SRI SATYA SAI UNIVERSITY OF TECHNOLOGY AND MEDICAL SCIENCES

Outcome Based Curriculum for Undergraduate Degree Courses in Commerce and Management

Department Of Commerce and Management

(1) Vision: To be an institute of academic excellence with total commitment to quality education in Commerce, management and related fields, with a holistic concern for better life, environment and society.

(2) Mission:
- Empowering students with all the knowledge and guidance that they need to become worthy management professionals.
- Learning through Doing.
- Imparting value framework that is global yet national.
- Providing for holistic and value based development of students which ultimately enhances their employability.
- Developing social consciousness among students.
- To carve a niche for ourselves in the specialized field of commerce and management.
- Provide a nurturing and motivating environment to exploit the full potential of the students.
- Grooming youth to become a truly global personality well equipped to deal with the modern world and its challenges.
- Enable holistic development of personality with a humane and global outlook.

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

- **PEO1:** Academic excellence: Our primary objective is to enable every student to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.

- **PEO2:** Professional Excellence: to motivates molds and prepares the students for positions of leadership in business organizations at the local, national and international levels. The capacity building of our graduates to assume productive roles are emphasized during their stay in the college and to inculcate the habit of lifelong learning. The ultimate objective is to produce commerce graduates who possess the skills, problem solving tools and professionalism essential for being successful.

- **PEO3:** Total commitment: to focused on the all-round development of the students' personality through proper education and exposure to the vast treasure of knowledge; sports facilities and by providing platforms for their socialization.

- **PEO4:** Holistic Development: to provides exposure to learners in the latest trends in relevant branches of knowledge, competence and creativity to face global challenges. To achieve innovations in teaching-learning, research and extension activities to realize

national goals, including the adoption and promotion of knowledge output for human development.

- **PEO5:** Socially responsible Citizen: to inculcates a sense of civic responsibility, social commitment, and moral accountability among the students through social activities to with exposure to human rights, value system, culture, heritage, scientific temper and environment.

- **PEO6**: Value-based Development: To impart quality and need based education our objective is to sensitize the students to their changing roles in society through awareness raising activities.

(4) Programme Outcomes (PO's):

- **PO01: Disciplinary Knowledge**
  The curriculum planning of B.Com.Computer Application Programme envisages the students demonstrating fundamental knowledge of the areas related to finance accounting, international business, corporate and business laws, taxation, marketing etc. The students will be made capable of evaluating diverse perspectives provided by the prism of these areas and a comprehensive picture of business situations, using modern ways and means of dealing with issues arising in the dynamic business world.

- **PO 02: Communication Skills**
  The teaching learning pedagogies used in the programme will make the students capable enough to deliver and communicate information pertaining to business effectively.

- **PO03: Problem Solving**
  The B.Com.Computer Application 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.

- **PO04: 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.

- **PO05: 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 programme teach the students to cultivate such characteristics keeping the larger societal welfare and sustenance in mind.

- **PO06: Research-related skills**

  The courses make them understand the need of the current business world and make them capable to view different aspects and dimensions from global perspective. The courses are designed in such a way that the learners are encouraged to seek deeper understanding of issues and develop research abilities.

- **PO07: Moral and ethical awareness**

  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.

- **PO08: Lifelong Learning**

  The courses are formulated to develop a sense of attitude towards life-long learning as the world of business is constantly in a state of flux. The course content shall help students build on sustaining themselves and being relevant in all times through having such an attitude.

- **PO09: Leadership readiness/qualities**

  The programme shall be able to inculcate management skills like teamwork, cooperation, motivation and leadership etc. that help build the character of a future employee and facilitate him/her in inspiring others in an organization. The courses would be able to make the students capable of handling present complexities and future challenges.

- **PO10: Information/Digital Literacy**

  The courses in this programme 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)

- PSO 01: Programme aims to equip students with the knowledge, skills and attitude to meet the challenges of the modern-day business organizations.
- PSO 02: The curriculum of B.Com Computer Application degree provides a carefully selected subject combination of Accounting, Computer, Finance, Management, Tax, Marketing and Law etc.

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

S.No	Program	Courses Category	PO1 Engineering Knowledge	PO2 Problem Analysis	PO3 Design/Development of Solution	PO4 Investigation	PO5 Modern Tool Usage	PO6 The Engineer and Society	PO7 Environment and Sustainability	PO8 Ethics	PO9 Individual and Team Work	PO10 Communication	Project Management	Life-Long Learning	PSO1	PSO2
1	B.COM Computer Application	Humanities and Social Sciences including commerce & Management courses		*			*			*		*		*		
2		Basic commerce & Management courses		*		*	*		*							
3		commerce & Management courses including workshop,computer etc.		*			*							*		
4		Professional core courses		*		*										
5		Professional Elective courses relevant to chosen specialization /branch		*		*	*			*	*					
6		Open subjects – Electives from other technical and / or		*		*	*		*	*	*			*	*	*

#		Subject														
		emergi ng *subjec ts														
7		Project work, seminar and internsh ip in industr y or elsewhe re		*		*		*	*	*	*	*	*		*
8		Specifi c core subject		*		*									
9		Mandat ory Course (Noncr edit)						*	*	*	*		*		

(07) Year wise PO's and PSO's Mapping

YEAR	Name of the Courses/POs(Basic, Core Electives, Projects, Internships etc.)	PO1 Disciplinary Knowledge	PO2 Communication Skills	PO3 Problem Solving	PO4 Analytical Reasoning	PO5 Cooperation/Team Work	PO6 Research-Related Skills	PO7 Moral And Ethical Awareness	PO8 Lifelong Learning	PO9 Leadership Readiness/Qualities	PO10 Information/Digital Literacy			PSO1	PSO2
Ist year	Financial Accounting	*	*	*		*			*		*				
	Business Mathematics	*	*	*	*	*									
	Business Law	*	*			*			*	*					
	Business Organization &Communication	*	*			*		*	*	*	*				
	Fundamental of computer and PC software	*		*	*	*			*						
	Desktop Publishing and Multimedia	*		*	*	*			*						
	Moral Value &Languages							*							
	Entrepreneurship Development	*	*	*		*			*						
II ND year	Corporate Accounting	*	*	*	*	*			*		*				
	Cost Accounting	*	*	*	*	*			*						
	Principles Of Statistics	*	*	*		*	*		*	*					
	Principles Of Management	*	*			*		*	*	*	*				
	Pc Software & Data Processing	*		*	*	*			*						
	Internet &E-Commerce	*		*		*			*						
	Moral Value &Languages							*							
	Environmental studies	*	*	*		*		*	*						
III RD YEAR	Income Tax Law &Practice	*	*	*		*			*		*				
	Goods &Service Tax And Custom Duty	*	*	*	*	*									
	Auditing	*	*	*		*			*	*					
	Management Accounting	*	*	*	*	*			*		*				
	Web Designing	*	*	*		*			*		*				
	Digital Marketing	*	*	*		*			*		*				
	Moral Value And Language-111	*						*							
	Basics of Computer App.Information Technology	*	*	*		*			*		*				
	Project/ internship(compulsory)		*		*		*		*		*				

(08) Structure of Programme: To fulfill the need of development of all the POs/ GAs, as per above mapping, the following year wise programme structure are as under.

