

Sri Sathya Sai College for Women, Bhopal
(An Autonomous College affiliated to Barkatullah University Bhopal)
Session 2019-20

Faculty of Commerce

(i) Department of Commerce

B.Com(Bachelor of Commerce)

Class	B.Com. I Year
Subject	Accounting
Paper	I
Paper Title	Financial Accounting
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I

Concept of Double Entry System, Accounting Concepts and Conventions, Preparation of Journal, Subdivision of Journal, Preparation of Ledger and Trial Balance, Final Accounts with Adjustments, Revenue Recognition.

Unit-II

Introduction to Indian Accounting Standards, Detail Study of Accounting Standard - 6 and 10, Branch, Accounts, Departmental Accounts, Accounting for Depreciation.

Unit-III

Royalty Accounts, Accounting for Non Profit Making Organisations, Research: Development Costs, Long Term Construction Contracts.

Unit-IV

Joint Venture Accounts, Consignment and Investment Accounts, Foreign Exchange Transactions, Investments, Government Grants (A Brief Study).

Unit-V

Partnership Accounts - Dissolution with Insolvency of Partner, Amalgamation of Partnership Firms, Conversion of Partnership Firm into Joint Stock Company.

Suggestion Books:-

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|---|---------------------------------|
| 1. Gupta R.L and Radhaswamy, M | Sultan Chand & Sons, New Dehli |
| 2. Shukla M.C. Grewal T.S. and Gupta S.C. | Sultan Chand & Sons, New Dehli |
| 3. Shukla S.M. | Sahitya Bhavan Publication Agra |
| 4. Murti Guru Prasad | Himalyn Publishing House Mumbai |
| 5. Jain and Narang | Kalyani Publiser New Dehli |
| 6. S.N. Maheshwari | Vikas Publishing House Newli |
| 7. Sharma and Gupta | RBD Publishing House Jaipur |

Class	B.Com. I Year
Subject	Accounting
Paper	II
Paper Title	Business Mathematics
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I	Ratio –Gaining and Sacrificing Ratio, Proportion, Percentage, Commission, Discount and Brokrag.
Unit-II	Simultaneous Equation –Meaning, Characteristics Type and Calculations, Preparation of Invoice.
Unit-III	Elementary Matrix –Definition and Calculations, Types of Matrices.
Unit-IV	Logarithms and Antilogarithms –Principles and Calculations, Simple and Compound Interest.
Unit-V	Average –Simple, Weighted and Statistical Averages, Arithmetic mean, Harmonic mean, Geometric mean, Profit and loss.

Suggestion Books:-

1	Allen R. G.D	Mac Millan New Delhi
2	Soni R.S.	Pitaber Publishing House, New Delhi
3	Kapoor V.K.	Sultan Chand & Sons, New Delhi

Class	B.Com. I Year
Subject	Management Group
Paper	I
Paper Title	Business Law
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I

Indian Contract Act 1872- Definition Nature of Contract, Offer and Acceptance, Capacity of Parties to Contract, Free Consent and Consideration, Expressly Declared Void Agreement, Performance of Contracts.

Unit-II

Breach of Contract, Remedies for Breach of Contract, Indemnity and Guarantee Contract, Special Contract- Bailment, Pledge and Agency.

Unit-III

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 Instrument.

Unit-IV

Consumer Protection Act 1986 –Main Provisions, Consumer Disputes, Consumer Disputes Redressal Agency, MRTP Act –Meaning, Scope, Importance and Main Provisions

Unit-V

Foreign Exchange Management Act 2000 (FEMA) –Objectives and the Main Provisions, Introduction of intellectual Property Right Act –Copyright, Patent and Trademark.

Suggestion Books:-

- 1 Singh Avtar Estern Book Company Law
- 2 Kuchal M.C. Vikas Publishing House, New Delhi
- 3 Bulchandani K.R. Himalya Publishing House, Mumbai (Both Medium)

Class	B.Com. I Year
Subject	Management Group
Paper	II
Paper Title	Business Organization and Commission Communication
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I

Business Organization: Definition, Concept, Characteristics, Objectives, Significance, Components, Functions, Business Ethics, Social Responsibility of Business, Promotion of Business, Meaning, Functions, Stages of Promotion, Form of Business Organizations: Detailed Study of Sole Proprietorship and Partnership.

Unit-II

Company form of Organization: Meaning, Definition, Formulation of Private and Public Company, Merits and Demerits, Types of Companies, Cooperative Organization –Need Meaning, Significance and its Merits –Demerits Public Enterprises –Concept, Meaning, Characteristics, Objectives and Significance, Multinational, Corporations. MNCs –An Introduction in India.

Unit-III

Communication –Introduction Definition, Nature, Objectives, Importance of Communication to Manager, Elements of Communication, Feedback, Dimension and Direction of the Communication, Means of Communication, Verbal Communication, SWOC Analysis.

Unit-IV

Non –Verbal Communication, Body Language, Paralanguage, Sign Language, Visual and Audio Communication, Channel of Communication, Barriers in Communication, Written Business Communication –Concept, Advantages and Disadvantages, Importance, Need and Kind of Business Letters, Essential if an Effective Business Letter.

Unit-V

Modern Form of Communication –Fax, Emails, Video Conferencing International Communication for Global Business, Group Business, Group Communication Network, Preparation of Business Survey Report.

Suggestion Books:-

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|---|----------------------------|---|
| 1 | Dr. Ramesh Magal (English) | Business Communication, Universal Pub. Agra |
| 2 | Mehta D & Mehta N.K. | A Hand Book of Communication Skill Practice Radha Publishing House, New Delhi |
| 3 | Jain K | Himalaya Publishing House, Mumbai |

Class	B.Com. I Year
Subject	Applied Economics
Paper	I
Paper Title	Micro Economics
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I

Micro Economics –Definition, Meaning, Inductive and Deductive methods, Importance and limitations of Micro Economics.

Unit-II

Law of Demand –Meaning and Definition, Characteristics, Type of Demand, Exceptions to Law of Demand,

Unit-III

Elasticity of Demand, Concept, Definition, Importance, Types and Measurement of Elasticity of Demand, Production Function (with One and Two variables) Economies –Internal and External.

