

**Syllabus**  
**For**  
**B.Com. (Computer Applications)**



**Makhanlal Chaturvedi**  
**Rashtriya Patrakarita Evam Sanchar Vishwavidyalaya,**  
**Bhopal**

### Bachelor of Commerce (Computer Applications) SEMESTER – I (CBCS)

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	P	IA	Total
1.	CCC1	5421	1BCom (CA)1	Business Organisation and Management	80	-	20	100
2.	CCC2	5422	1BCom (CA)2	Fundamentals of Financial Accounting	80	-	20	100
3.	CCC3	5423	1BCom (CA)3	Fundamentals of Computers and Information Technology	80	-	20	100
4.	AEC1	7031	1BCom (CA)4	Communicative English & Hindi	40	-	10	50
<b>Open Elective : (Any One)</b>								
5.	OE1	5424	BCom (CA)5	Business Communication	40	-	10	50
	OE2	5425	BCom (CA)5	Organisation Behaviour	40	-	10	50
	OE3	5426	BCom (CA)5	Marketing Management	40	-	10	50
	OE4	5427	BCom (CA)5	Consumer Behavior	40	-	10	50
	OE5	5428	BCom (CA)5	Digital Marketing	40	-	10	50
	OE6	5429	BCom (CA)5	Finance Management	40	-	10	50
	OE7	5430	BCom (CA)5	Corporate Communication & Advertising	40	-	10	50
	OE8	5431	BCom (CA)5	Retail Management	40	-	10	50
	OE9	5432	BCom (CA)5	Customer Relationship Management	40	-	10	50
	OE10	5433	BCom (CA)5	Human Resource Management	40	-	10	50
	OE11	5434	BCom (CA)5	Enterprise Resource Planning	40	-	10	50
	OE12	5435	BCom (CA)5	Integrated Marketing Communication	40	-	10	50

### Bachelor of Commerce (Computer Applications) SEMESTER – II (CBCS)

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	P	IA	Total
1.	CCC4	5436	2BCom (CA)1	Business Laws	80	-	20	100
2.	CCC5	5437	2BCom (CA)2	Business Economics	80	-	20	100
3.	CCC6	5438	2BCom (CA)3	Computer Applications in Business	50	30	20	100
4.	AEC2	7135	2BCom (CA)4	Environmental Studies	40	-	10	50
<b>Open Elective : (Any One)</b>								
5.	OE1	5424	BCom(CA)5	Business Communication	40	-	10	50
	OE2	5425	BCom (CA)5	Organisation Behaviour	40	-	10	50
	OE3	5426	BCom (CA)5	Marketing Management	40	-	10	50
	OE4	5427	BCom (CA)5	Consumer Behavior	40	-	10	50
	OE5	5428	BCom (CA)5	Digital Marketing	40	-	10	50
	OE6	5429	BCom (CA)5	Finance Management	40	-	10	50
	OE7	5430	BCom (CA)5	Corporate Communication & Advertising	40	-	10	50
	OE8	5431	BCom (CA)5	Retail Management	40	-	10	50
	OE9	5432	BCom (CA)5	Customer Relationship Management	40	-	10	50
	OE10	5433	BCom (CA)5	Human Resource Management	40	-	10	50
	OE11	5434	BCom (CA)5	Enterprise Resource Planning	40	-	10	50
	OE12	5435	BCom (CA)5	Integrated Marketing Communication	40	-	10	50

### Bachelor of Commerce (Computer Applications) SEMESTER – III (CBCS)

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	P	IA	Total
1.	CCC7	5439	3BCom (CA)1	Company Laws	80	-	20	100
2.	CCC8	5440	3BCom (CA)2	Business Mathematics & Statistics	80	-	20	100
3.	CCE1	5441	3BCom (CA)3	Internet & Web Programming	50	30	20	100
				<b>OR</b>				
4.	CCE2	5442	3BCom (CA)3	PHP Programming	50	30	20	100
5.	SEC1	5443	3BCom (CA)4	DBMS with MS-Access	25	15	10	50
<b>Open Elective : (Any One)</b>								
6.	OE1	5424	BCom (CA)5	Business Communication	40	-	10	50
	OE2	5425	BCom (CA)5	Organisation Behaviour	40	-	10	50
	OE3	5426	BCom (CA)5	Marketing Management	40	-	10	50
	OE4	5427	BCom (CA)5	Consumer Behavior	40	-	10	50
	OE5	5428	BCom (CA)5	Digital Marketing	40	-	10	50
	OE6	5429	BCom (CA)5	Finance Management	40	-	10	50
	OE7	5430	BCom (CA)5	Corporate Communication & Advertising	40	-	10	50
	OE8	5431	BCom (CA)5	Retail Management	40	-	10	50
	OE9	5432	BCom (CA)5	Customer Relationship Management	40	-	10	50
	OE10	5433	BCom (CA)5	Human Resource Management	40	-	10	50
	OE11	5434	BCom (CA)5	Enterprise Resource Planning	40	-	10	50
	OE12	5435	BCom (CA)5	Integrated Marketing Communication	40	-	10	50