 [L= Lecture, T = Tutorials, P = Practical's & H= hour]

 Total Hours*= 1000

Structure of Undergraduate B.com Computer Application program:

S.N	Course Category	Hours of theB.com CA Curriculum
1.	Humanities and Social Sciences including commerce & Management courses	240
2.	Basic commerce & Management courses	240
3.	commerce & Management courses including workshop, computer etc.	280
4.	Professional core courses	240
5.	Professional Elective courses relevant to chosen specialization /branch	0
6.	Open subjects – Electives from other technical and /or emerging *subjects	0
7.	Project work, seminar and internship in industry or elsewhere	40
8.	Specific core subject	0
Total		1040

(09) Scheme of Exanimation (B.Com CA) Academic Year 2019-20

B.COM CA IST YEAR

SUBJECT CODE	GROUP	SUBJECT NAME	THEORY		CCE / INTERNAL		TOTAL MARKS		PRACTICAL		TOTAL	
			MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN
BCCA – (Y-101A)	ACCOUNTING GROUP	PAPER-I FINANCIAL ACCOUNTING COMPULSORY	40	13	10	4	50	17	0	0	100	33
BCCA-(Y-101B)		PAPER-II BUSINESS MATHEMATICS COMPULSORY	40	13	10	4	50	17	0	0		
BCCA – (Y-102A)	MANAGEMENT GROUP	PAPER-I BUSUINESS LAW COMPULSORY	40	13	10	4	50	17	0	0	100	33
BCCA– (Y-102B)		PAPER-II BUSINESS ORGANIZATION &COMMUNICATION COMPULSORY	40	13	10	4	50	17	0	0		
BCCA– (Y-103A)	COMPUTER APPLICATION	PAPER-I Fundamental of computer and PC software	40	13	10	4	50	17	50	17	150	50
BCCA– (Y-103B)		PAPER-II Desktop Publishing and Multimedia	40	13	10	4	50	17				
FC-(Y-104A)	FOUNDATION COURSE	PAPER-I	80	26	20	8	100	33	0	0	100	33

		MORAL VALUE AND LANGUAGE									
FC-(Y-104B)		PAPER-II DEVELOPMENT ENTREPRENEURSHIP	80	26	20	8	100	33	0	0	100	33
Total			400		100		500		50		550	

II ND YEAR

Code		subject	THEOR		CCE /		TOTAL		PRACTICA L		TOTA L	
			MA	MI	MA	MI	MA	MI				
BCCA – (Y-201A)	Accounting Group	PAPER-I :- CORPORATE ACCOUNTING	40	13	10	4	50	17	0	0		
BCCA-(Y-201B)		PAPER-II: COST ACCOUNTING	40	13	10	4	50	17	0	0		
BCCA – (Y-202A)	Management group	PAPER-I PRINCIPLES OF	40	13	10	4	50	17	0	0		
BCCA– (Y-202B)	MANAGEMENT	PAPER-IIPRINCIPLES OF MANAGEMENT COMPULSORY	40	13	10	4	50	17	0	0		
BCCA– (Y-203A)	Computer	PAPER-IPC SOFTWARE & DATA PROCESSING	40	13	10	4	50	17	50	17	150	50
BCCA– (Y-203B)		PAPER-IIINTERNET &E-COMMERCE	40	13	10	4	50	17				
FC-(Y-204A)	Foundation Course	PAPER-IMORAL VALUE AND LANGUAGE	80	26	20	8	100	33	0	0	100	33
FC-(Y-204B)	FOUNDATIO N COURSE	PAPER-II ENVIRONMENTAL STUDIES	80	26	20	8	100	33	0	0	100	33
Total			400		100		500		50		550	

III RD YEAR

Sn	Subject Code	SS	Theory		CCE/Internal		Practical		Project/Internship		Total
			Max	Min	Max	Min	Max	Min	Max	Min	Total
1	BCCA(Y-301A)	Accounting Group: Paper-I (Income Tax Law Practice)	40	13	10	4					**100**
1.1	BCCA(Y-301B)	Accounting Group: Paper- Goods &Service Tax And Custom Duty	40	13	10	4					
2	BCCA(Y-302A)	Management Group: Paper-I (Auditing)	40	13	10	4					**100**
2.1	BCCA(Y -302B)	Management Group: Paper-II (Management	40	13	10	4					
3	BCCA(Y-303A)	Computer Application Paper-I (Web Designing)	40	13	10	4					**100**
3.1	BCCA(Y-303B)	Computer Application Paper-II (Digital Marketing)	40	13	10	4					
4	FC(Y-304A)	Foundation Course :Paper-I(Moral Value and Language-III)	80	26	20	8					**100**
5	FC(Y-304B)	Foundation Course: Paper-II(Basics of ComputerApp.Information Technology)	80	26	20	8					**100**
6	BCCA(Y-303P)	Practical: Computer Application					50	17			**50**
7	BCCA(Y-305)	Project/Internship							100	33	**100**

(10) Course Content

BCCA–(Y-101A) Financial Accounting

Group-Accounting

BCCA –(Y-101A)	Financial Accounting Paper-I	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: This course provides conceptual knowledge of financial accounting and provides knowledge about the techniques for preparing accounts in different type of business organizations.

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

CO1: build an understanding of theoretical framework of accounting and be able to prepare financial statements.

CO2: explain and determine depreciation.

CO3: develop understanding of accounting for hire purchase transactions and lease transactions

CO4: understand branch and departmental accounting

CO5: develop the skill of preparation of trading and profit and loss account and balance sheet using computerized accounting or prepare accounts for dissolution of a partnership firm

Course Contents

UNIT I Concept of Double Entry System, Accounting Concepts and Conventions Preparation of Journal. Sub division of Journal. Preparation of Ledger and Trial Balance. Final Accounts with Adjustments.   8 Hrs.

UNIT II   Introduction to Indian Accounting Standards. Detail study of accounting standard - 6 and 10, Branch Accounts, Departmental Account.   8 Hrs.

UNIT III Royalty Accounts, Insolvency Accounts. Accounting for Hire-Purchase and Installment Systems.   8 Hrs.

UNIT IV Partnership Accounts - Adjustments and Guarantee, Admission of Partner, Retirement and Death of Partner. Dissolution, Insolvency, Amalgamation of Partnership Firms, Conversion of Partnership Firm into Joint Stock Company. .   8 Hrs.

Unit-V: Computerized accounting system

Computerized Accounting System: Computerized accounts by using any popular accounting software: Creating a company; Configure and Features settings; Creating Accounting Ledgers and Groups, Creating Stock Items and Groups; Vouchers Entry; Generating Reports – Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement, Selecting and Shutting a Company; Backup and Restore of Data of a Company.   8 Hrs.

Suggested Readings:

1 . Financial accounting-Dr.M.S.shukla, Sahityabhawan publication, Agra

2. M.C.Shukla, T.S.Grewal and S.C.Gupta. Advanced Accounts. Chand & Co. New Delhi.

3. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.

4. Deepak Sehgal. Financial Accounting. Vikas Publishing H House, New Delhi.

5. Bhutan Kumar Goyal and HN Tiwari, Financial Accounting, International Book House

6. Charles, T Horngren, Gart L. Sundem, John A Elliot and Donna R. Phil brick. Introduction to Financial Accounting, Pearson.

7. Leonardo, A. Robinson, James R. Qanis, C. Wayne Alderman, Accounting Information Systems: A cycle Approach. Publisher Wiley.

8. Marshall, B Romney and Paul, John Steinbart, Accounting Information Systems, Pearson Education Limited.

9. Robert, L. Hurt, Accounting Information Systems: Basic Concepts and Current Issues, McGraw Hill.

Note: Latest edition of readings may be used.

Teaching Learning Process: Theory and numerical with examples, Practical Lab Lectures.

Assessment Methods: Class participation, Presentation, Practical's, Viva/ test, half & End yearly Exam.

Keywords: Financial Statements, Depreciation, Inventory Valuation, Hire Purchase, Branch Accounting, Departmental Accounting.

BCCA -(Y-101B) Business Mathematics

Group-Accounting

BCCA -(Y-101B)	Business Mathematics Paper:-II	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: The objective of this course is to familiarize students with the applications of Mathematics.

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

CO1: acquire proficiency in using different mathematical tools (matrices, mathematics of finance) in solving real life business and economic problems.

CO2: develop an understanding of the various averages.

CO3: understand the relationship between various ratios.

CO4: understand the lagorithms.

CO5: understand interests.

Course Contents

UNIT - I Ratio - Gaining, Sacrificing Ratio, Proportion, Percentage, Commission. .   8 Hrs.

UNIT - II   Simultaneous Equations- Meaning Characteristics types and calculations. .   8 Hrs.

UNIT – III Elementary Matrices- Definition and calculations, Types of Matrices.   8 Hrs.

UNIT - IV Logarithms and anti-logarithms – Principles and calculations, Introduction of calculus, Methods of Differentiation, Partial Derivative. .   8 Hrs.

UNIT – V Simple and compound Interest, Profit and Loss, Linear Programming Introduction. . 8 Hrs.

