Tabulation of Data-Meaning, Characteristics, Objectives and Basic. Report Writing.

UNIT-IV (8 hrs)

Meaning of Statistics, Utility and Limitations. Central Tendency- Meaning, Characteristics and Importance. Measures of Central Tendency-Mean, Median, Mode.

UNIT-V(6 hrs)

Presentation of data, Diagrammatic and Graphic presentation. Use of Compute in social Research.

Recommended Books:

6. P.V.Young - Social Survey and Research.
 7. Beteille A and T.N. Madan- Encounter and Experience: Personal Accounts of Fieldwork, Vikas Publishing House, New Delhi, 1975.
 8. Jayram N. - Sociology: Method & Theory, Macmillan: Madras 1989.
 9. सिंह, राम गोपाल – सामाजिक अनुसंधान विधि, म0प्र0 हिन्दी ग्रन्थ अकादमी भोपाल।
 5. टोंग्या एवं पाटिल – सामाजिक अनुसंधान के मूलतत्व, म0प्र0 हिन्दी ग्रन्थ अकादमी भोपाल–2004।
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Faculty of Humanities & Social sciences & Languages

Class: B.A. (CA)–III Year

Sub: Political Science

Paper –I (Indian Foreign Policy)

Code: BACA (Y-302)

Course objective:

Max.marks: 40

CCE:10

This course's objective is to teach students the domestic sources and the structural constraints on the genesis, evolution and practice of India's foreign policy. The endeavour is to highlight integral linkages between the 'domestic' and the 'international' aspects of India's foreign policy by stressing on the shifts in its domestic identity and the corresponding changes at the international level. Students will be instructed on India's shifting identity as a postcolonial state to the contemporary dynamics of India attempting to carve its identity as an 'aspiring power'. India's evolving relations with the superpowers during the Cold War and after, bargaining strategy and positioning in international climate change negotiations, international economic governance, international terrorism and the United Nations facilitate an understanding of the changing positions and development of India's role as a global player since independence.

Course Contents:

UNIT- I (8 hrs)

Indian Foreign Policy, Development, Salient Feature, Principals and Determinants.

UNIT-II (10 hrs)

India's Relations with Neighboring Countries, Pakistan, Bangladesh, Bhutan, Srilanka, Afghanistan

UNIT-III (6 hrs)

Relations with Super Powers: America, Russia, China

UNIT –IV (8 hrs)

Regional, Organizations: SAARC, ASEAN, OPEC, BRICS,

UNIT-V (8 hrs)

Cotemporary International Issues-Human Rights, Globalization, Environment,

Disarmament, Cross Border Terrorism

Suggested Readings

- 1- Dr. Pukh Raj Jain- Hkkjr dh fons'k uhfr
- 2- Dr. J.Shyam Sundaram- Hkkjr dh fons'k uhfr
- 3- Prof. Ramdev Bhardwaj- jktu; vkSj ekuo vf/kdkj e0iz0 fgUnh xzUFk vdkneh] Hkksiky
- 4- B.P. Datt- Indian Forgen Policy National book Group Trust, Dehli,

Faculty of Humanities & Social sciences & Languages

Class: B.A. (CA)–III Year

Subject: Political Science

Paper –II (Public Administration)

Code: BACA (Y-302)

Max.marks: 40

CCE:10

Course Objective

The students of Public Administration upon graduation will be able to:

CO1: Demonstrate the significance and relevance of certain theories and concepts of public administration in the functioning of government

CO2: Understand the summary functioning and administration of government

CO3: Critically examine administration through concepts and theories of public administration

CO4: Understand core important issues in Indian Administration Basic

CO5: Critically examine day to day issues and challenges regarding public administration.

Course Contents:

Unit-I (8 hrs)

Public Administration: Meaning, Nature and Scope, Public and Private Administration, New Public Administration.

Unit-II (6 hrs)

Principles of Organization: Line & Staff Agencies, Chief Executive.