### Bachelor of Commerce (Computer Applications) SEMESTER – IV (CBCS)

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	P	IA	Total
1.	CCC9	5444	4BCom (CA)1	Cost Accounting	80	-	20	100
2.	CCC10	5445	4BCom (CA)2	Banking & Insurance	80	-	20	100
3.	CCE3	5446	4BCom (CA)3	E-Commerce	80	-	20	100
				<b>OR</b>				
4.	CCE4	5447	4BCom (CA)3	System Analysis & Designing	80	-	20	100
5.	SEC2	5448	4BCom (CA)4	Entrepreneurship Development	40	-	10	50
<b>Open Elective : (Any One)</b>								
6.	OE1	5424	BCom (CA)5	Business Communication	40	-	10	50
	OE2	5425	BCom (CA)5	Organisation Behaviour	40	-	10	50
	OE3	5426	BCom (CA)5	Marketing Management	40	-	10	50
	OE4	5427	BCom (CA)5	Consumer Behavior	40	-	10	50
	OE5	5428	BCom (CA)5	Digital Marketing	40	-	10	50
	OE6	5429	BCom (CA)5	Finance Management	40	-	10	50
	OE7	5430	BCom (CA)5	Corporate Communication & Advertising	40	-	10	50
	OE8	5431	BCom (CA)5	Retail Management	40	-	10	50
	OE9	5432	BCom (CA)5	Customer Relationship Management	40	-	10	50
	OE10	5433	BCom (CA)5	Human Resource Management	40	-	10	50
	OE11	5434	BCom (CA)5	Enterprise Resource Planning	40	-	10	50
	OE12	5435	BCom (CA)5	Integrated Marketing Communication	40	-	10	50

### Bachelor of Commerce (Computer Applications) SEMESTER – V (CBCS)

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	P	IA	Total
1.	CCC11	5449	5BCom (CA)1	Income Tax Laws & Practices	80	-	20	100
2.	CCC12	5450	5BCom (CA)2	Management Accounting	80	-	20	100
3.	CCE5	5451	5BCom (CA)3	Computerised Accounting	50	30	20	100
				<b>OR</b>				
4.	CCE6	5452	5BCom (CA)3	Computer Networks	80	-	20	100
5.	SEC3	5453	5BCom (CA)4	Event Management	40	-	10	50
<b>Open Elective : (Any One)</b>								
6.	OE1	5424	BCom(CA)5	Business Communication	40	-	10	50
	OE2	5425	BCom (CA)5	Organisation Behaviour	40	-	10	50
	OE3	5426	BCom (CA)5	Marketing Management	40	-	10	50
	OE4	5427	BCom (CA)5	Consumer Behavior	40	-	10	50
	OE5	5428	BCom (CA)5	Digital Marketing	40	-	10	50
	OE6	5429	BCom (CA)5	Finance Management	40	-	10	50
	OE7	5430	BCom (CA)5	Corporate Communication & Advertising	40	-	10	50
	OE8	5431	BCom (CA)5	Retail Management	40	-	10	50
	OE9	5432	BCom (CA)5	Customer Relationship Management	40	-	10	50
	OE10	5433	BCom (CA)5	Human Resource Management	40	-	10	50
	OE11	5434	BCom (CA)5	Enterprise Resource Planning	40	-	10	50
	OE12	5435	BCom (CA)5	Integrated Marketing Communication	40	-	10	50

### Bachelor of Commerce (Computer Applications) SEMESTER – VI (CBCS)

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	P	IA	Total
1.	CCC13	5454	6BCom (CA)1	Indirect Taxes	80	-	20	100
2.	CCC14	5455	6BCom (CA)2	Auditing & Corporate Governance	80	-	20	100
3.	CCE7	5456	6BCom (CA)3	Programming in Visual Basic .Net	50	30	20	100
				<b>OR</b>				
4.	CCE8	5457	6BCom (CA)3	Computer Hardware Maintenance and Troubleshooting	50	30	20	100
5.	SEC4	5458	6BCom (CA)4	Stock and Commodity Market	40	-	10	50
<b>Open Elective : (Any One)</b>								
6.	OE1	5424	BCom(CA)5	Business Communication	40	-	10	50
	OE2	5425	BCom (CA)5	Organisation Behaviour	40	-	10	50
	OE3	5426	BCom (CA)5	Marketing Management	40	-	10	50
	OE4	5427	BCom (CA)5	Consumer Behavior	40	-	10	50
	OE5	5428	BCom (CA)5	Digital Marketing	40	-	10	50
	OE6	5429	BCom (CA)5	Finance Management	40	-	10	50
	OE7	5430	BCom (CA)5	Corporate Communication & Advertising	40	-	10	50
	OE8	5431	BCom (CA)5	Retail Management	40	-	10	50
	OE9	5432	BCom (CA)5	Customer Relationship Management	40	-	10	50
	OE10	5433	BCom (CA)5	Human Resource Management	40	-	10	50
	OE11	5434	BCom (CA)5	Enterprise Resource Planning	40	-	10	50
	OE12	5435	BCom (CA)5	Integrated Marketing Communication	40	-	10	50