Unit-IV

Factors of Production- -Land, Labour, Capital, Organization and Enterprise. Cost and Revenue Analysis.

Unit-V

Market Structure –Concept, Definition, Characteristics, Classification, Price Determination Under Perfect and Imperfect Competition, Marginal Productivity Theory of Distribution.

Suggestion Books:-

- 1 Mordern Micro Economics Koustohiraji A. Macmillan New Delhi

Class	B.Com. I Year
Subject	Applied Economics
Paper	II
Paper Title	Macro Economics
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I

Macro Economics –Concept, Nature, Importance, Limitation, Difference between Micro and Macro Economics.

Unit-II

National Income –Meaning, Definition Concept, Method of Measuring National Income in India and its Problems.

Unit-III

Theories of Wages, Interest and Employment

Unit-IV

Monetary Theories –Quantity Theory of Money, Modern Theory of Money, Keynes’s Theory of Money and Prices

Unit-V

Recent Industrial Policy, Industrial Growth in Phase II and III Disinvestments, Foreign Direct Investment.

Suggestion Books:-

1. M.C. Bais Vikas Publishing, New Delhi

Class	B.Com. II Year
Subject	Accounts Group
Paper	I
Paper Title	Corporate Accounting
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I 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,

Unit-II Valuation of goodwill and shares method of valuation accounts of public utility companies (electricity company)

Unit-III Meaning of Holding and Subsidiary Company, Preparation of Consolidated Balance Sheet of a holding company with one subsidiary company, Accounting for liquidation of companies.

Unit-IV Accounting for Merger as per AS 14. Internal Reconstruction of a company as per Indian Accounting Standard 14 (Excluding inter company holdings and External reconstruction scheme)

Unit-V Accounts of Banking Companies, Accounts of Insurance Companies with claim settlement.

Suggestion Books:-

- 1 Shaarda Gagwar Himalaya Publishing House, Mumbai
- 2 Mangal Ramesh Company Accounts, Universal Publication, Agra
- 3 Gupta R.L. Radhaswamy M. Company Accounts, Sultan Chand and Sons. New Dehli
- 4 Maheshwari S. N. Corporate Accounting, Vikash Pulishing House, New Dehli
- 5 Mehta, BrahmBhatt Corporate Accounting, Devi Ahilya Prakashan, Indore
- 6 Jain & Narang Corporate Accounting, Kalayni Publishers, New Dehli
- 7 Shukla S.M. Sahitya Bhawan, Publication, Agra

Class	B.Com. II Year
Subject	Accounts Group
Paper	II
Paper Title	Cost Accounting
Max. Mark	Theory 40 + CCE-10 = Total 50

- Unit-I Cost Meaning, Concept and Classification Elements of Cost, Nature and Importance Material Costing, Method of Valuation of Material Issue Concept and Material Control and its techniques, Labour Costing, Methods of Wages Payments.
- Unit-II Unit Costing, Preparation for Cost Sheet and Statement of Cost (Including calculation of tender price) Overhead Costing, (Including calculation of machine hour rate.)
- Unit-III Contract and Job Costing, Operating Costing (Transport Cost)
- Unit-IV Process Costing (Including Inter Process Profit and Reserve) Reconciliation of Cost and Financial Accounts.
- Unit-V Marginal Costing -Profit -Volume Ratio, Break- Even Point, Margin of Safety, Application of Break- Even Analysis Standard Costing and Variance Analysis (Material and Labour only)

Suggestion Books:-

- 1 Arora M.N. Cost Accounting, Principles and Practice, Vikas New Delhi
- 2 Maheshwari S.N. Advance Problems and solutions in cost accounting :Sultan Chand, New Delhi
- 3 Agrawal M.L. S.B. Agra Cost Accounting (In Hindi)
- 4 Jain B.K. Prof. Jain N.C. Cost Accounting and in English Ramesh Book Depot, Jaipur
- 5 Mahta, Brahmhatt Cost Accounting Devi Ahilya Prakashan, Indore

Class B.Com. II Year
Subject Management Group
Paper I
Paper Title Principles of Statistics
Max. Mark Theory 40 + CCE-10 = Total 50

- Unit-I Statistics Meaning and Definitions, Significance, Scope and Limitations of Statistics. Statistical Investigation, Process of Data Collection, Primary and Secondary Data, Method of Sampling, Preparation of Questionnaire, Classification and Tabulation of Data, Preparation of Statistical Series and its Types.
- Unit-II Measurement of Central Tendency- Mean, Median, Quartile, Mode Geometric Mean and Harmonic Mean
- 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.
- Unit-IV Correlation-Meaning, Definitions, Types and Degree of Correlation, Methods of Correlation, Regression Analysis Meaning, Uses, Differences between Correlation and Regression, Linear Regression, Regression Equations, Calculation of Coefficient of Regression.
- Unit-V Index Number- Meaning, Characteristics, Importance and Uses, Construction of Index Members- Cost of Living Index, Fisher's Ideal Index Number. Diagrammatic and Graphic Presentation of Data.

Suggestion Books:-

- 1 Gupta B.N. & Silawat Statistics, S.B.P.D., Agra
- 2 Nagar K.N. Statistics, Meenakshi Prakashan (Hindi & English)
- 3 Shukla & Sahay Statistics, Bhavan Publication, Agra (Hindi & English)
- 4 Gupta S.P. Statistics, S. Chand Delhi (Hindi & English)
- 5 R.P. Varshaneya Statistics, Jawahar, Agra

Class B.Com. II Year
Subject Management Group
Paper II
Paper Title Principles of Management
Max. Mark Theory 40 + CCE-10 = Total 50

- Unit-I Management Meaning Nature and Importance Function and Principles of Management Management V/S Administration. Development of Managerial Thought, Contribution by Taylor and Fayol, Management by Exceptions and Management by objectives social responsibilities of Management.
- Unit-II Planning- Meaning Nature and Importance, Elements, Types Process of Planning, Barrier to Effective Planning , Forecasting Need and Techniques Decision Making Concept and Process, Coordination
- Unit-III Organizing- Meaning Importance and Principles, Span of Management Centralisation and Decentralisation forms of Organisation, Staffing: Nature and Scope of Staffing, Manpower Planning Selection and Training, Performance Appraisal, Delegation of Authority.
- Unit-IV Motivation: Concept, Importance Characteristics, Classification of Motives, Theories of Motivation, Leadership Concept and Leadership Styles Leadership Theories.
- Unit-V Direction concept nature importance process and methods, controlling concept nature importance process of controlling control technique.