Unit-III (10 hrs)

Personnel Administration: Recruitment Training, Promotion, Union Public Service Commission Settlement of Disputes, O&M.

Unit-IV (8 hrs)

Final Administration: Budget Accounting, and Auditing.

Unit-V (10 hrs)

Development Administration; Role of Bureaucracy: Role of Panchayat Raj Institution. Lok Pal and Lokayukt. Good Governance and E Governance.

Suggested Readings-

4. M.P. Sharma and B.B. Sadhna - Public Administration, Theory and Practice, Kitab Mahal.
5. T.N.Chaturvedi (ed) Contemporary Administration : Culture of India New Delhi , Mittal ,1997
6. C.P.Bhambari - Public Administration.
7. A.H.Hanson: The Process of Planning.
8. Mk-W ,e-ih- 'kekZ & yksd izꣳꣳkluA
9. Mk-W fo".kq Hkxoku & yksd izꣳꣳluA

Faculty of Humanities & Social Sciences & Languages

Class: BACA–III Year

Subject-Computer Application

Paper-I (Web Designing)

Code- BACA (Y-303)

Max.marks: 40

CCE:10

Objectives :

Understand the principles of creating an effective web page, including an in-depth consideration of information architecture. Become familiar with graphic design principles that relate to web design and learn how to implement theories into practice. Develop skills in analyzing the usability of a web site. Understand how to plan and conduct user research related to web usability. Learn the language of the web: HTML and CSS. Learn techniques of responsive web design, including media queries.

Outcomes :

1. Be able to use the HTML programming language
2. Resolves written HTML codes. Runs the page he/she has designed using HTML codes
3. Be able to use the Design Programs.
4. Designs site and page via Microsoft Expression
5. Designs site and page via Web Page Maker programme
6. Uses Domain Name and services, Be able to make changes on the Site.

Unit – I (10 hrs)

Introduction to Internet & World Wide Web, Internet Addressing, Browsers, URL, Web Server, Web Site, Homepage, Domain Names- Basic Concept. Introduction to HTML- HTML Overview, Structure, and Structure of HTML documents, Types of Documents, HTML Elements and Attributes. Basic Formatting of HTML documents layout-Font Lists, Paragraph, Break Rule, Horizontal Rule, Colors, Background, text elements, <PRE>, etc.

Unit- II (08 hrs)

Links in html – anchor elements and its attributes, images and anchors, using META information. HTML Media Types – media like elements <MARQUEE>, Audio & Video support in Web browsers. Table – layout. Elements and attributes, ROWSPAN, COLSPAN. Frames – using frames, layout of frame, problems using frames.

Unit- III (09 hrs)

Layers- Concept of layers, Positioned and Inflow Layers. Style Sheets – Basic Concept of Style sheet, using style sheet, Cascading style sheet (css), using style sheets- basic and properties, Positioning with style sheets.

Unit –IV (07 hrs)

Basic Interactivity in html: Forms- Concept of Forms, <FORM> elements, attributes, Controls Used for forms, examples of form design. Web Publishing – Concepts. Scripting- Purpose of Scripting, specifying scripts & designing events.

Unit – V (08 hrs)

DHTML: Overview of DHTML and Document objects Model, html & Scripting access, rollover

Buttons. XML: Basic XML Structure, ways to use XML, rewriting html as xml. PHP (Hypertext Preprocessor):

Introduction, syntax, Variables, Strings, Operators, if-else, loop, form, mail, file upload introduction to ASP. NET

TEXT BOOKS:

- The Complete Reference to HTML- by Thomas A Powell, TMH, II Edition.
- Using HTML – by lee Anne Phillips, PHI
- “Web Technology and Design”, Xavier, New age Inter national
- PHP: beginner’s guide VikramVaswani McGraw Hill.

Faculty of Humanities & Social Sciences & Languages
Class: BACA–III Year
Subject-(Computer Application)

Paper-II (Digital Marketing)
Code- BACA (Y-303)

Max.marks: 40
CCE:10

Objective :

The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment. It also focusses on how digital marketing can be utilized by organizations and how its effectiveness can be measured.