**PROPOSED SCHEME FOR  
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)  
B.COM. (COMPUTER APPLICATIONS)**

**SEMESTER-I**

Subject Code	Subject Name	Theory Paper	Internal Evaluation	Practical Marks	Total Marks
1BCOM1	Business Organization and Management	80	20	0	100
1BCOM2	Fundamentals of Financial Accounting	80	20	0	100
1BCOM3	Fundamentals of Computers and Information Technology	80	20	0	100
1BCOM4	Communicative English and Hindi	40	10	0	50
	Open Elective (Select a Subject from any Department's Open Elective Course List)	40	10	0	50
Semester Total					400

**SEMESTER-II**

Subject Code	Subject Name	Theory Paper	Internal Evaluation	Practical Marks	Total Marks
2BCOM1	Business Laws	80	20	0	100
2BCOM2	Business Economics	80	20	0	100
2BCOM3	Computer Applications in Business	50	20	30	100
2BCOM4	Environmental Studies	40	10	0	50
	Open Elective (Select a Subject from any Department's Open Elective Course List)	40	10	0	50
Semester Total					400

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### SEMESTER-III

Subject Code	Subject Name	Theory Paper	Internal Evaluation	Practical Marks	Total Marks
3BCOM1	Company Laws	80	20	0	100
3BCOM2	Business Mathematics & Statistics	80	20	0	100
3BCOM3	Internet & Web Programming / PHP Programming	50	20	30	100
3BCOM4	DBMS with MS-Access	25	10	15	50
	Open Elective (Select a Subject from any Department's Open Elective Course List)	40	10	0	50
Semester Total					400

### SEMESTER-IV

Subject Code	Subject Name	Theory Paper	Internal Evaluation	Practical Marks	Total Marks
4BCOM1	Cost Accounting	80	20	0	100
4BCOM2	Banking & Insurance	80	20	0	100
4BCOM3	E-Commerce / System Analysis and Designing	80	20	0	100
4BCOM4	Entrepreneurship Development	40	10	0	50
	Open Elective (Select a Subject from any Department's Open Elective Course List)	40	10	0	50
Semester Total					400

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### SEMESTER-V

Subject Code	Subject Name	Theory Paper	Internal Evaluation	Practical Marks	Total Marks
5BCOM1	Income Tax Laws & Practices	80	20	0	100
5BCOM2	Management Accounting	80	20	0	100
5BCOM3	Computersied Accounting or Computer Networks	50	20	30	100
		80	20	0	100
5BCOM4	Event Management	40	10	0	50
	Open Elective (Select a Subject from any Department's Open Elective Course List)	40	10	0	50
Semester Total					400

### SEMESTER-VI

Subject Code	Subject Name	Theory Paper	Internal Evaluation	Practical Marks	Total Marks
6BCOM1	Indirect Taxes	80	20	0	100
6BCOM2	Auditing & Corporate Governance	80	20	0	100
6BCOM3	Programming in Visual Basic.Net / Computer Hardware Maintenance and Trouble Shooting	50	20	30	100
6BCOM4	Stock and commodity Market	40	10	0	50
	Open Elective (Select a Subject from any Department's Open Elective Course List)	40	10	0	50
Semester Total					400

### OPEN ELECTIVES OFFERED FOR BCOM(CA)

- 01 – Business Communication (2:1:0)
- 02 – Organisation Behaviour (2:1:0)
- 03 – Marketing Management (2:1:0)
- 04 – Consumer Behaviour (2:1:0)
- 05 – Digital Marketing (2:1:0)
- 06 – Financial Management (2:1:0)
- 07 – Corporate Communication & Advertising (2:1:0)
- 08 – Retail Management (2:1:0)
- 09 – Customer Relationship Management (2:1:0)
- 10 – Human Resource Management (2:1:0)
- 11 – Enterprise Resource Planning (2:1:0)
- 12 – Integrated Marketing Communication (2:1:0)

### GENERAL INSTRUCTIONS:

1. For passing the subject examination minimum 40% marks must be separately scored in Theory Paper, Practical Exams and Internal Evaluation in the subject.
2. For passing the Semester, Minimum aggregate marks must be 45% in the semester.

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## IBCOM1 - BUSINESS ORGANIZATION AND MANAGEMENT

**OBJECTIVE:** The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.

### UNIT I: FOUNDATION OF INDIAN BUSINESS

Spectrum of Business Activities, Manufacturing and service sectors. India's experience of liberalization and globalization, Technological innovations and skill development. 'Make in India' Movement. Social Multinational Corporations and Indian transnational companies. Social responsibility and ethics. Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

### UNIT II: BUSINESS ENTERPRISES

Sole Proprietorship, One Person Company, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society; Limited Liability Partnership. Choice of Form of Organization. Entrepreneurial Process- Idea generation, Feasibility study. Basic considerations in setting up a Business Enterprise.