Suggested Readings:

1. Allen R.G.D.-Basic Mathematics Macmillan, New Delhi

2. Dowling. E.T.-Mathematics for economics Schaum series

3. Dr. CK Buttan-Business Mathematics

Teaching Learning Process: This course is well structured and sequenced attainment of knowledge and skills. It will constitute an important aspect of teaching learning process. The course would involve lectures supported by group tutorials, open ended projects and self-study.

Assessment Methods: Class participation, tutorial assignments and presentations, class tests, half & end year exam.

Keywords: Ratios, Matrices, Mathematics of Finance, simultaneous equations, lagorithms.

BCCA – (Y-102A) Business Law

Group- Management

BCCA – (Y-102A)	Business Law Paper:-I	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: To impart basic knowledge of the important business laws relevant to conduct general business activities in physical and virtual spaces along with relevant case laws.

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

CO1: understand basic aspects of contracts for making the agreements, contracts and subsequently enter valid business propositions. 9Hrs.

CO2: handle the execution of special contracts used in different types of business.

CO3: learn legitimate rights and obligations under The Sale of Goods Act.

CO4: acquire skills to initiate entrepreneurial ventures as LLP.

CO5: understand the fundamentals of Internet based activities under The Information and Technology Act.

Course Contents

UNIT I Indian Contract Act 1872- Definitions, Nature of contract, Offer & Acceptance, Capacity of Parties to Contract, Free Consent and Consideration, Expressly declared void agreement, Performance of contracts. . 8 Hrs.

UNIT II Breach of Contract, Remedies for breach of Contract, Indemnity and Guarantee Contracts. Special Contracts- Bailment, Pledge and Agency. 8 Hrs.

UNIT III Limited Liabilities Partnership Act, 2008, Negotiable Instrument Act, 1881- Definition, Features, Promissory note, bill of exchange and Cheques, Holder and Holder in Due Course. Crossing of Cheque, Types of Crossing, Dishonor and Discharge of Negotiable Instruments. . 8 Hrs.

UNIT IV Consumer Protection Act 1986- Main Provisions. Consumer Disputes, Redressal Machinery. 8 Hrs.

The Sale of Goods Act, 1930 - Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties, Transfer of ownership in goods including sale by a non-owner, Performance of contract of sale, unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.   8 Hrs.

UNIT V Foreign Exchange Management Act 2000 (FEMA) - Objective and Main Provisions,

Introduction to Intellectual Property Right Act- Copyright, Patent and Trademark. The Partnership Act, 1932 Nature and Characteristics of Partnership, Registration of a Partnership Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and outgoing Partners, Mode of Dissolution of Partnership .   8 Hrs.

Suggested Readings:

1 Dr.S.M.Shukla, V.P agrawal, Business law Sahitya Bhawan Publication, Agra.

2. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.

3. Avtar Singh, Business Law, Eastern Book Company, Lucknow.

4. S.N Maheshwari and S.K MaheshwariBusiness Law, National Publishing House, New Delhi.

5. Agarwal S K, Business Law, Galgotia Publishers Company, New Delhi

7. Sushma Arora, Business Laws, Taxman Publication's.

Teaching Learning Process: It includes lectures, presentations, discussions of case laws and case study discussion, role plays, seminars, tutorials and project- based learning.

Assessment Methods: The assessment methods of this course are properly aligned with teaching learning processes and anticipated learning outcomes. It includes oral and written tests, case presentations, peer evaluation, problem solving exercises, observation of practical skills through case laws and viva voce interviews.

Keywords: The Sale of Goods Act, 1930, the Limited Liability Partnership Act, 2008, the Indian Contract Act, 1872, the Information Technology Act, 2000.

BCCA (Y-102B) Business Organization &Communication

Group- Management

BCCA (Y-102B)	Business Organization &Communication Paper:-II	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: The objective of this course is to develop an understanding about functions of communications and challenges faced by communication and organizations with changing dynamics.

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

CO1: understand dynamics of business organizations communications practices with respect to stakeholders.

CO2: understand varied perspectives related to communications.

CO3: analyze how organizations adapt to an uncertain environment and decipher decision making techniques managers use to influence and control the internal environment.

CO4: understand the company organizations.

CO5: appreciate the change in working pattern of modern organizations.

Course Contents

UNIT I Business Organization: Definition, Concept, Characteristics, Objectives, Significance, Components, and Functions, Social Responsibilities of Business promotion of business: Meaning, Function, Stages of Promotion, and Forms of business organization: Detailed study of sole proprietorship and partnership. .   8 Hrs.

UNIT II Company organization : Meaning, Definition, Formation of private and public company, Merits, Demerits and types of Companies cooperative organization need meaning, Significance and its merits – Demerits. Public Enterprises Concept, Meaning, Characteristics, Objective and Significance. Business – Size and location, Plant layout and business combination. .   8 Hrs.

UNIT III Introduction- Definition, Nature, Objective, Importance to managers, Elements of communication, Feedback, Dimension and directions of communication, Means of Communication- verbal communication, SWOT analysis. .   8 Hrs.

UNIT IV Non- Verbal Communication, Body language, Paralanguage, Sign language, Visual and audio communication, Channel of communication, Barriers in Communication. Written Business communication – Concept, Advantage, Disadvantage, Importance, Need of business latter and kinds of business latter, Essentials of an Effective business latter.   8 Hrs.

UNIT V Modern forms of communication – Fax, E-mail, Video Conferencing, International Communication for Global Business. .   8 Hrs.

Suggested Readings:

1. Dr. Ramesh Mangal-Business Communication

2. Dr. Suresh Chandra Jain-Business Organization

3. Dr. Abhay Pathak-Business Organization

Teaching Learning Process: Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods: Class tests/Assignments, Class participation, Presentations, half End-year examination.

Keywords: Business organization, Organization Structure, communication, modern forms of communications.

BCCA (Y-103A) Fundamental of computer and PC software

Group- Computer Application

BCCA (Y-103A)	Fundamental of computer and PC software Paper-I	20L:8T:12P	40 Hrs.	4Hrs/Week

Course Objectives: acquire basic knowledge of fundamental of computer and pc software and its applications in the business area.

Course learning outcomes- After completing the course, the student shall be able to:

CO1: To understand introduction to computer system and progamme language.

CO2: TO understand operating system and its applications in business.

CO: 3 to understand MS WORS, MS EXCEL, PowerPoint and its applications.

CO4: to understand decision support system and its use in business,

CO5: to understand internet and its use in business.

Course contents

UNIT I Introduction to computer system: block diagram, components, motherboard, processor, main memory, cache memory, hard disk. Input device, output device, eternal storage devices: floppy disk CD ROM, DVD, USB derives. 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 .

 8 Hrs.

UNIT II 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 . 8 Hrs.

UNIT III 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. 8 Hrs.

UNIT IV Decision support system: importance of decision support system, limitation, characteristics of DSS, decision support and structure of decision making and repititativeness 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. 8 Hrs.

UNIT V Internet : meaning ,definitions ,history ,internet protocols,TCP/IP,FTP,HTTP,URL, internet bwrowsers,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, extra net,eticketing,chatting. 8 Hrs.

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

E-brocking.E-business model, do it yourself model, made to order model, information service model, emerging hybrid models. 8 Hrs.

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

Teaching Learning Process: Interactive class room sessions with the help of power point presentations, lab work and group discussions to ensure active participation and continuous learning.

Assessment Methods: Class tests/Assignments, Class participation, practical, Presentations, half End-year examination.

Keywords: Computer System,Progamming Languages,Opeating System, MS Word, MS Excel, Power Point,DSS,IT,MIS,Internet,Web.

BCCA (Y-103B) Desktop Publishing and Multimedia

Group- Computer Application

BCCA (Y-103B)	Desktop Publishing and Multimedia Paper-II	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objectives: acquire basic knowledge to learners with a foundation of desktop publishing terms and concepts, and, fundamental desktop publishing skills necessary to create effective business publications Create fliers, brochures, and multiple page documents and understand technical aspects of multimedia and its applications and uses.

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

CO1: to identify desktop publishing terminology and concepts and its applications.

CO2: to understand concept of multimedia

CO3: to understand concept of PageMaker and its applications

 CO4: to manipulate text and graphics to create a balanced and focused layout.
\CO5:to creates fliers, brochures, and multiple page documents.

Course contents

UNIT – I 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. 8 Hrs.