Suggestion Books:-

- 1 Gupta B.N. & Silawat Statistics, S.B.P.D., Agra
- 2 Nagar K.N. Statistics, Meenakshi Prakashan (Hindi & English)
- 3 Shukla & Sahay Statistics, Bhavan Publication, Agra (Hindi & English)
- 4 Gupta S.P. Statistics, S. Chand Delhi (Hindi & English)
- 5 R.P. Varshaneya Statistics, Jawahar, Agra

Class B.Com. II Year
Subject Applied Economics Group
Paper I
Paper Title Indian Company Act
Max. Mark Theory 40 + CCE-10 = Total 50

- Unit-I Company- Definition, Characteristics, Types of Company, Formation of Company, Promotion, Incorporation and Commencement of Business.
- Unit-II Detailed Study of Memorandum of Association , Articles of Association and Prospectus
- Unit-III Share –Share Capital, Types of Share, Transfer and Transmission of Shares, Shareholders Vs Members of the Company, Debentures –Meaning and Types, Borrowing Powers, Mortgages and Charges.
- Unit-IV Director –Managing Directors, Whole Time Director, Their Qualifications, Appointment, Powers, Duties and Liabilities, Company –Meeting:Types, Quorum, Voting, Resolution and Minutes.
- Unit-V Majority Power and Minority Rights, Prevention of Oppression and Mismanagement, Winding – up of Companies -Types and Methods.

Suggestion Books:-

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| 1 | Shukla S.M. | Company Adhinyam S/B, Agra (Hindi & English) |
| 2 | Nowlkha Jain & Tripathi | Company Law, Iniversal –Agra (Hindi) |
| 3 | Dr. Bajpai & Jain | Company Law, M.P. Hindi Granth Academy, Bhopal |
| 4 | Chawla & Garg | Company Law & S. Vikash Publishing House, Chand Delhi |
| 5 | Bagrial A.K. | Company Law, New Dehli |
| 6 | R.N. Nolakha | Company Law, R.B.D. Jaipur |

Class	B.Com. II Year
Subject	Applied Economics Group
Paper	II
Paper Title	Banking and Insurance
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I Principles of Banking: Definition of Bank, Creation of Money: Present Structure of Commercial Bank in India. Principles of Management in Banks: Managerial Function in Bank Indian Banking System- Features Classification of Banking Institutions Reserve Bank of India Function Control of Credit by RBI Power of RBI.

Unit-II Management of Deposit and Advances, Deposit Mobilization, Classification and Nature of Deposit Accounts, Advances, Lending Practice, Types of Advances. Bank Investment Management: Nature of Bank Investment, Liquidity and Probability Cheques, Bills and their Endorsement, Government Securities Procedure of E-Banking.

Unit-III Insurance- Meaning, Need, Types, Function and Principles. IRDA its Function and Importance of Insurance as Social Security Tool, Insurance and Economic Development.

Unit-IV Life Insurance: Introduction, Need, Importance, Elements of Contracts and Life Insurance Contract, Settlement of Life Insurance Claims.

Unit-V Organization of General Insurance Corporation and its Subsidiary Companies and its Function Settlement of General Insurance Claims. Health Insurance Need Scope and Importance.

Suggestion Books:-

1	Dr. R.L. Nolakha	Principles of Insurance, R.B.D. Jaipur (Hindi & English)
2	Shirvastava	Banking Law and Practice (Sahitya Bhawan)
3	H.C. Sharma	Banking Law and Practice
4	Dr. Maliram	Banking Law and Practice
5	Dr. V.C. Sinha	Banking Law and Practice
6	Dr. Shkti Prathban	Principles of Insurance, Himalaya Publication

Class	B.Com. III Year
Subject	Accounts Group
Paper	I
Paper Title	Income Tax Law & Practice
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I General Introduction of Indian Income Tax Act, 1961. Basic concepts: Income, Agriculture Income, Casual Income, Previous Year, Assessment Year, Gross Total Income, Total Income, Person, Assessee, Residential Status and Tax Liability, Exempted Incomes.

Unit-II Income from salary, Income from house property.

Unit-III Income from Business and Profession, Capital Gain, Income from other Sources

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.

Unit-V Assessment Procedure, Tax Deduction at Sources, Advance Payment of Tax, Income Tax Authorities, Appeal, Revision and Penalties.

Suggestion Books:-

1. Income Tax Law & Practice Dr. Gour & Narang, Himalya publishing House, Delhi
2. Income Tax Law & Practice Vinod Kumar Singhaniya, Taxman Publication, New Delhi

Class	B.Com. III Year
Subject	Accounts Group
Paper	II
Paper Title	Goods and Service Tax & Custom Duty
Max. Mark	Theory 40 + CCE-10 = Total 50

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 of Tax.

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 Act and Necessary Documentation, Filing of Returns, Assessment, Payment of Tax, Payment of Tax on Reverse Charge Basis, Refund Under the Act.

Unit-III CGST SGST -Maintenance Of Accounts And Records Composition Scheme, Job Work And Its Procedure, Various Exemption Under GST, Demand And Recovery Under GST, Miscellaneous Provisions Under GST.

Unit-IV IGST: Scope of IGST. Important Terms and Definitions Under Integrated Good And Services Tax Act 2017, Levy And Collection of IGST, Principles of Determining The Place Of Supply Of Goods and Service, Zero Rated Supply.

Unit-V Introduction and Brief Background of Customs Duty, Important Definition Goods, Dutiable Goods, Person In-Charge, Indian Customers 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)

Suggestion Books:-

1. GST Concepts and Appplication- Dr. Anil Kumar – Himalaya Publication
2. Goods & Services Tax 2017- Ashish Koolwal- Commercial Law Publication
3. Datey V.S. GST Ready Reckoner- Taxman Publication, New Dehli

Class	B.Com. III Year
Subject	Management Group
Paper	I
Paper Title	Auditing
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I Introduction Meaning and Objectives of Auditing, Types of Audit, Audit Programme, Audit Books Working Papers and Evidences Preparation Before Commencing of Audit.