Outcomes :

- 1.Create a structured digital marketing plan and budget
- 2.Identify the correct measures to set objectives and evaluate digital marketing
- 3.Review and prioritize the strategic options for boosting customer acquisition, conversion, and retention using digital marketing
- 4.Understand and follow the practical success factors to improve results from digital marketing

UNIT: I (07 hrs)

Digital marketing ,understanding the marketing process , increasing visibility
5. types of visibility , example of visibility ,visitors engagement , bringing targeted traffic, retention , performance evaluation ,tools needed.

UNIT: II (08 hrs)

Understanding Internet, difference between internet and Web, understanding website and domain names, extensions, web server & web hosting, different types of web servers, planning and conceptualizing a website, building website using CMS in class.

UNIT: III (10 hrs)

Understanding Google analytics ,set up analytics accounts ,add analytics code in a website , understanding goals and conversions ,set up goals , understanding bounce rate , difference between bounce rate and exit rate , reduce bounce rate ,monitoring traffic sources .

UNIT: IV (09 hrs)

Marketing on social networking website , viral marketing and its importance ,Facebook marketing ,twitter marketing , linked In marketing , Google plus marketing , video marketing , pinterest marketing .

UNIT: V (10 hrs)

Introduction to SEO and its importance , Google Ad words overview , understanding Ad words algorithm , creating search campaigns , creating ads
5. tracking performance / conversion , optimizing search campaigns ,creating display campaign.

Text Books and References Books:

- HTML, DHTML by Perl CGI by Ivan Byross.
- The complete references HTML by Thomas Powell
- Easy Web design by Mary Milhollon
- HTML in easy step by Mike McGrath

Practical -Computer Application

CODE-BACA(Y-303C)

Web Design

Max.marks: 50

7. Create a time table of your class
8. Create a marks list of university examination.
9. Create a dynamic website for an educational institute.
- 10.Create a website for online marketing.
- 11.Create an online application for products.
- 12.Create an online application for admission process.
- 13.Create a home page of your own using HTML tags.
- 14.Write the basics steps for hosting a website.
- 15.Write an HTML documents to provide the form that collect names and telephone numbers.

Digital marketing:

5. Design SEO keywords for improving Google page rank of your college.
6. Monitor traffic on your website using Google analytics.
7. Using search engine submission improves online recognition and visibility of your website.
8. Design a blog for the regular activities of your college.
9. Link different site using cross linking.
- 10.Use on page optimization for your website.
- 11.Use off page optimization for your website.
- 12.Design a website for decreasing the loading time of a website.
- 13.Design back link for your website.

Faculty of Humanities & Social Sciences & Languages

Class: B.A. (CA)–IIIYear

Foundation Course

Paper-I (Moral Value and Language-III)

Code: FC(Y-304A)

Course Contents:

Max.marks: 40

CCE:10

Unit -1 (8hrs)

हिन्दी भाषा

1. मेरे सहायत्री अमृतलाल बेगड - (यात्रा व्रतात)
2. मध्यप्रदेश की लोक कलाएं (संकलित)
3. लोकोक्तियां एवं मुहावरे (संकलित)

Unit -2 (8hrs)

हिन्दी भाषा

1. पत्रकरिता के विभिन्न आयाम (संकलित)
2. मध्यप्रदेश का लोक साहित्य (संकलित)
3. पत्र लेखन आवेदन -, प्रारूपण, आदेश परिपत्र ज्ञापन, अनुस्मारक

Unit -3 (8hrs)

नैतिक मूल्य

1. विश्व के प्रमुख धर्म एवं महत्वपूर्ण विशेषताएं धर्म(हिन्दू), जैन धर्म,बौद्ध धर्म, सिक्ख धर्म , ईसाह धर्म , इस्लाम धर्म
2. सत्य के साथ मेरे प्रयोग (रण संस्क कथा का संक्षिप्त गांधी ककी आत्ममहात्मा)