UNIT- II Types of Graphics, Uses of Computer Graphics Introduction to Graphics Programs, Font and Typefaces, Types of Fonts, Creation of Fonts (Photographer), Anatomy of Typefaces, Printers, Types of Printers used in DTP, Plotter, Scanner. 8 Hrs.

UNIT-III 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.

8 Hrs.

UNIT-IV 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. 8 Hrs.

UNIT-V 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. 8 Hrs.

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

Teaching Learning Process Interactive class room sessions with the help of power point presentations, lab work and group discussions to ensure active participation and continuous learning.

Assessment Methods: Class tests/Assignments, Class participation, practical, Presentations, half End-year examination.

Keywords: DTP, Graphics, Page Maker, Multimedia, RTF & HTML, MIDI

BCCA(Y-103P) Practical-Computer Application

BCCA(Y-103P)	Practical - Computer Application	10L:10T:20P	40 Hrs.	4Hrs/Week

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 Bio data 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 template and blank presentation.
2. Design a presentation illustrating insertion of pictures, word Art and clipart.
3. Designs 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,

FC(Y-104A) Moral Value & Language

Group- Foundation Course

FC(Y-104A)	Moral Value & Language PAPER:-I	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: Responsibility to promote moral values in students. Students not aware seriously of moral value and institutions .which results continuous erosion of human values and social relations.

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

CO1: understand the concept of moral value and languages.

CO2: link the individual's capability and strength as a guiding factor towards moral value.

CO3: understand social support system for gaining strength towards moral value.

CO4: understand skills of English language.

CO5: understand modern English communication day to day.

Course Contents

UNIT I

हिन्दी भाषा .   8 Hrs.

स्वतंत्रता पुकारती (कविता) –जयशंकर प्रसाद

1. पुष्प की अभिलाषा (कविता) – माखनलाल चतुर्वेदी
2. वाक्य संरचना और अशुद्धियां (संकलित)

UNIT II

हिन्दी भाषा .   8 Hrs.

नमक का दरोगा (कहानी)- प्रेमचंद

1. एक थे राजा भोज (निबंध) – डॉ. त्रिभुवननाथ शुक्ल
2. 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) – स्वाम श्रद्धानंद**

UNIT IV.   8 Hrs.

1. Where the min is without fear: Rabindranath Tagore

2. The Hero: R.K. Narayan

3. Tryst with Destiny: Jawaharlal Nehru

4. Indian weavers: Sarojini Naidu

5. The Portrait of a lady: Khushwant Singh

6. The Solitary Reaper: William Wordsworth

UNIT V.   8 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

Teaching Learning Process: Direct interactive class room teaching method along with practical cases may be put before the learners so as to promote moral value propensity among the students.

Assessment Methods: Class tests/Assignments, Class participation, Presentations, half and End-yearly examination

Keywords: Moral value, English skills,

FC(Y-104B) Development of Entrepreneurship

Group- **Foundation Course**

FC(Y-104B)	Development Of Entrepreneurship Paper:-II	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: To inculcate the spirit of entrepreneurship among the learners so as to ensure their entrepreneurial desire resulting into creation of a new venture.

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

CO1: understand the concept of entrepreneurship in the context of Indian economic scenario.

CO2: link the individual's capability and strength as a guiding factor towards entrepreneurial orientation.

CO3: understand social support system for gaining strength towards entrepreneurial preferences.

CO4: understand entrepreneurial process for initiating new venture creation.

CO5: understand various dimensions of managing a business enterprise once it is formed.

Course Contents

UNIT I Entrepreneurship Development- Concept and importance, function of Enterpriser, Goal determination – Problems Challenges and Solutions.   8 Hrs.

UNIT II   Project Proposal – need and objects- Nature of organization, Production Management, Financial Management, Marketing Management, Consumer Management. .   8 Hrs.

UNIT III Role of regulatory Institutions, Role of development Organization, and self-employment oriented Schemes, various growth schemes. .   8 Hrs.

UNIT IV   Financial Management for Project- Financial Institution and their role, Capital estimation and arrangement, cost and price determination, accounts management.   8 Hrs.

UNIT V Problem of entrepreneur- Problem relating Capital, Problem relating Registration, administration problem and how to overcome from above problems. .   8 Hrs.

Suggested Readings: मध्यप्रदेश हिन्दी ग्रंथ आकादमी द्वारा प्रकाशित पुस्तकें

Teaching Learning Process: Direct interactive class room teaching method along with practical cases may be put before the learners so as to promote entrepreneurial propensity among the students.

Assessment Methods: Class tests/Assignments, Class participation, Presentations, half yearly End-yearly examination

Keywords: Nascent Entrepreneurship, Private Equity Funds, Project Appraisal.

B.COM PLAIN II ND YEAR

BCCA – (Y-201A) Corporate Accounting

Group- Accounting

BCCA – (Y-201A)	Corporate Accounting Paper:-I	32L:8T:0P	40 Hrs.	4Hrs/Week

Course objective: To acquire the conceptual knowledge of corporate accounting and to understand the various techniques of preparing accounting and financial statements.

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

 CO1: develop an understanding of accounting for share capital and debentures.

CO2: Prepare Final Accounts of Companies.

CO3: develop understanding of banking and insurance companies.

CO4: understand the accounting for amalgamation of companies.

CO5: prepare consolidated balance sheet for Holding company.

Course Contents

UNIT I Issue of Shares, Forfeiture, Reissue of shares and buy back of shares. Redemption of Preference Shares. Issue & Redemption of Debentures. .   8 Hrs.

UNIT II Final Accounts of Companies (Including calculation of managerial remuneration). Declaration of Dividend, Profit and Loss Appropriation Account and disposal of Profits. Calculation of Pre and Post incorporation Profit / Loss. Accounting For share capital transaction including bonus option and buy back of shares. .   8 Hrs.

UNIT III Valuation of Goodwill and Shares, Methods of Valuation. Accounts of Public Utility Companies (Electricity Company).accounting of banking companies, accounts of insurance companies with claim settlement. .   8 Hrs.

UNIT IV Meaning of Holding and Subsidiary Company. Preparation of Consolidated Balance Sheet of a holding company with one subsidiary company, Accounting for liquidation of companies. .   8 Hrs.

UNIT V Accounting for Merger as per AS 14. Internal Reconstruction of a company as per Indian Accounting Standard 14 (Excluding intercompany holdings and reconstruction scheme. 8 Hrs.

References Books:

1. Mangal Ramesh Company Accounts, Universal Publication, Agra.

2. Maheshwari S.N.Corporate Accounting Vikas Publishing House, New Delhi

3. Mehta, Brahmbhat Corporate Accounting, Devi Ahilya Prakashan, Indore

Note: Latest edition of readings may be used

Teaching Learning Process: The pedagogy would involve discussion of theory substantiated with numerical al live examples taken from business world.

Assessment Methods: Class participation, Presentation, Practical's, test, half End yearly Exam.

Keywords: Redemption of shares, Financial Statements, cash flow, Amalgamation, holding company.

BCCA – (Y-201A) Cost Accounting

Group- Accounting

BCCA – (Y-201B)	Cost Accounting PAPER:-II	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: To provide an in-depth understanding of the cost accounting principles for identification, analysis and classification of cost components and cost ascertainment using various costing methods.

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

CO1: understand conceptual framework of Cost Accounting.

CO2: understand in detail the accounting and control of material and labour cost.

CO3: understand classification, allocation, apportionment and absorption of overheads in cost determination.

CO4: calculate the cost of products, jobs, contracts, processes and services.

CO5: have basic understanding of cost accounting book keeping systems and reconciliation of cost and financial account profits.

Course Contents

UNIT I Cost: meaning, Concept and Classification, Elements of cost, nature and importance, Material Costing, Methods of valuation of material issue. Concept and material control and its techniques. Labor costing, methods of wages payments.   8 Hrs.

UNIT II Unit costing, Preparation of cost sheet and statement of cost (including calculation of tender price) overhead cost, (including calculation of machine hour rate.)   8 Hrs.

UNIT III Contract and Job costing, Operating costing.   8 Hrs.

UNIT IV Process costing (Including Inter process profit and reserves) Reconciliation of cost and Financial Accounts. .   8 Hrs.