Unit-II Internal Check System: Routine Checking, Internal Checking, Internal Audit and Test Checking, Internal Control and Audit Procedure.

Unit-III Vouching, Verification of Assets And Liabilities:- Immovable Property, Fictitious Assets, Current Assest, Verification of Current and Fixed Liabilities.

Unit-IV Company Audit: Appointment of auditor, Power, Duties and Liabilities, Divisible Profit and Dividend. Auditor's Report: Clean and Qualified Report.

Unit-V Investigation: Objectives, Difference Between Audit and Investigations, Process of Investigation, Special Audit of Banking Companies, Educational, Non Profit Institutions and Insurance Companies.

Suggestion Books:-

1. R.C. Saxena Auditing, Himalaya Pblishing, Bobbay
2. Tendon B.N. Principles of Auditing S. Chandel & Co. Delhi
3. Sharma T.R.Auditing Principles and Problems, S/B/ Agra
4. Jain, Khandelwal Auditing, R.B.D. Jaipur

Class	B.Com. III Year
Subject	Management Group
Paper	II
Paper Title	Management Accounting
Max. Mark	Theory 40 + CCE-10 = Total 50

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 Technique of Management Accounting

Unit-II Financial Statement: Meaning, Importance, Limitation of Financial Statements, Objectives and Methods of Financial Statements Analysis, Ratio Analysis, Classification of Ratios - Profitability Ratios, Turnover and Financial ratios, Advantages of Ratio Analysis, Limitations of Accounting Ratios.

Unit-III Statement, Cash Flow Statement (As Per Indian Accounting Standard-3) IFRS-Concept & Importance, Leverages.

Unit-IV Absorption and Marginal Costing: Marginal and differential costing as tool for decision making make or buy, Change of Product Mix, Pricing, Break even analysis, Exploring new markets, Shutdown Decisions of Production.

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, Types of Reports and Quality of Good Reports.

Suggestion Books:-

1. Jain S.P. Naranga K.L. Management Accounting
2. Shashi Gupta **Management Accounting**
3. S.P. Gupta **Management Accounting**
4. Mahesh Agrawal & Mukesh Jain **Management Accounting**
5. Agrawal & Gupta Management Accounting R.B.D. Jaipur
6. Trivedi , Sharma & Mehta Management Accounting, Devi V.V. Ahilya Publication

Class	B.Com. III Year
Subject	Applied Economics (Group A)
Paper	I
Paper Title	Public Finance
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I

Public Finance: Meaning, Nature, Scope and Importance, Difference between Private and Public Finance. Principle of Maximum Social Advantage. Role of State in Public Finance.

Unit-II

Sources of Revenue: Taxes, Loans, Grants and Aid- Meaning and Types, Canons of Taxation, Problem of Justice in Taxation, Incidence of Taxation, Taxable Capacity, Impact of Taxation & Tax Evasion characteristics of Indian Tax System, Defects & steps of reform.

Unit-III

Principle of Public Expenditure, Principle of Public Debts and its Method of redemption. Effects of Public expenditure on Production and Distribution, Public Debt in India.

Unit-IV

Public finance in India: Sources of revenue of Central and state government, Concept and type of budget, Fiscal deficit, Deficit financing and Deficit Budget, Financial relation between Central and state.

Unit-V

Constitution and function of finance commission, Recommendation of latest finance commission, Latest budget of Central and M.P. Government main heads of revenue and expenditure of Central and state government, NITIAYOG Establishment and objective.

Suggestion Books:-

1. 2001) Foundation of Moern
2. Oxford Lewis, M.K. and P.D. Mizan
3. Monelary Economics, Oxford University Press, New Dehli (2001)
4. Gupta S.B. (1994) Monelary Economics,S. Chand & Co. Delhi

Class	B.Com. III Year
Subject	Applied Economics (Group B)
Paper	I
Paper Title	Principles of Marketing
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I Marketing: Introduction Nature and Scope of Marketing, Importance of Marketing, Marketing Concept: Traditional and Modern, Selling Vs Marketing, Marketing Mix, Marketing Environment.

Unit-II Consumer Behaviour and Marketing Segmentation: Nature, Scope and Significance of Consumer Behaviour, Market Segmentation:- Concept and Importance, Bases for Market Segmentation.

Unit-III Product: Concept of Product, Consumer and Industrial Goods; Product Planning and Development, Packaging Role and Functions, Brand Name and Trade mark; After Sales Service; Product Life Cycle Concept.

Unit-IV Price: Importance of Price in the Marketing Mix, Factors Affecting Price of a Product/Service, Discount and Rebates, Distribution Channel and Physical Distribution: Distribution Channel – Concept and Role, Types of Distribution Channel; Factors Affecting Choice of a Distribution Channel, Retailer and Wholesaler, Physical Distribution of Goods, Transportation, Warehousing.

Unit-V Sales Promotion: Method of Promotion, Optimum Promotion Mix, Advertising Media-Their Relative Merits and Limitations, Characteristics of an Effective Advertisement, Personal Selling, Selling as a Career, Qualities of a Successful Sales person, Functions Of Salesman.

Suggestion Books:-

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| 1 | Philip Kotler | Marketing Management, Prentice Hall |
| 2 | William M.Pride and C.C. Ferrel | Marketing :Houghton-Mifflin Boston |
| 3 | R.L. Nolakha | Principle of Marketing R.B.D. Jaipur |

Class B.Com. III Year
Subject Applied Economics (Group B)
Paper II
Paper Title International Marketing
Max. Mark Theory 40 + CCE-10 = Total 50
Class B.Com

Particular

- Unit-I** International Marketing- Definitions, Nature and Scope of International Market, Domestic Marketing V/S International Marketing, Decisions Relating Entry in the Foreign Market.
- Unit-II** Product Planning for International Market, Product Designing, Advertising, Branding and Packaging.
- Unit-III** International Pricing- Factors Influencing International Price, Pricing Process and Methods, International Price Quotation and Payments Conditions.
- Unit-IV** International Distribution Channels and Logistics Decisions, Selection and Appointment of Foreign Sales Agent.
- Unit-V** Indian Import - Export Policy and Practice, Steps of commencement of an Export Business, Exporting Pricing and Export finance.