### UNIT III: THE PROCESS OF MANAGEMENT

Planning; Decision-making; Strategy Formulation.

Organizing: Basic Considerations; Departmentation – Functional, Project, Matrix and Network; Delegation and Decentralization of Authority; Dynamics of group behaviour. Staffing, Directing, Communication and Control

### UNIT IV: LEADERSHIP AND MOTIVATION

Leadership: Concept and Styles; Trait and Situational Theory of Leadership.

Motivation: Concept and Importance; Maslow Need Hierarchy Theory; Herzberg Two Factors Theory, McGregor and Ouchi theory. Control: Concept and Process. Communication: Process and Barriers. Transactional Analysis (TA), Johari Window.

Change Management: Resistance to change and strategies to manage change, conflict levels, causes and resolution. Functional and Dysfunctional aspects of conflict. Emerging issues in management.

### UNIT V: CONCEPTUAL FRAMEWORK OF MANAGEMENT

Conceptual framework of Marketing Management, Financial Management, and Human Resource Management.

#### Suggested Readings:

- Shankar, Gauri; Modern Business Organisation, Mahavir Book Depot, New Delhi.
- Tulsian, P.C.; Business Organisation & Management, Pearson Education, New Delhi. B.Com 4. Tripathi, P.C.; Principles of Management, Tata McGraw Hill Publishing, New Delhi.
- Barry, Jim, Chandler, John, Clark, Heather; Organisation and Management, Thompson Learning, New Delhi.
- Bushkirk, R.H.; Concepts of Business: An Introduction to Business System, Dryden Press, NY.
- Douglas, MCgregor.; The Human Side of Enterprise, McGraw Hill, New York.
- Kotler, Philip; Marketing Management: Analysis, Planning, Implementation & Control, Prentice-Hall of India, New Delhi.
- Robbins, Stephen P.; Business Today: New World of Business, Harcourt College Publishers, Fortworth.
- Stoner Freeman, Gilbert, Management, Pearson Publication, 2003, 6<sup>th</sup> edition

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**SEMESTER-I**  
**IBCOM1-FUNDAMENTALS OF FINANCIAL ACCOUNTING**

**OBJECTIVE:** To develop knowledge of, and basic skills in, financial accounting and to introduce the theoretical principles of accounting.

**UNIT I: ACCOUNTING-THEORETICAL FRAMEWORK PROCESS**

**(a) THEORETICAL FRAMEWORK**

- i. Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis.
- ii. The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.
- iii. Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. International Financial Reporting Standards (IFRS): - Need and procedures, Convergence to IFRS, Distinction between Indian Accounting Standards (Ind ASs) and Accounting Standards (ASs).

**(b) ACCOUNTING PROCESS**

From recording of a business transaction to preparation of trial balance including adjustments: Capital and Revenue expenditure & receipts, Preparation trial balance, Profit and Loss Account and Balance Sheet(Sole Proprietorship only).

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**UNIT II: INCOME AND REVENUE**

**(a) BUSINESS INCOME**

- i. Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement.
- ii. Revenue: concept, revenue recognition principles, recognition of expenses.
- iii. The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method.
- iv. Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average.

**(b) FINANCIAL STATEMENT:**

- i. Preparation of financial statements of not for profit organizations.

**UNIT III: ACCOUNTING: HIRE PURCHASE, INSTALLMENT SYSTEM, CONSIGNMENT, JOINT VENTURE**

- i. Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire purchaser for large value items including default and repossession, stock and debtors system.
- ii. Consignment: Features, Accounting treatment in the books of the consignor and consignee.

  
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- iii. Joint Venture: Accounting procedures: Joint Bank Account, Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

#### UNIT IV: ACCOUNTING FOR INLAND BRANCHES

Inland Branches; Dependent branches only and Ascertainment of Profit by Debtors Method & Stock and Debtors Method.

#### UNIT V: ACCOUNTING FOR DISSOLUTION OF PARTNERSHIP FIRM

Dissolution of the Partnership Firm Including Insolvency of partners, sale to a limited company and piecemeal distribution.