UNIT V Marginal costing - Profit/volume Ratio, Break -Even Point, Margin of Safety, Application of Break-Even Analysis. Cost Audit- Meaning, importance and Techniques of cost Audit, Cost Audit programme.   8 Hrs.

Note- in this paper 70% shall be numerical questions and 30% shall be theoretical questions.

References Books:

1. Jain and Narang, Kalyani publishers, New Delhi

2. Maheshwari S.N. Vikash publishing house, New Delhi

3. Agrawal and Jain, Ram Prasad and sons.

Teaching Learning Process: This paper would be taught using lecture, class discussion, numerical examples and cases from corporate world.

Assessment Methods: The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work and half End yearly Exam

Keywords: Elements of Cost, Overheads, Process Costing, Reconciliation of Cost and Financial Profits.

BCCA – (Y-202A) Principles of Statistics

Group- Management

BCCA – (Y-202A)	Principles Of Statistics Paper:-I	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: The objective of this course is to familiarize students with the applications of Statistical techniques in business decision making.

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

CO1: develop an understanding of the various averages

CO2: develop an understanding of measures of dispersion to describe statistical data.

CO3: understand the relationship between two variables through correlation and regression.

CO4: understand the construction and application of index numbers to real life situations.

CO5: understand the trends and tendencies over a period of time through time series analysis.

Course Contents

UNIT I Meaning, Definitions, Significance, Scope and Limitations of Statistics. Statistical investigation. Process of Data Collection, Primary and Secondary Data, Methods of Sampling, Preparation of Questionnaire, Classification and Tabulation of Data, Preparation of Statistical Series and its types.   8 Hrs.

UNIT II Measurement of Central Tendency- Mean, Median, Quartile, Mode, Geometric Mean and Harmonic Mean.   8 Hrs.

.**UNIT III** Dispersion and Skewness. Analysis of Time Series – Meaning, Importance, Components, Decomposition of Time Series, Measurement of Long Term Trends, Measurement of Cyclical and Irregular Fluctuations.   8 Hrs.

UNIT IV Correlation-Meaning, Definitions, Types and Degree of Correlation, Methods of Correlation. Regression Analysis-Meaning, Uses, Difference between Correlation and Regression, Linear Regression, Regression Equations, Calculation of Coefficient of Regression. 8 Hrs.

UNIT V Index Number- Meaning, Characteristics, Importance and Uses. Construction of Index Numbers- Cost of living Index, Fisher's Ideal Index Number. Diagrammatic and Graphic presentation of Data.   8 Hrs.

References Books

1. Oswal, Sahu Business Statistics, Ramesh Book Depot, Jaipur

2. Gupta B.N. Statistics, Sahitya Bawan, Agra (Hindi & English)

3. Shukla S.M. Statistics

Teaching Learning Process: This course is well structured and sequenced attainment of knowledge and skills. It will constitute an important aspect of teaching learning process. The course would involve lectures supported by group tutorials, open ended projects and self-study.

Assessment Methods: Class participation, tutorial assignments and presentations, class tests, and half End yearly Exam

Keywords: Statistics, data, central tendency, correlation, dispersion, skewness, Index Numbers, Time Series.

BCCA – (Y-202B) Principles of Management

Group- Management

BCCA – (Y-202B)	Principles Of Management Paper:-II	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: The objective of this course is to develop an understanding of the processes of management related with the basic functions and management challenges in the emerging perspective.

Course Learning Outcomes: The successful completion of this course shall enable the student:

CO1: To understand key functions in management as applied in practice.

CO2: To understand in more specific management related areas from planning till controlling.

CO3: To understand about the authority and responsibility, and different organizational structure.

CO4: To understand about the role of leadership, motivation and communication in an organization.

CO5: To understand the importance of globalization and diversity in modern organizations.

Course Contents

UNIT I Management -Meaning, Nature and importance, Functions and Principles of Management, management v/s Administration. Development of managerial Thought, Contribution of Taylor and Fayol. Management by exceptions, management by objectives, social responsibility of management.   8 Hrs.

UNIT II Planning: concept. Process and Techniques, Decision making: concept meaning and process. Organization- concept, nature Principles of significance.   8 Hrs.

UNIT III Motivation: Concept- Theories, Monetary and non-monetary Motivation. Leadership: - concept and Leadership styles, Leadership Theories. Direction, control and Coordination- process and methods.   8 Hrs.

UNIT IV Human resource Management: Meaning, objectives, scope and importance. Functions and Responsibilities of HR manager, Principles of HRM. .   8 Hrs.

UNIT V Man power Planning -Recruitment, Selection and promotion. Training and development - Methods of training programme, Job performance and evaluation-concept and Techniques. 08Hrs.

Reference Book:

1. S.M Shukla -Principle of Management, Sahitya Bhawan, Agra

2. B.K.Agrawal- Principle of Management, Ramprashad and Sons

3. Gupta and Sharma- Principle of Management, Kalyani Publishers, New Delhi (Both

Medium)

Note: Latest edition of the readings may be used.

Teaching Learning Process: At the beginning of each semester faculty teaching the course will provide (i) Teaching Plan, (ii) updated reading list, and (iii) the list of case studies for uploading on Department website. Facilitating the achievement of Course Learning Outcomes

Teaching and Learning Activity: Presentations/Video/ Case Studies/Role-plays, Lecture

Assessment Tasks: Evaluation of students" Presentation, Assignment evaluation, class test

BCCA – (Y-203A) PC Software & Data Processing

Group- Computer Application

BCCA – (Y-203A)	Pc Software & Data Processing Paper:-I	20L:8T:12P	40 Hrs.	4Hrs/Week

Course Objective: acquire basic knowledge of pc software and data processing and its application in business.

Course Learning Outcomes - The successful completion of this course shall enable the student:

CO1: to understand spreadsheet and its uses in business.

CO2: to understand MS power point in and its uses.

CO3: to understand concept of business organization and uses of computer and its application in business.

CO4: to understand system analysis and design and its uses in MIS.

CO5: to understand DMS and its applications.

Course Contents

UNIT — I 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. 8 Hrs.

UNIT – II 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 color, 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. 8 Hrs.

UNIT – III 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. 8 Hrs.

UNIT – IV 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. 8 Hrs.

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. 8 Hrs.

BCCA(Y-203B) Internet and E-Commerce

Group- Computer Application

BCCA(Y-203B)	Internet and E-Commerce Paper:-II	20L:8T:12P	40 Hrs.	4Hrs/Week

Course Objective: To enhance skills for effective and contemporary applications of Internet& E-commerce.

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

CO1: understand the basics of internet.

CO2: E-commerce, current and emerging business models familiarize with basic business operations such as sales, marketing, HR etc. on the web.

CO3: enhance the students' skills for designing and developing website.

CO4: identify the emerging modes of e-payment.

C05: understand the importance of security, privacy, ethical and legal issues of e-commerce.

Course Contents

UNIT I 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. 8 Hrs.

UNIT II E-Commerce: Introduction, Concepts, E-commerce & Physical Commerce, Advantages & Disadvantages of E- Commerce. Technology in E-Commerce, Interne 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. 8 Hrs.

UNIT III 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-me diary model, Community Model, Value chain model, Manufacturer Model, Advertising Model, Subscription Model. Electronic Data Interchange (EDI): Evolution, uses, benefits, working of EDI. 8 Hrs.

UNIT IV 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, postpaid electronic payment systems. Internet advertising: Importance and competitiveness, weakness, Models of advertising on internet. E-marketing tools. 8 Hrs.

UNIT V 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. 8 Hrs.

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

Note: Latest edition of the books should be used.

Teaching Learning Process

A combination of various learning methods like audio-visual materials, class presentations, expert lectures(Webinar), case studies and group discussion using ICT (such as: What Sapp group, Google Group, Etc.).

Assessment Methods

The methods of assessing the students include presentations, online/off line quiz, micro research projects, group discussion and class tests.

The assessment of webpage includes e-commerce, World Wide Web, electronic funds transfer, automated clearing house, digital signature and online shopping.

Keywords

Internet, E-Commerce, World Wide Web, Hardware, E-Payments, Cyber Law

BCCA – (Y-203P) practical –computer application

BCCA – (Y-203P)	practical –computer application	20L:8T:12P	40 Hrs.	4Hrs/Week

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 Bio data 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 organization.

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:

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 of 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.