Suggestion Books:-

1. P.K. Jain International Marketing
2. Sharma & Sharma International Marketing
3. Gopal Raja International Marketing, Vikash Publishing House, New Delhi

Class	B.Com. III Year
Subject	Applied Economics (Group C)
Paper	I
Paper Title	E-Commerce and Marketing
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I Concept of E-Commerce: Meaning Importance in the context of Modern Business Advantages of E-Commerce (as comparison with Traditional and Modern Marketing).

Unit-II Categories of E-Commerce (Models): Business to consumers (B to C) Model-Basic concept major activities, Major Challenges, Models of B to C [portals, e-tailor Business to Business (B to B) Model-Basic major activities, types of B to B Market. Other Models-Business to Government (B to G), Consumer to consumers (C to C), Consumers to Business (C to B)

Unit-III E-CRM (Electronic customer's relationship management) Concept, features, goals of E-CRM Business framework, three phases of E-CRM, Types of E-CRM, Functional Component of E-CRM

Unit-IV E-Payment -Types of E-Payment-Payment card, Credit Card and Debit Card, Electronic or Digital cash Electronic or digital wallet, Smart Card, Basic concepts on online Banking. [Core Banking solution or CBS]

Unit-V Introduction to ERP (Enterprises recourses planning): Concept, Major characteristics, level of ERP, Benefit of ERP, Modules of ERP, Phases of ERP implementation, Limitations of ERP.

Suggestion Books:-

	Name of Book	Author/Publisher
1	E-Commerce	S.K. Katariya & Sons
2	E-Commerce In India	LAP. Lamberi Pub.
3	Web Commerce technology	Addison-Wesley MC Graw Hill
4	E-Commerce fundamental and application	Wiley India, Henra Chan

Class	B.Com. III Year
Subject	Applied Economics (Group C)
Paper	II
Paper Title	Financial Market & Investment Management
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I An overview of Financial Market in India, Money Market-Indian Money Market- Composition and Structure (a) Acceptance House (b) Discount House (c) Call Money Markets

Unit-II Capital Market: Security Markets (a) New issue Markets (b) Secondary Market Function and Role of Stock Exchange, Stock Exchanges, National Stock Exchange (NSE) Bombay Stock Exchanges (BSE) Investor Protection Grievance Concerning Stock Exchange Dealing And Their Removal rievance Cell in Stock Exchange Security Exchange Board of India (SEBI).

Unit-III Financial Service, Merchant Banking- Function and Role, SEBI Guidelines, Ascertainment of Credit Rating Concept, Function and Types, Mutual Fund and Venture Capital.

Unit-IV Investment Meaning Nature Objectives And Process Type Of Investment Alternative of Investment Negotiable And Non Negotiable Instruments. Security Analysis Fundamental Economics Industrial And Technical Analysis

Unit-V Measurement Of Return And Risk Systematic Unsystematic Risks Security Risk And Return Analysis Efficient Market Hypothesis Weak Semi Strong And Strong Market Capital Assets Pricing Model.

Suggestion Books:-

- 1 Gupta S.B. Monetary Planning of Indai S. Chand, New Delhi
- 2 Khan M.Y. Indian Financial System –Theory and Practive, Tata McGraw Hill, N. Dehli
- 3 Rastogi R.P. Investment Management
- 4 Pendiam P. Security Analysis and portfolio Management

Class	B.Com. III Year
Subject	Applied Economics (Group D)
Paper	I
Paper Title	Human Resource Management & Industrial Relation
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I Nature and Concept of Organization External In Warrenton of Organizations Technological Social Political and Call Michael and Little Organizational Goals Primary and Secondary Goals Single and Multiple Goals Evolution Off Organization City Classical New Classical and System Approach. Modern Concept of Organization Theory, Organizational Design, Organizational Structure and Organizational Culture.

Unit-II Organizational design basic challenges differentiation and integration process centralization and decentralization process standardization oblique formalization and natural adjustment coordinating formal and informal organizations, E-question.

Unit-III Designing organizational structure- Authority and control, line and staff functions specialization and coordination types of organization structure functional matrix structure project structure nature and basic of power source of power, Power structure and politics impact of Information Technology on organizational design and structure managing organizational culture.

Unit-IV Organizational behaviour meaning and concept individual organization personality theory and determinants perception meaning and process motivation concept theory and application leadership theories and styles.

Unit-V Quality of work life meaning and its impact on performance way of its enhancement quality circles meaning and their important management of conflict in organization transactional analysis organizational effectiveness and management of changes.

Suggestion Books:-

- 1 Organisational behaviour-Rabbins, Vohar-Pearson
- 2 Principle & Practice of Management & Organisational behaviour-Singh –Sage Publication
- 3 Organisational behaviour-Nahabandi-Sage Publication

Class	B.Com. III Year
Subject	Applied Economics (Group D)
Paper	II
Paper Title	Organisational Theory & Behaviour
Max. Mark	Theory 40 + CCE-10 = Total 50

Unit-I Meaning nature and scope of HRM. Human Resource Planning, Job Analysis, Job Description, Job Specification, Requirement Process, Selection Process, Original and Placement.

Unit-II Training and development process, Performance Appraisal and 360 Degree feed back, Salary and wage Administration, Job Evaluation, Employee Welfare, Promotions Transfers and Separations.

Unit-III Meaning Nature, Importance and Scope of IR, Formation of Trade Union, Trade Union Legislation, Trade Union Movement in India and Recognition of Trade Union, Problems of Trade Unions in India, Impact of Liberalization on Trade Union Movement.

Unit-IV Nature of Industrial Disputes- Strikes and lockouts, Causes of Disputes, Prevention and Settlement of Disputes. Workers Participation in Management. Philosophy, Rationate, Present Status and Future Prospects. Adjudication and Collective Bargaining.