#### SUGGESTED READINGS:

- 1. Lal, Jawahar and SeemaSrivastava, Financial Accounting, Himalaya Publishing House.
- 2. Monga, J.R., Financial Accounting: Concepts and Applications, Mayoor Paper Backs, New Delhi.
- 3. Shukla, M.C., T.S. Grewal and S.C.Gupta. Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi.
- 4. S. N. Maheshwari, Financial Accounting, Vikas Publication, New Delhi. T.S, Grewal, Introduction to Accounting, S. Chand and Co., New Delhi
- 5. P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi.
- 6. Bhushan Kumar Goyal and HN Tiwari, Financial Accounting, Vikas publishing House, New Delhi.
- 7. Jain, S.P. and K.L. Narang. Financial Accounting. Kalyani Publishers, New Delhi.
- 8. *Compendium of Statements and Standards of Accounting*. The Institute of Chartered Accountants of India, New Delhi
- 9. Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning
- 10. Horn green, Introduction to Financial Accounting, Pearson Accounting

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- Fundamentals Of Information Technology Alexis Leon & Mathews Leon, Vikas Publishing
- Dos Quick Reference Rajeev Mathur, Galgotia Publications
- Computer Fundamentals by P. K. Sinha, BPB Publications
- FUNDAMENTALS OF COMPUTERS, by E Balagurusamy, McGraw Hill Education

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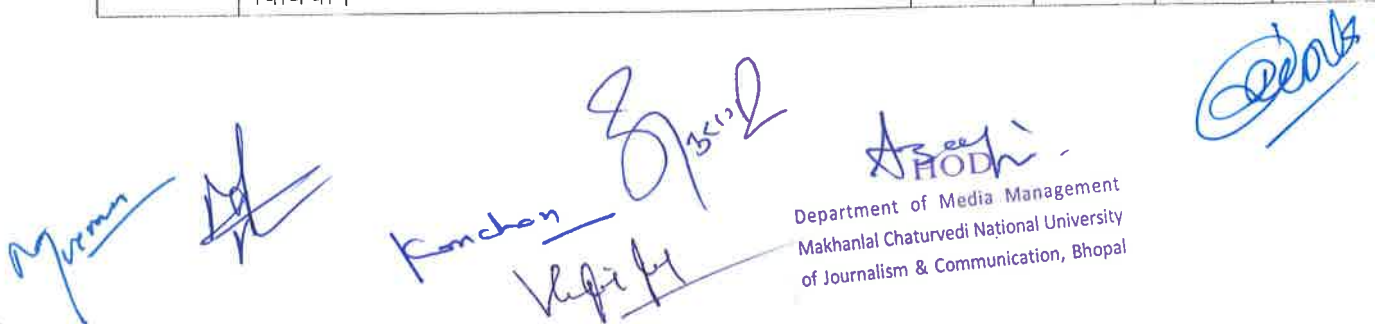
B.com(CA) -  
~~BBA-Commerce~~ First Semester  
~~AFCA~~ - Communicative English and Hindi

Unit-1	Language Skills and Presentation	L	T	P	T
1.1	Speaking Skills and Presentation: Presentation Design and Delivery.	2	-	1	3
1.2	Monologue Dialogue, Group Discussion.	3	-	-	3
1.3	Effective Communication/ Mis-Communication.	5	-	-	5
1.4	Interview, Public Speech.	3	-	2	5
1.5	Effective Writing, Report Writing, Resume, Circular, Notice and letter Writing.	2	-	1	3

Unit-2	Reading and Understanding	L	T	P	T
2.1	Importance of English as a vehicle of Spoken and written Communication.	3	-	-	3
2.2	Close Reading Comprehension Summary Paraphrasing Analysis and Interpretation.	2	-	1	3
2.3	Translation (from Indian language to English and vice-versa).	3	-	2	5
2.4	Introduction to Articles of eminent Indian authors.	3	-	2	5
2.5	Short Stories of eminent Indian authors.	-	-	-3	3

Unit-3	हिन्दी भाषा का परिचय	L	T	P	T
3.1	भाषा की विकास यात्रा।	3	-	-	3
3.2	हिन्दी भाषा की संवैधानिक स्थिति: समस्याएँ और समाधान।	3	-	-	3
3.3	भाषा: विभिन्न बोलियाँ व स्वरूप।	2	-	3	5
3.4	भाषा परिवार और भारतीय भाषाएँ।	2	-	3	5
3.5	वर्तमान संदर्भों में हिन्दी की उपादेयता।	3	-	-	3

Unit-4	भाषा	L	T	P	T
4.1	शब्दों की संस्कृति एवं उनका इतिहास। भाषा एवं संस्कृति। भाषा एवं समाज।	2	-	1	3
4.2	हिन्दी में शब्द संरचना एवं उसके प्रयोगों की विशेषताएँ।	2	-	1	3
4.3	संधि, समास, उपसर्ग, प्रत्यय, पर्यायवाची, विलोमार्थी, अनेकार्थक, समूहार्थक शब्द (व्यावहारिक, व्याकरण केवल परिचयात्मक)।	2	-	3	5
4.4	वाक्य, रचना एवं प्रकार।	3	-	2	5
4.5	वाक्य रचना के कारक, वाक्य रचना की सामान्य विधियाँ।	1	-	2	3


  
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Unit-5	अनुवाद	L	T	P	T
5.1	अनुवाद का अर्थ और परिभाषा।	3	-	-	3
5.2	अनुवाद के प्रकार।	2	-	1	3
5.3	अनुवाद के उपकरण एवं समस्या।	3	-	2	5
5.4	भाव तथा प्रभाव के आधार पर अनुवाद एवं लेख।	2	-	3	5
5.5	अनुवाद Hindi to English and English to Hindi.	-	-	3	3