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.

4. Design a presentation illustrating insertion of movie, animation and sound.

5. Illustrate use of custom animation and slide transition (using different effects).

FC(Y--204A) Moral Value and Language-II

Group- Foundation Course

FC(Y--204A)	Moral Value And Language-II Paper:-I	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: Responsibility to promote moral values in students. Students not aware seriously of moral value and institutions .which results continuous erosion of human values and social relations.

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

CO1: understand the concept of moral value and languages.

CO2: link the individual's capability and strength as a guiding factor towards moral value.

CO3: understand social support system for gaining strength towards moral value.

CO4: understand skills of English language.

CO5: understand modern English communication day to day.

Course Contents

UNIT-I

हिंदी भाषा**:** 8 Hrs.

1. वह तोड़ती पत्थर) कविता) - सूर्यकांत पाठ निराला

2. दिमागी गुलामी) निबंध) - राहुल सांकृत्यायन

3. वर्ण -विचार (स्वर- व्यंजन, वर्गीकरण, उच्चारण स्थान

UNIT-II. 8 Hrs.

हिंदी भाषा

1. नार व का अभशाप) नबंध) - म हादेवी वमा_

2. चीफ क दावत) कहानी - (भी म साहनी

3. वराम च ह) -संकलत

UNIT-III.   8 Hrs.

ह द भाषा: नैतक मू य

1. शकागो   या यान) या यान - (वामी ववेकानंद

2. धम_ और रा _वाद) -लेख) महष_ अरव द

3. सादगी) आ मकथा) - महा मा गांधी

4. च त जहां भय शू य) कवता) - रवी नाथ टैगोर

UNIT IV.   8 Hrs.

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 granth academy, Bhopal published book.

Teaching learning process: Direct interactive class room teaching method along with practical cases may be put before the learners so as to promote moral value propensity among the students.

Assessment Methods: Class tests/Assignments, Class participation, Presentations, half and End-yearly examination

Keywords: Moral value, English skills,

FC(Y—204B) Environmental Studies

Group- Foundation Course

FC(Y—204B)	Environmental Studies Paper:-II	32L:8T:0P	40 Hrs.	4Hrs/Week

Course objective: Acquire an awareness of the environment as a whole and its related problems and Basic understanding and knowledge about the environment and its allied problems, an attitude of concern for the environment, the skills for identifying and solving environmental problems, Participate in improvement and protection of environment.

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

CO1: able to understand to concepts and methods from ecological and physical sciences.

CO2: able to environment and their application in environmental problem solving.

CO3: able to understand the ethical, cross-cultural.

CO4: able to understand to the links between human and natural systems.

CO5: able to understand historical context of environmental issues.

Course contents

UNIT I Study of Environment and ecology: Definition and Importance of Environment and Ecology, Public participation and Public awareness.   8 Hrs.

UNIT II 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.   8 Hrs.

UNIT III Environment and social problems: Sustainable development- Introduction, Energy problems of cities, solar energy, biogas and wind energy, Water conservation – rain-water harvesting.   8 Hrs.

UNIT IV Role of mankind in conserving natural resources: Food resources – World food problem, Energy Resources – increasing demand for energy.   8 Hrs.

UNIT V Environment conservation laws: Conservation laws for air and water pollution, Wildlife conservation laws, Role of information technology in protecting environment & health.   8 Hrs.

Suggested Readings: Madhya Pradesh Hindi granth academy, Bhopal published book.

Teaching Learning Process: Direct interactive class room teaching method along with practical cases may be put before the learners so as to promote moral value propensity among the students.

Assessment Methods: Class tests/Assignments, Class participation, Presentations, half and End-yearly examination

Keywords: Environment, ecology, pollution, social problem, energy, conversation

B.Com Plain III rd. Year

BCCA (Y-301A) Income Tax Law & Practice

Group- Accounting

BCCA(Y-301A)	Income Tax Law & Practice Paper:-I	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: To impart knowledge of laws pertaining to levy of income tax in India and to enable students to apply the same practically.

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

CO1: understand the basic concepts in the law of income tax and determine the residential status of different persons.

CO2: identify the five heads in which income is categorized and to compute income under the heads 'Salaries' and 'Income from House Property'.

CO3: compute income under the head ' Profits and gains of business or profession', 'Capital gains' and 'Income from other sources'.

CO4: understand clubbing provisions, aggregate income after set-off and carry forward of losses, and deductions allowed under the Income Tax Act.

CO5: compute tax liability of individuals and firms and understand the provisions of filing return of income.

Course Contents

UNIT-I General Introduction of Indian Income Tax Act, 1961. Basic Concepts; Income, Agriculture Income, Casual Income, Previous Year, Assessment Year, Gross Total Income, maximum marginal rate of tax; Permanent Account Number (PAN); Total Income, Person Assesse, Residential Status and Tax Liability, Exempted Income.   8 Hrs.

UNIT-II Income from Salary, Income from House Property.   8 Hrs.

UNIT-III Income from Business Profession, Capital Gains, Income from Other Sources.   8 Hrs.

UNIT-IV Set Off And Carry Forward Of Losses, Deductions From Gross Total Income, Clubbing Of Income, Computation Of Total Income And Tax Liability Of An Individual.   8 Hrs.

UNIT-V Assessment Procedure, Tax Deducted At Source, Advance Payment of Tax, Income Tax Authorities, Appeal, Revision and Penalties. .   8 Hrs.

Suggested reading-

1. Income Tax -Shripal Saklecha, Satish Printers, Indore

2. Income Tax Legislation and Accounts-Dr.H.C Mehrotra, Sahitya Bhawan, Agra

3. Income Tax- Dr.R.N. Lakhotiya

4. Income Tax-O.P Agrawal and Arvind Jain

Teaching Learning Process: The teaching learning process would include classroom lectures to introduce students to the law pertaining to the levy of income tax. This would be supported by case studies to enable an understanding of the practical implications of the income tax law. Further, to enable the students to apply the law practically, presentations by students and practical on online filing would be included in the teaching learning process.

Assessment Methods: The assessment methods would include end semester examination, assignments and class tests. Further, practical exams may be conducted to gauge the understanding of students regarding application of relevant provisions of the income tax law.

Keywords: Assessment Year, Previous Year, Assesse, Person, Finance Act, Income, Agricultural Income, Resident, Non-Resident, Standard Deduction, Allowances, Perquisite, Deemed Ownership, Capital Gain, Relative, Annual Value.

BCCA (Y-301B) Goods & Services Tax and Custom Duty

Group- Accounting

BCCA (Y-301B)	Goods & Services Tax And Custom Duty Paper:-II	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: To impart knowledge of principles and provisions of GST and Customs Law, the important legislation dealing with indirect tax system in India; and to enable the students to apply the same practically.

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

CO1: connect with the genesis of goods and services tax (GST), decipher the constitutional amendment carried out to install GST in India

CO2: understand the meaning of supply under GST law, differentiate between intra-state and inter-state supply, comprehend rules related to the place of supply and compute the value of supply.

CO3: comprehend the utilization of input tax credit, and the reverse charge mechanism of paying GST and to know the procedure for claiming refund under GST.

CO4: understand the provisions for registration under GST.

CO5: know the basic concepts of Customs duty and to compute the assessable value for charging customs duty.

Course Contents

Unit I: CGST/SGST: important terms and definitions under central goods and service tax Act, 2017 and state goods and service basic elements of GST. Meaning and scope of supply levy and collection tax.   8 Hrs.

.**Unit II:** CGST/SGST:time and value of supply of goods and services input tax credit transitional provisions computations of GST liability, registration under CGST/SGST and

necessary documentation, filling of returns, assessment, payment of tax, on reserve charge basis, refund under the act.   8 Hrs.

Unit III: CGST/SGST:maintenance of accounts and records, composition scheme, job work and its procedures, various exemptions under GST, demand and recovery under GST miscellaneous provisions under GST.   8 Hrs.

Unit IV: IGST: important terms and definitions under integrated goods and services tax Act, 2017, levy and collection of IGST, principles for determining the place of supply of goods and services, zero related supply. .   8 Hrs.

Unit V:introduction and brief background of custom duty, important definitions – goods durable goods, person in-charge, Indian customs water, types of customs duty, valuation for custom duty, items to be included and excluded in customs value, computation of assessable value and custom duty (practical) .   8 Hrs.