Unit-V Industrial Relation in Public Enterprises, Absentee of Labour and Turnover in Indian industries and their causes and remedies, ILO and its functions.

Suggestion Books:-

1. Human Resources Management –Dr. Shashi Gupta- Himalya Publication House
2. Human Resources Management –Deepak Bhattacharya –Excel Books.
3. Human Resources Management –Sen Gupta- -SAGE Capital

Class	:	BCom I Year
Subject	:	Computer Application
Paper	:	I
Paper Title	:	Fundamentals of Computer and PC Software
Max. Marks	:	Theory - 40 CCE - 10 Total - 50

Unit I

Introduction to Computer System: Block diagram, components: mother board, processor, main memory, cache memory, hard disk.

Input devices, Output devices, 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, disk cleaning, defragmentation, compression and decompression of files.

Application software: examples of commercial software with brief introduction.

Programming Languages: Low-level Language, Assembly Language, Middle Level Language and High Level Language, Compiler, Interpreter, Assembler, Difference between Compiler & Interpreter.

Unit II

Operating system : Definition, Functions of operating system, CUI, GUI, types of operating systems like Single user, Multi-user, Real time, Time sharing and Batch processing, Multiprocessing, Multiprogramming, Multitasking, Distributed processing. Elementary idea of various common operating system prevalent round the world.

MS Windows: An introduction and its features, desktop, taskbar, files and folders 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, understanding the OLE features.

Unit III

Introduction to 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 Paragraphs, Use of Smart Art, Checking Spelling, Line spacing, Margins, Space before and after paragraph, Mail merge.

Introduction to MS-Excel: Entering information: Numbers, Formula, 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 Dialog box, using chart wizard to create a chart.

Introduction to MS-Power Point: Introduction of slide presentation, Slide show, Formatting, creating a Presentation, inserting clip Arts, Adding Objects, Applying Transitions, Animation effects, formatting and checking text.

Unit IV

Decision Support System: Importance of Decision support system, limitation, Characteristics of DSS, Decision Support and Structure of Decisions Making Decision Support and Repetitiveness of Decisions, DSS Users.

Expert Systems: Support for decision making phases, Support for the Intelligence Phase, Support for the Design Phase, Support for the Choice Phase, Decision Support and Alternative Concepts of Decision Making.

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

Internet: Meaning, Definitions, History, Internet protocols, TCP/IP, FTP, HTTP, URL. Internet Browsers, WWW Consortium, Search engines. Introduction to Internet Security terminology - network security, firewall, cryptography, password, biometrics, digital signature, digital certificate. Business applications of internet, e-mail, UseNet, newsgroup, telnet, intranet, extranet, e-ticketing, 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:

1. Computer Fundamentals by P. K. Sinha
2. Fundamentals of Information Technology by A. Leon & M. Leon
3. Computer Today by Suresh K. Basandra

Reference Books:

4. Internet business models and Strategies by Afuah A. & Tucci C.
5. P C Software MS Office by Nitin K Nayak
6. MS-Office Interactive course by Greg Perry, Techmedia
7. MS Office Complete Reference TMH Publication.
8. Operating System: Achyut S. Godbole
9. Management Information systems by Gerald V. Post & David L. Anderson.
10. Understanding Computer Fundamentals & Dos by G.K. Iyer

Class	:	BCom I Year
Subject	:	Computer Application
Paper	:	II
Paper Title	:	Desktop Publishing and Multimedia
Max. Marks	:	Theory - 40 CCE - 10 Total - 50

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.

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.

Unit III

History and Versions of PageMaker, 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, Spell Checking, Creating Index, Text Wrap, Position (Superscript/Subscript), Control Palette.

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.

Unit V

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

Text Books:

1. Desktop Publishing on PC by M. C. Sharma
2. Multimedia, Computing, Communication & Applications by Ralf Steinmetz
3. Desktop Publishing & Multimedia by Nitesh Kumar Saxena, Pragma Publication.

Reference books:

1. Professional in Desktop Publishing by Dinesh Maidasani
2. DTP Courses 2/e by Singh & Singh
3. Fundamentals of Multimedia by Ze-Nian Li
4. Page maker – Manual

5. 'O' level module m3.2 Desktop publishing & Presentation graphics by V. K. Jain
6. Multimedia at Run by Rajeshwar Shukla Pragya Publication.

Lab

Max.Marks: 50

Suggested list of Practicals

I. 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 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.

II. 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:
 - i. Copy an existing Sheet
 - ii. Rename the old Sheet
 - iii. Insert a new Sheet into an existing Workbook
 - iv. 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.
 - i. Sort data by Name
 - ii. Filter data by Class
 - iii. Subtotal of no. of students by Class.

III. 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. 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.

IV. PageMaker /Corel Draw/ Quark Express

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.

Class : **B.Com. II YEAR**
Subject : **Computer Application**
Paper : **I**
Paper Title : **Internet And E-Commerce**
Max. Marks : **Theory - 40 CCE - 10 Total - 50**

Unit I

Internet : Evolution, Concepts, Growth of Internet, ISP, ISP in India, Types of connectivity, Dial-up, leased line, DSL, Broadband, RF, VSAT etc., Methods of sharing of internet connection, Use of proxy server.

Internet Services: USENET, GOPHER, WAIS, ARCHIE and VERONICA, IRC, Concept of Search Engines, Search engines types, searching the Web, Web Servers, TCP/IP and other main protocols used on the Web.

E-Mail: Concepts of e-mailing, POP and WEB Based E-mail, merits, address, Basics of Sending & Receiving, E-mail Protocols, Mailing List, Free E-mail services, e-mail servers and e-mail client programs.

Unit II

Introduction to E-Commerce: Emergence of the Internet, Commercial use of the Internet, Emergence of World Wide Web, Advantages and Disadvantages of E-Commerce, Transition to E-Commerce in India, E-Commerce opportunities for Industries.

Unit III

Models: Business Models for E-Commerce, Models based on Relationship of Transaction parties: B2C, B2B, C2C, C2B; Models based on the Relationship of Transaction types, Brokerage Model, Aggregator Model, Informediary Model, Community Model, Value Chain Model, Manufacturer Model, Advertising Model, Subscription Model, Affiliate Model.