### Suggested Readings:

- Pathway to Greatness : APJ Abdul kalam. अनुवाद विकास एवं संप्रेषण . डॉ. हरिमोहन
- Wise and Otherwise: Sudha Murthy. अनुवाद कला सिद्धांत और प्रयोग : डॉ. कैलाश भाटिया
- The Serpents Revenue: Sudha Murthy. व्यावहारिक हिंदी : डॉ. माखेन्द्र पाठक
- World Myths and Legends : Anita Nair, परिष्कृत हिंदी व्याकरण : बदरीनाथ
- The Mother I Never Knew: Sudha Murthy, अच्छी हिंदी : रामचंद्र वर्मा
- The Jungle Book : R Kipling. प्रेम चन्द्र एवं जयशंकर प्रसाद की कहानियाँ
- Malgudi Days : R K Narayana
- Collected Stories : The Adventure of Rusty Ruskin Bond

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**SEMESTER – II**  
**2BCOM1-BUSINESSLAW**

**OBJECTIVE:** To provide the brief idea about the framework of Indian business laws and to orient students, about the legal aspects of business. It also familiarizes the students with case law studies related to business.

**UNIT I: THE INDIAN CONTRACT ACT, 1872: GENERAL PRINCIPLE OF LAW OF CONTRACT**

- a) Contract – meaning, characteristics and kinds
- b) Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.
- c) Void agreements
- d) Discharge of a contract – modes of discharge, breach and remedies against breach of contract.
- e) Contingent contracts
- f) Quasi – contracts

**UNIT I: THE INDIAN CONTRACT ACT, 1872: SPECIFIC CONTRACT**

- a) Contract of Indemnity and Guarantee
- b) Contract of Bailment
- c) Contract of Agency

**UNIT III: THE SALE OF GOODS ACT, 1930**

- a) Contract of sale, meaning and difference between sale and agreement to sell.
- b) Conditions and warranties
- c) Transfer of ownership in goods including sale by a non-owner
- d) Performance of contract of sale
- e) Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

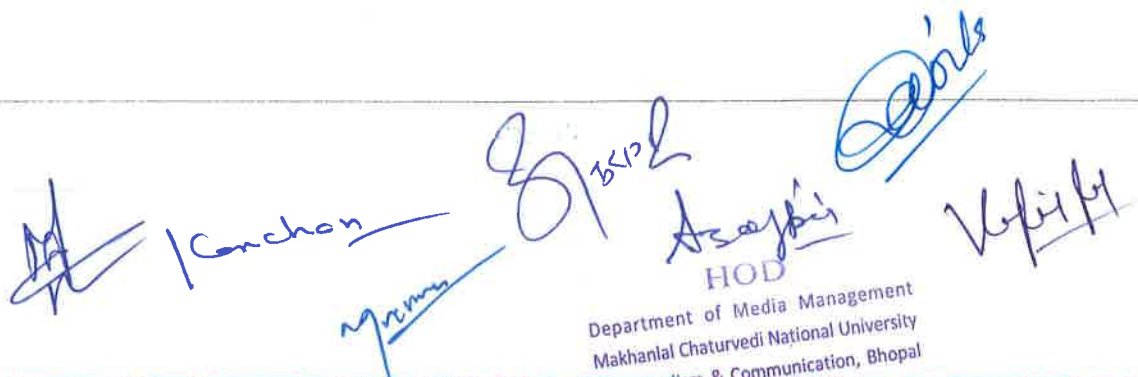
**UNIT IV: PARTNERSHIP LAWS**

**(A) The Partnership Act, 1932**

- a) Nature and Characteristics of Partnership
- b) Registration of a Partnership Firms
- c) Types of Partners
- d) Rights and Duties of Partners
- e) Implied Authority of a Partner
- f) Incoming and outgoing Partners
- g) Mode of Dissolution of Partnership

**(B) The Limited Liability Partnership Act, 2008**

- a) Salient Features of LLP
- b) Differences between LLP and Partnership, LLP and Company
- c) LLP Agreement,
- d) Partners and Designated Partners
- e) Incorporation Document
- f) Incorporation by Registration
- g) Partners and their Relationship

  
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### UNIT V: THE NEGOTIABLE INSTRUMENTS ACT 1881

- a) Meaning, Characteristics, and Types of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque
- b) Holder and Holder in Due Course, Privileges of Holder in Due Course.
- c) Negotiation: Types of Endorsements
- d) Crossing of Cheque
- e) Bouncing of Cheque

#### SUGGESTED READINGS:

- M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
- Avtar Singh, Business Law, Eastern Book Company, Lucknow.
- Ravinder Kumar, Legal Aspects of Business, Cengage Learning
- SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
- Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi.
- Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
- Sushma Arora, Business Laws, Taxmann Publications.
- Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th ed.
- P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
- Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi

  
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## 2BCOM2-BUSINESS ECONOMICS

**OBJECTIVE:** To give a thorough understanding of the principles of economics that applies to the decisions of individuals-both consumers and producers. The nature and functions of product markets, and the role of government in promoting greater efficiency and equity in the economy

### UNIT-I: INTRODUCTION:

Business Economics: Meaning - Nature – Characteristics - Importance and Role - Micro & Macro Economics - Scope - Objectives - Law of Diminishing marginal utility - Law of Equi-marginal utility.