.**References**

1. GST concept and application-Dr.Anil Kumar- Himalaya publication

2. Indirect Tax-B.Baluchandran-S.Chand and Sons.

3. Goods and Service Tax, 2017-Ashish Khoolwal-Commercial Law Publication.

4. Daty V.S.GST Ready Reckoner- Taxman Publications, New Delhi.

Teaching Learning Processes: The teaching learning process would include classroom lectures to introduce students to the provisions of GST and custom duty. This would be supplemented by case studies to enable an understanding of the practical aspects of GST and customs duty. In addition, class presentations and class discussion to be included in the teaching learning process.

Assessment Methods: The assessment methods would include end semester examination and assignments. Further, class tests may be conducted to gauge the understanding of students regarding GST and customs and application of relevant tax provisions.

Keywords: State compensation cess, Job-work, IGST, SGST, CGST, Supply, Related person, Distinct person, Value of supply, Bill of entry, Refund, Registration, GST network, GST council.

BCCA (Y-302A) Auditing

Group- Management

BCCA (Y-302A)	Auditing Paper:-I	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: To provide knowledge of auditing principles and techniques and to familiarize the students with the understanding of Indian context including case studies.

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

CO1: differentiate between different aspects of auditing especially for internal check, internal control.

CO2: understand the concept of Vouching, Verification of Assets and Liabilities

CO3: provide and assimilate information Company audit

CO5: recognize the essence of Investigation of banking companies and educational and NPI.

Course Contents

UNIT-I Introduction- Meaning and Objectives of auditing, Types of Audit. Programme, audit books, Working Papers and Evidences. Preparation before commencing of audit.   8 Hrs.

UNIT-II Internal Check System: Routine Checking, internal checking, internal audit and test checking. Internal control and audit procedure. .   8 Hrs.

UNIT-III Vouching, Verification of Assets and Liabilities:-immovable property, fictitious assets, current assets, verification of current and fixed liabilities. .   8 Hrs.

UNIT-IV Company audit: appointment of Auditor, Power, Duties and Liabilities. Divisible Profits and Dividend. Auditors Report: Cleaned And Qualified Report. .   8 Hrs.

UNIT-V Investigation - Objectives, Difference between Audit and Investigation, Process Of Investigation, Special Audit of Banking Companies, Educational, Non Profit Institutions And Insurance Companies. 08 Hrs.

Suggest readings:

1. Dr.T.R.Sharma: Auditing.

2. Jain&Khandelwal: Auditing.

3. Tondon: Auditing.

Teaching Learning Process: The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject auditing. It includes lectures through presentations of expert lectures, case study approach is widely followed, role plays, seminars, tutorials, project- based learning. Higher-order skills of reasoning and analysis will be encouraged through teaching strategies.

Assessment Methods: The assessment methods of this course are properly aligned with teaching learning processes and anticipated learning outcomes. It includes oral and written tests, case Presentations, peer evaluation, problem solving exercises, observation of practical skills through case laws and viva voce interviews.

Keywords: Auditing, internal check system, company audit, investigation.

BCCA (Y-302B) Management Accounting

Group- Management

BCCA (Y-302B)	Management Accounting Paper:-II	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: Enable students to acquire knowledge of concepts, methods and techniques of management accounting for the purpose of managerial planning, control and decision making.

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

CO1: understand thoroughly the conceptual framework of Management Accounting; different forms of accounting—Financial, Cost and Managerial; types of costs for decision making and cost control; cost control and cost reduction.

CO2: understand the concept of marginal cost and marginal costing; preparation of income statements using absorption and variable costing; learning of cost-volume-profit analysis and break-even analysis using mathematical and graphical approaches; and their application in businesses.

CO3: understand the concept of relevant cost and make decisions related to different business situations using marginal costing and differential costing techniques.

CO4: understand preparation of various types of budgets and budgetary control system as a tool of managerial planning and control.

CO5: have basic understanding of techniques of performance measurement such as Responsibility Accounting, Divisional Performance Measurement and Transfer Pricing.

Course Contents

UNIT-I Management accounting: Meaning, nature, scope and functions of management accounting, role of management accounting in decision making, management accounting vs. financial accounting and cost accounting. Tools and techniques of management accounting.

8 Hrs.

UNIT-II Financial statement : meaning, importance ,limitations of financial statements, objectives and methods of financial statement analysis, ratio analysis, classification of ratio-profitability ratio, turnover ratio, and financial ratios, advantage of ratio analysis , limitation of accounting ratios.   8 Hrs.

UNIT-III Statement, cash flow statement as per Indian accounting standard-3 IFRS concept and importance of leverages.   8 Hrs.

UNIT-IV Absorption and marginal costing; marginal and differential costing as a tool for decision making-make or buy, change of product mix, pricing, break even analysis, exploring new markets, shutdown decisions of production.   8 Hrs.

UNIT-V Budgetary control; meaning of budget and budgetary control; objectives, merits and limitations, types of budget; cash budget and flexible budget. Concept of management audit, responsibility accounting .management reports and types of reports and quality of good report. 8 Hrs.

Suggested reading-

1. Management accounting- Jain S.P.Narag

2. Management accounting- S.P Gupta

3. Management accounting – Mahesh Agrawal and Mukes Jain

4. Management accounting- Agrawal and Gupta

Teaching Learning Process: The teaching learning process will be based on lectures, presentations, and project work and cases studies.

Assessment Tasks: The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end yearly examination

Keywords Cost Control, Cost-Volume-Profit Analysis, Relevant Costs, Variance Analysis, Divisional Performance.

BCCA (Y-303A) Web Designing

Group- Computer Application

BCCA (Y-303A)	Web Designing Paper:-I	20L:8T:12P	40 Hrs.	4Hrs/Week

Course Objective: This course will introduce you to the realm of web design. The first and necessary step for that goal is to understand how HTML works, and then we will proceed to more advanced and complicated structures and concepts of web design, such as CSS and layout control. A series of tasks (website evaluation, website development, reflective report, collaborative website development, website self-assessment), as well as several group activities (discussions, online resource sharing, collaborative work) will help you gain practical experience on web development and a thorough understanding of web design issues.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1: discover how does web works really, what makes web sites work, Simple and impressive design techniques, from basics till advanced to focus on goal oriented and user centric designs.

CO2. To create web elements like buttons, banners & Bars and of course complete UI designs.

CO3: Forms and validations for your website.

CO4: Setting up page layout, color schemes, contract, and typography in the designs.

CO5: Writing valid and concise code for webpages.

CO6: Best use of social media for revenue generation.

CO7: Setting up a perfect landing page for business, clients and yourself.

Course Contents

Unit – I 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. 8 Hrs.

Unit- II 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. 8 Hrs.

Unit- III 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. 8 Hrs.

Unit –IV 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. 8 Hrs.

Unit – V 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. 8 Hrs.

Text Books: 1. The Complete Reference to HTML- by Thomas A Powell, TMH, II Edition.

2. Using HTML – by lee Anne Phillips, PHI

3. "Web Technology and Design", Xavier, New age Inter national

4. Ullman, "PHP for the Web" Visual Quick Start Guide", Pearson Education

5. PHP: beginner's guide VikramVaswani McGraw Hill.

Teaching Learning Process: The teaching learning process will be based on lectures, presentations, and project work and cases studies. The course will combine guided core reading, a series of short individual tasks, synchronous and asynchronous discussions, group working, resource sharing and hands -on experience on website development. Tutor support will be provided throughout the course.

 Resource requirements you will be required to have regular access to a computer connected to the internet; broadband is recommended but not essential. All essential core reading will be provided online to be downloaded.

Assessment Tasks: The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end yearly examination

Keywords HTMSL, WWW, META, MARQUEE, ROWSPAN, COLSPAN, Layers, css, FORM, DHTML, XML, ASP. NET

BCCA (Y-303B) Digital Marketing

Group- Computer Application

BCCA (Y-303B)	Digital Marketing Paper:-II	20L:8T:12P	40 Hrs.	4Hrs/Week

Course Objectives: This course seeks to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario. It also enables the student to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved therein.

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

CO1: identify and assess the impact of digital technology in transforming the business environment and also the customer journey.