Unit IV

E-marketing versus Traditional Marketing: Identifying Web Presence Goals, Browsing Behavior Model, Online Marketing, E-advertising, Internet Marketing Trends, E-branding and E-Marketing strategies.

Unit V

E-Security: Information system security, security on the internet, e-business risk management issues, information security environment in India.

E-Payment Systems: Digital payment requirements. Digital Token based e-payment systems, properties of Electronic each, risk and e-payment systems and designing e- payment systems.

Secure Business, Web store, online Payment, Internet Banking. Security- E-commerce security issues, Cryptography, Digital Signature and Authentication protocol, Digital Certificates. Online Security, Secure Electronic Transaction (SET).

Recommended Text Books:

1. Internet for Everyone by Alexin Leon and Mathews Leon.
2. Doing Business on the Internet E-Commerce by S. Jaiswal
3. E-Business and E-commerce Management, 3rd Edition by Pearson Education
4. E-Commerce: An Indian Perspective, 2nd Edition by P.T. Joseph
5. Introduction to E-Commerce by Zheng Qin

Reference books:

1. E-commerce Development - Business to Business by WP Publishers
2. Frontiers of Electronic Commerce by R. Kalakota
3. E-business Roadmap for success by R. Kalakota
4. Electronic Commerce by Gary P. Schnelder
5. The E-Business Revolution by Daniel Amor

Class : **B.Com. II YEAR**
Subject : **Computer Application**
Paper : **II**
Paper Title : **Relational Database Management System**
Max. Marks : **Theory - 40 CCE - 10 Total - 50**

Unit I

Evolution of Database technology, File-Oriented System, Database System, Client Server Platforms. Database System in the Organization: Database and Data sharing, Strategic database planning. Management control, Risks and cost of database, Logical and Physical data representation.

Unit II

Database Development Life Cycle(DDLC), Principles of conceptual Database Design, Objects, Specialization, Generalization, Relationship, Cardinality, Attributes. Relational data model: Fundamental Concepts, Normalization Process (1NF, 2NF, 3NF, BCNF, 4NF), Transforming conceptual Model to a Relational Model.

Unit III

Relational Algebra, Relational implementation with SQL, Introduction, Data Definition language (DDL), Data Manipulation Language (DML), Data Control Language (DCL), Transaction Control Language (TCL), Schema and table definition, SQL functions: Mathematical functions, Group functions, View definition: Introduction, Command to create a VIEW.

Unit IV

Physical, storage media, Disk performance factors Data storage format file organization and addressing methods implementing, Managing the Data base environment – Database administration and control, DBA functions, goals, integrity, security and recovery.

Unit V

Introduction to SQL: Components of SQL, DDL, DML, Query Language, DCL. TCL, SCL etc. Invoking sql*plus. The oracle data types two dimensional matrix creations. Insertion, updation, deletion operations, the many faces of SELECT command, creating tables using query, inserting data using query, modifying the structure of table, renaming tables, dropping tables, dropping columns, logical operators, range searching, pattern matching, use of Alias, Oracle Functions, Accessing data from multiple tables. Set operations: Union, Intersect, Minus. Data Constraints: I/O constraints, Business Rule constraints. Grouping data from tables. Joins: Equi-join, Self-join, Sub-Queries. Views, Sequences, Synonyms, use of save point, ROLLBACK & COMMIT commands, creating user accounts, granting permission, revoking permission.

Recommended Text Books -

1. Database System Concepts by Silberschqtz, Korth & Sudarshan
2. SQL, PL/SQL: The Programming Language of Oracle by Ivan Byross
3. Introduction to Database Systems by C.J. Date

Reference Books

1. Database Management & Design by G. W. Hansen & J. V. Hansen
2. Oracle: The Complete Reference by Oracle Press

3. SQL/PL-SQL by P.S. Deshpande

Suggested list of exercises for practicals

Max.Marks: 50

Min. Marks: 17

A: Internet and E-Commerce

1. To set and change computer name.
2. To set and change work group name.
3. To include web-site in your favorite.
4. To un-hide pop-up block.
5. To show default work group name.
6. To set default work group name.
7. To set default gateways.
8. To identify IP address.
9. To set URL as home page.
10. To set IP address and subnet mask.
11. To view network connection.
12. To change font size of web content.
13. To view th coding of web page.
14. To enable/disable firewall.
15. To turn on and turn off automatic updates.
16. To create e-mail account.
17. To send e-mail.
18. To add name in address book.

B: SQL

1. Create table for student information like name, age, add, phone, class, college, etc. using Create table command.
2. Insert data into tables using both types of insert commands.
3. Add another column into database using modify command.
4. Select particular type of data using select command using like, functions etc.
5. Create another table from old table.
6. Run commands like DROP table, ROLLBACK, EDIT, DESC,/, etc.
7. Apply nested queries by joining two tables & select particular data item from both tables.
8. Arrange columns data items in ascending or descending order.
9. Create view & Indexes on table.
10. Join tables using join Command.
11. Create client table with following fields-cid, name, add, city, state and insert 10 records
12. Create client table with following fields-cust_id, cust_name, cust_add, city, state and insert 10 records and apply the following constraints *NOT NULL, *Primary Key, *Check Constraint,*Unique
13. Select two fields from the table using following clauses *Order by,* Distinct.
14. Select fields form the table and apply oracle functions like *AVG(),*MAX(), *MIN(),

*COUNT(),*ABS(),*POWER(),*POWER(),*ROUND()

15. Apply the where clause on Client (cid, name, salary, add, city, state) table with
 - a) SELECT
 - b) DELETE
 - c) To insert data into some other table.
16. Create a table and apply ALTER TABLE command on the table.
17. Retrieve client information like cust_id, cust_name, city for customers where field city= Delhi or Baroda.
18. Create tables and relate them by using foreign key and reference table.

Class	:	B.Com. III YEAR		
Subject	:	Computer Application		
Paper	:	I		
Paper Title	:	Web Designing		
Max. Marks	:	Theory - 40	CCE - 10	Total - 50

Unit I

Web page overview, Elements of a web page. Types of Sites, Personal sites, Small business sites, large business sites, online business sites, Educational institution sites, Government sites, Blogs, twitter, - Matching format to audience, creating guidelines, creating a site structure, writing for the web, download time, methods for creating pages, publishing a site, Addressing a web site, Absolute & Relative addresses, URL. Static and dynamic websites.