### UNIT- II: MARKET - DEMAND ANALYSIS:

Meaning – Function - Types of Demand - Demand Curve - Law of Demand.

Elasticity of Demand: Concept - Types and measurement of Elasticity of Demand - Factors influencing Demand - Importance of Elasticity of Demand.

### UNIT-III: SUPPLY ANALYSIS:

Supply Law of Supply - Factors influence of Supply - Market Equilibrium - Consumer Surplus - Theory of Consumer behavior - Utility and indifference Curve analysis.

### UNIT-IV: PRODUCTION ANALYSIS:

Concept of Production - Total Production - Marginal Production - Average Production - Law of Variable Proportion - Law of Return to Scale - Isocost – Isoquants - Economies and Diseconomies of Scale.

### UNIT-V: COST FUNCTION ANALYSIS:

Theory of Costs - Concepts of Cost - Short run and Long run cost curves - Traditional and Modern Approaches - Break Even Analysis

### SUGGESTED READINGS:

- Business Economics: V.G.Mankar, Himalaya Publishing House
- Managerial Economics: VanithAgrawal, Pearson Education
- Business Economics: H.L.Ahuja, S.Chand&Co.Ltd.
- Business Economics : R.K.Lekhi, Kalyani Publishers
- Business Economics :D.M.Mithani, Himalaya Publishing House
- Business Economics: P.N.Chopra, Kalyani Publishers
- Essential of Business Economics: D.N.Dwivedi, Vikas Publishers
- Managerial Economics: Varshney and Maheswari, Sultan Chand & Co.

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## 2BCOM3-COMPUTER APPLICATIONS IN BUSINESS

**OBJECTIVE:** To provide the depth practical expertise of how documentation data analysis and reporting is done.

### UNIT- I: MS OFFICE PACKAGES

Office Packages: Office activates and their software requirements, Word-processing, Spreadsheet, Presentation graphics, Database, introduction and comparison of various office suites like MS-Office, Lotus-Office, Star-Office, Open-Office.

MS Word Basics- Features & area of use. Working with MS Word, Menus & Commands, Toolbars & Buttons, Shortcut Menus, Wizards & Templates, Creating a New Document, Different Page Views and layouts, Applying various Text Enhancements, Working with Styles, Text Attributes, Paragraph and Page Formatting, Text Editing using various features, Bullets, Numbering, Auto formatting, Printing & various print options.

### UNIT- II: AN OVERVIEW OF MS WORD

Advanced Features of MS Word, Spell Check, Thesaurus, Find & Replace; Headers & Footers, Inserting Page Numbers, Pictures, Files, Auto texts, Symbols, Working with Columns, Tabs & Indents, Creation & Working with Tables including conversion to and from text, Margins & Space management in Document, Adding References and Graphics, Mail Merge, Envelops & Mailing Labels. Importing and exporting to and from various formats.

### UNIT – III: AN OVERVIEW OF MS EXCEL

MS Excel: Introduction and area of use; Working with MS Excel.; concepts of Workbook & Worksheets; Using Wizards; Various Data Types; Using different features with Data, Cell and Texts; Inserting, Removing & Resizing of Columns & Rows; Working with Data & Ranges; Different Views of Worksheets; Column Freezing, Labels, Hiding, Splitting etc.; Using different features with Data and Text; Use of Formulas, Calculations & Functions; Cell Formatting including Borders & Shading; Working with Different Chart Types; Printing of Workbook & Worksheets with various options.

### UNIT – IV: EXCEL WORKSHEET

Creating a work book, Rearranging Worksheet, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Financial Functions such as NPV (Net present value), Future value, IRR (Internal Rate of Return), EMI (Equated Monthly Installments, Compounding Yearly, periodic and monthly) - Auto Calculate Using Names in a Formula, Formula Editing, Macros, Consolidation of Data & Data Analysis - Sorting List, Filter & More Filtering Techniques - Consolidate data in multiple worksheets - What-if analysis, Goal Seek Scenario Manager, Solver, Lookup Function - Sub Totals, Nested-IF, Statistical Analysis; Data Validation & Protection - Create a drop-down list from a range of cells - Apply data validation to cells - Copy data validation setting, remove data validation - Find cell that have data validation, protect cell data, using password to protect sheet and workbook. - Use validation to create dependent list; Pivot table Reports & Pivot Chart Reports.