CO2: understand how marketers think, conceptualize; test continuously to optimize their product search on digital platforms.

CO3: illustrate how the effectiveness of a digital marketing campaign can be measured

CO4: demonstrate their skills in digital marketing tools such as SEO, Social media, and Blogging for engaging the digital generation.

CO5: appreciate the need for regulatory framework for digital marketing in India.

Course Contents

UNIT: I Digital marketing ,understanding the marketing process , increasing visibility , types of visibility , example of visibility ,visitors engagement , bringing targeted traffic, retention , performance evaluation ,tools needed. 8 Hrs.

UNIT: II 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. 8 Hrs.

UNIT: III 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.

 8 Hrs.

UNIT: IV Marketing on social networking website , viral marketing and its importance ,Facebook marketing ,twitter marketing , linked In marketing , Google plus marketing , video marketing , pinterest marketing . 8 Hrs.

UNIT: V Introduction to SEO and its importance , Google Ad words overview , understanding Ad words algorithm , creating search campaigns , creating ads , tracking performance / conversion , optimizing search campaigns ,creating display campaign. 8 Hrs.

Text Books and References Books:

1. HTML, DHTML by Perl CGI by Ivan Byross.

2. The complete references HTML by Thomas Powell

3. Easy Web design by Mary Milhollon

4. HTML in easy step by Mike McGrath

Note: Latest edition of readings may be used

Teaching Learning Process : The teaching and learning process for this course includes case discussions on digital marketing strategies via case lets of leading click-and-click only and brick-and-click companies; interactive sessions/group discussion in classes on companies with best digital practices, on effective ad campaigns, on mobile marketing-in-app promotions, smart lecture classes for introducing and understanding theoretical concepts in every unit of the course; experiential learning in content creation via blogs, emails etc., student development workshops by industry experts in specialized areas like SEO tactics, website development, social media/ video marketing, mentoring regularly via e-tutorials/e-labs/Moodle app

Assessment Methods: Written, Objective and Descriptive Class tests, Individual and tutorial group based presentations, e-assignments, Continuous assessment in terms of participation in class, e-tutorials and class presentations.

Keywords : Digital Marketing, E- Marketers, E-Customers, Digital Marketing Mix, Segmentation and Positioning Strategies, E-CRM, Consumer Buying Process, Internet.

BCCA (Y-303P) Practical -Computer Application

BCCA (Y-303P)	Practical -Computer Application	20L:8T:12P	40 Hrs.	4Hrs/Week

Web Design
1. Create a time table of your class
2. Create a marks list of university examination.
3. Create a dynamic website for an educational institute.
4. Create a website for online marketing.
5. Create an online application for products.
6. Create an online application for admission process.
7. Create a home page of your own using HTML tags.
8. Write the basics steps for hosting a website.
9. Write an HTML documents to provide the form that collect names and telephone numbers.

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

FC(Y-304A) Moral Value and Language-III

Group- Foundation Course

FC(Y-304A)	Moral Value and Language-III Paper:-I	32L:8T:0P	40 Hrs.	4Hrs/Week

Course Objective: Responsibility to promote moral values in students. Students not aware seriously of moral value and institutions .which results continuous erosion of human values and social relations.

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

CO1: understand the concept of moral value and languages.

CO2: link the individual's capability and strength as a guiding factor towards moral value.

CO3: understand social support system for gaining strength towards moral value.

CO4: understand skills of English language.

CO5: understand modern English communication day to day.

Course Contents

UNIT-I इकाई -1

हिन् दी षा ा .   8 Hrs.

1. मेरे सियात्री (यात्रा व्रतांत) – अम्रतऱाऱ बेगड

2. मध् यप्रददे ी ऱकी ीऱांंां (सांीिऱत)

3. ऱकीकत्ततयांं ंवां मि्मुवरे (सांीिऱत)

इकाई -2 .   8 Hrs.

हिन् दी षा ा

1. न त्रीररता ौ विषन् न ययाम (सांिॏरत)

2. मध् यप्रददे ोा रकी साहि य (सांिॏरत)

3. न त्र ऱेखन - यवेदन, प्रदाऱूनण, यदे न ररन त्र ज्ञानन, अनुस् मारी

इकाई -3 .   8 Hrs.

नैतती मूल् य

1. ववश् व ौ प्रदमुख धमम ॎवां मि् वनूणम वव े तांॎां (हिन् दू धमम , जैन धमम ,बौध् द धमम , िॎसत ख धमम , ईसा धमम , इस् ऱाम धमम

2. स् य ौ साथ मेरे प्रदयकग (मि् मा गांधी ौ य् म ॎथा ौा सांॎषिप् त सांस् ौीरण)

UNIT – 4.   8 Hrs.

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.   8 Hrs.

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:

1.हिन्दी ग्रांथ ओादमी ौी नुस्तीीं

Teaching learning process: Direct interactive class room teaching method along with practical cases may be put before the learners so as to promote moral value propensity among the students.

Assessment Methods: Class tests/Assignments, Class participation, Presentations, half and End-yearly examination

Keywords: Moral value, English skills,

FC(Y-304B) Basics of Computer App.Information &Technology

Group- Foundation Course

FC(Y-304B)	Basics of Computer App.Information &Technology Paper:-II	20L:8T:12P	40 Hrs.	4Hrs/Week

Course objective: To provide computer based knowledge to commerce students and to equip them with computational skills using ICT tools.

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

CO1**:** handle document creation for communication.

CO 2**:** acquire skills to create and make good presentations.

CO 3**:** make various computations in the area of accounting and finance and present business data using appropriate charts.

CO4**:** process and analyze the business data and generalize the work sheets for better understanding of the business environment and decision making.

CO5**:** understand and apply the various database concepts and tools in the related business areas.

CO6: Ability to use the Internet in an effective and efficient manner, including installation and management of browser plug-ins.

CO7: Proficient in searching the web for information

Course contents

Unit-I PowerPoint-I Creating presentation using Slide master and Temp late 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, handout cuts and outlines. Saving presentation in different file formats. 8 Hrs.

Unit-II 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.   8 Hrs.

Unit-III MS Excel Workbook & Worksheet Fundamentals: Concept of Row, Column & Cell; is 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.   8 Hrs.

Unit-IV Internet & Web Services Internet: World Wide Web, Dial-up connectivity, l eased 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.   8 Hrs.

Unit-V Cyber Ethics, Security & Privacy• Email, Internet & Social Networking Ethics Types of viruses & antivirus Computer security issues & its protection through Firewall & antivirus. 8 Hrs.

Suggesting Reading-

1. Computer Science and Information Technology- S.K.Vijay and Pankaj Singh-Books

Of Hindi Granth Academy

2. Computer Study –Pankaj Singh

Note: Latest edition of text books may be used.

Teaching Learning process: The course would involve lectures supported by group discussion, real life projects, open ended projects and hands-on-practice in computer labs.

Assessment Methods: Class tests/Assignments, Class participation, Presentations, practical, lab WORK, half and End-yearly examination

Keywords: Computer application, Spreadsheet Solver, Database Management system, Mail merge, Word Processing, Data analysis, Pivot table.

BCCA(Y-305) Project /Internship

BCCA(Y-305)	project /internship	4L:36T:0P	40 Hrs.	4Hrs/Week

(11) Assessment

PO/Course Assessment Tools Types	PO/Course Assessment Tools	PO1 Disciplinary Knowledge	PO2 Communication Skills	PO3 Problem Solving	PO4 Analytical Reasoning	PO5 Cooperation/Team Work	PO6 Research-Related Skills	PO7 Moral And Ethical Awareness	PO8 Lifelong Learning	PO9 Leadership Readiness/Qualities	PO10 Information/Digital Literacy		
Direct Tools	Test	🌐	🌐	🌐	🌐				🌐		🌐		
	Assignments	🌐	🌐			🌐				🌐			
	lab/seminar/ industrial training /projects	🌐	🌐	🌐		🌐		🌐	🌐	🌐	🌐		
Indirect Tools	Course end survey	🌐				🌐		🌐					
	Exit survey	🌐	🌐										
	Faculty Survey		🌐	🌐	🌐			🌐					
	Alumni Survey	🌐			🌐		🌐		🌐	🌐	🌐		
	Program Statistics	🌐			🌐				♟				