Unit II

Head content, adding a title, Body content, Paragraph breaks, Line breaks, Horizontal lines, Fonts and text size, Text color, Headings, Aligning text, Lists, Background color.

Unit III

About HTML editors, Netbeans, Dream viewer, the editing environment Effective Page design, Uniform style, finding design ideas, Heading, Lists, using white space, splitting the text, colors and background., Creating pages with Save As.

Unit IV

Frames and tables, animated effects, creating forms, Images, Image formats for the web, obtaining images, image size, editing images, thumbnails, images and text, rollover images, Navigation, types of hyperlinks, navigation bars, linking to external sites, email links, creating image maps, image maps in action, site maps, three-click navigation, site linkage.

Unit V

CSS: creating and editing cascading style sheets, adding Sound - types of sound files, linking to sound files, embedding sound files, Video, Analog video, Digital video, webcams, Animation, downloading animations, flash Publishing ,testing, transferring to the web, registering a site, marketing a site, maintaining a site, Domain names, web hosting .

Text Books and Reference Books :

1. HTML, DHTML, JavaScript, Perl CGI by Ivan Byross
2. The Complete reference HTML by Thomas Powell
3. World Wide Web Design with HTML by C Xavier
4. Easy Web Design by Mary Millhollon
5. Creating Web Pages by Nick Vandome
6. HTML in Easy Steps by Mike McGrath
7. Faster Smarter Web Page Creation by Mary Millhollon
8. Mastering HTML, CSS & Javascript Web Publishing by Laura Lemay
9. Web Designing by Hirdesh Bhardwaj

Class	:	B.Com. III YEAR		
Subject	:	Computer Application		
Paper	:	II		
Paper Title	:	Digital Marketing		
Max. Marks	:	Theory - 40	CCE - 10	Total - 50

Unit I

Digital marketing, Understanding the Marketing Process, Increasing Visibility, Types of visibility, Examples of visibility, Visitor Engagement, Bringing Targeted Traffic, inbound, Outbound, Understanding Conversion Process, Retention, Types of Retention, Performance evaluation, Tools Needed.

Unit II

Understanding Internet, Difference between Internet & Web, understanding websites 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

Understanding Google Analytics, set up Analytics account, add Analytics code in a website, understanding goals and conversions, setup goals, understanding bounce rate, Difference between bounce rate and exit rate, reduce bounce rate, Monitoring traffic sources.

Unit IV

Marketing on Social networking websites, viral marketing and its importance, Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, Video Marketing, Pinterest Marketing.

Unit V

Introduction to SEO and its importance, Google AdWords overview, Understanding AdWords Algorithm, creating search campaigns, Creating Ads, Tracking performance/conversion, Optimizing Search Campaigns, Creating Display Campaign.

Text Books and Reference Books:

6. The Art of SEO by Eric Enge.
7. Marketing in the Age of Google: Your online strategy is your Business Strategy by Vanessa Fox..
8. Digital Marketing by Vinayak Patukale.
9. SEO made Simple: Strategies for dominating the World's Largest Search Engine by Micheal H. Fleischner.
10. Optimize: How to attract and Engage More Customers by Integrating SEO, Social Media and Content Marketing by Lee Odden.
11. Hospitality E-Marketing by Ravindra Verma.

Suggested list of exercises for practicals

Max. Marks: 50

Note: The final year practical for Computer Application will consist of two parts:

- a. **Part A: 20 marks**
- b. **Part B: 30 marks**

PART A

For B.Com. students Part A will comprise of training on Accounting software Tally latest version

For B.Sc. and B.A. students Part A will comprise of training on Statistical software SPSS or any freeware software for statistical analysis.

PART B

I. Web Designing

1. Create a time table of your class.
2. Create a mark list of University examination.
3. Create a website for an automobile Company (add images and sounds) AN FMCG Company
4. Create a dynamic website for an educational institution
5. Create a website of computer products (add proper animation)
6. Create an online application form for admission process.
7. Create a website for online marketing.
8. Create a web page with information on the following topics:
 - Your Name
 - Address
 - Date of Birth
 - Hobbies
 - Favorite pastime
 - Ideals
 - Favorite Music
 - Favorite Films
9. Create an HTML document with the paragraph using <P> <H1>, for the first word of every sentence.
10. Create an HTML document to describe Unordered and Ordered list and their features.
11. Create a Web page for the following:

WELCOME TO BARKATULLAH UNIVERSITY STUDENTS DETAILS

S. No	SNAME	BRANCH	SEM	Marks		
				M1	M2	M3

12. Create an HTML document to include an image. Use the width and height attributes of the tag to

- Increase the image size by 100%.
- Increase the image size by 50%.
- Change the width-to-height ratio to 2:1.

13. Create a Link of each of the following:

- Index, html, located in the files directory.
- Index, html, located in the text subdirectory of the files directory.
- A link to the president's email address (<http://www.dhgsu.nic.in>)
- An FTP link to the file named README in the pub directory of ftp:cdrom.com

14. Specify the HTML tags to accomplish the following:

- Insert a framed web page with the first frame extending 300 pixels across the page from the left side.
- Insert an ordered list that will have numbering by lowercase roman numerals.
- Insert a scrollable list in a form that will always displays four entries of the list.
- Insert an image map into a page using an image and map with Name = "hello" as the image map, and have "hello" be the alt text.

15. Create a home page of your own using HTML tags.

16. Using the tags of HTML forms, create a form to reserve a ticket in the southern Railways in the source and destination places are given.

17. Write an HTML document to provide a form that collects names and telephone numbers.

18. Write basic steps for hosting a web site.

II. Digital Marketing

1. Design SEO keywords for improving Google Page Rank of your college.
2. Monitor traffic of our website using Google Analytics
3. Using Search Engine Submission , improve online recognition and visibility of your website.
4. Design a blog for the regular activities of your college.
5. Link different sites 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.
10. Design Out Bound Link for your website