UNIT – 4 (10hrs)

1. Stopping by Woods on a Snowy evening: Robert Frost.
2. Cherry Tree: Ruskin Bond
3. The Axe: R.K. Narayan
4. The Selfish Giant: Oscar Wilde
5. On the rule of the Road: A.G Gardiner
6. The song of kabir: Translated by Tagore

UNIT – 5(8hrs)

Direct -Indirect speech, Active-Passive Voice, Similar words with different meaning. Report Writing, Narration of events and situations. Drafting of E- mails, Drafting CV.

Text Books and References Books:

Faculty of Humanities & Social Sciences & Languages
Class: B.A. (CA)–III Year
Foundation Course
Paper-II (Basics of Computer App. & Information Technology)
Code: FC(Y-304B)

Max.marks: 40
CCE:10

Course Objective

This course provides an overview of introductory concepts about computers, number systems and components of computer system. It builds the foundation of the computer application courses that follow.

Course Learning Outcomes

On successful completion of this course, a student will be able to:

1. handle a computer system for day to day use.
2. enumerate different types of input/ output devices and types of memory.
3. perform basic arithmetic operations using different number systems including binary arithmetic.
4. differentiate between system and application software.
5. prepare documents / spreadsheets.

Course Contents:

Unit-I (8hrs)

PowerPoint-I Creating presentation using Slide master and Template in various Themes & Variants. Working with slides: New slide, move, copy, And delete duplicate, and slide layouts, Presentation views. Format Menu: Font, Paragraph, Drawing & Editing. Printing presentation: Print slides, notes, handouts and outlines. Saving presentation in different file formats.

Unit-II (8hrs)

PowerPoint-II Idea of Smart Art graphics, inserting text/data using SmartArt, Converting old style presentation into new style through Smart Art. Inserting objects (Video, Audio, Symbol, Equation, etc.), table & excel sheets, picture, chart, photo album, shapes and Smart Art; Trimming of audio/videos. Connecting slides through hyperlink and action button. Slide sorter, slide transition and animation effects. Presenting the slide show: Setup Slide Show, Rehearse Timing.

Unit-III (10hrs)

MS Excel Workbook & Worksheet Fundamentals: Concept of Row, Column & Cell; creating a new workbook through blank & template. Working with worksheet: Entering data into worksheet (General, Number, Currency, Date, Time, Text, Accounting, etc.); Renaming, Copying, Inserting, deleting & protecting worksheet. Working with Row & Column (Inserting, Deleting, Pasting, and Resizing & Hiding), Cell & Cell formatting, and Concept of Range. Charts: Preparing & editing different types of Charts, Inserting trend line, Backward & forward forecasting. Working with formulas: Formula bar; Types of functions; Syntax & uses of the following functions: SUM,

Unit-IV (10hrs)

Internet & Web Services Internet: World Wide Web, Dial-up connectivity, Leased line, VSAT, Broad band, Wi-Fi, URL, Domain name, Web Browser (Internet Explorer, Firefox, Google Chrome, Opera, UC browser, etc.); Search Engine (Google, Bing, Ask, etc.); Website: Static & Dynamic; Difference between Website & Portal-mail: Account Opening, Sending & Receiving Mail s, Managing Contacts & Folders. Basics of Networking: Types of Networks (LAN, WAN, MAN); Network Topologies (Star, Ring, Bus, Hybrid).Elementary idea of - Cloud Computing & Office Web Apps, Mobile Computing & Mobile Apps.

Unit-V (6hrs)

Cyber Ethics, Security & Privacy• Email, Internet & Social Networking Ethics
Types of viruses & antivirus Computer security issues & its protection through Firewall & antivirus

Suggesting Reading-

1. Computer Science And Information Technology- S.K.Vijay And Pankaj Singh-BooksOf Hindi Granth Academy
2. Computer Study –Pankaj Singh