### UNIT-V: MS-POWERPOINT

Power point window and its Elements, Elements of Presentation, Creating presentation, Editing and formatting text on a slide, Finding and replacing the text, Moving slides. Table, Chart and other Drawing Objects - Creating a table, Creating an embedded Word table, Adding Columns and Rows, Deleting Columns and Rows, Changing Table Borders, Using Auto-shapes, Chart, Inserting a clip to

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your slide, Using Word Art, Inserting A Word Art, Working With Drawing Toolbar, Creating A Shape. Slides, Views, Notes, Handouts -PowerPoint Views, Notes Pages, Using Handouts, Inserting Header and Footer in the, Slide , Transition , Custom Show, Assigning Custom Animation, Adding a motion path, Animating a chart, Publish a presentation or HTML file, to the Web, Preview a presentation as a Web page, Showing Slides, Printing Slides.

**TEXT & REFERENCE BOOKS:**

- Windows XP Complete Reference. BPB Publications
- MS Office XP complete BPB publication
- MS Windows XP Home edition complete, BPB Publications
- I.T. Tools and Applications, A. Mansoor, Pragma Publications

**LAB ASSIGNMENT FOR WORD:**

1. Create a **telephone directory**.
  - The heading should be 16-point Arial Font in bold
  - The rest of the document should use 10-point font size
  - Other headings should use 10-point Courier New Font.
  - The footer should show the page number as well as the date last updated.
2. Design a time-table form for your college.
  - The first line should mention the name of the college in 16-point Arial Font and should be bold.
  - The second line should give the course name/teacher's name and the department in 14- point Arial.
  - Leave a gap of 12-points.
  - The rest of the document should use 10-point Times New Roman font.
  - The footer should contain your specifications as the designer and date of creation.
3. Create the following one page documents. (a) Compose a note inviting friends to a get-together at your house, including a list of things to bring with them. (b) Design a certificate in landscape orientation with a border around the document.
4. Create the following document: A newsletter with a headline and 2 columns in portrait orientation, including at least one image surrounded by text.
5. Convert following text to a table, using comma as delimiter Type the following as shown (do not bold).  
**Color, Style, Item**  
**Blue, A980, Van**  
**Red, X023, Car**  
**Green, YL724, Truck**  
**Name, Age, Sex**  
**Bob, 23, M**  
**Linda, 46, F**  
**Tom, 29, M**
6. Prepare a grocery list having four columns (Serial number, the name of the product, quantity and price) for the month of April, 06.
  - Font specifications for Title (Grocery List): 14-point Arial font in bold and italics.
  - The headings of the columns should be in 12-point and bold.
  - The rest of the document should be in 10-point Times New Roman.
  - Leave a gap of 12-points after the title.

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7. XYZ Publications plans to release a new book designed as per your syllabus. Design the first page of the book as per the given specifications. (a) The title of the book should appear in bold using 20-point Arial font. (b) The name of the author and his qualifications should be in the center of the page in 16-point Arial font. (c) At the bottom of the document should be the name of the publisher and address in 16-point Times New Roman. (d) The details of the offices of the publisher (only location) should appear in the footer.

8. Create the following one page documents.

a) Design a Garage Sale sign. b) Make a sign outlining your rules for your bedroom at home, using a numbered list.

9. Enter the following data into a table given on the next page.

**LAB ASSIGNMENT FOR EXCEL**

Q1. Create a student worksheet containing roll numbers, names and total marks. Open a document in Word and insert the excel worksheet using: - i) Copy/Paste ii) Embedding iii) Linking

Q2. The term wise marks for APS class of 20 students are stored in 3 separate sheets named term1, term2 and term3. Create 4th worksheet that contains student names and their total and average marks for the entire year. Give proper headings using headers. Make the column headings bold and italic. The 4th worksheet should contain college name as the first line. Make it bold, italic and center it.

Q3. Using a simple pendulum, plot 1-T and 1-T<sup>2</sup> graph.

I t1 t2 t3 Mean(t) T=t/20 T2 70 80 90 100

I	t1	t2	t3	Mean(t)	T=t/20	T <sup>2</sup>
70						
80						
90						
100						

Q4. Consider the following employee worksheet:-

Full Name (First Last)	Grade 1/2/3	Basic Salary	HRA	PF	Gross	Net	Vehicle Allowance

HRA is calculated as follows:

Grade HRA % (of Basic)

- 1 40%
- 2 35%
- 3 30%

Gross = Basic + HRA + VA

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Net = Gross - PF PF is 8% for all Grades VA is 15000, 10000 and 7000 for Grades 1, 2 and 3.

- i) Find max, min and average salary of employees in respective Grade
- ii) Count no. of people where VA>HRA
- iii) Find out most frequently occurring grade.
- iv) Extract records where employee name starts with "A" has HRA>10000
- v) Print Grade wise report of all employees with subtotals of net salary and also grand totals. Use subtotal command.
- vi) Extract records where Grade is 1 or 2 and salary is between 10000 and 20000 both inclusive.

Q5. In a meeting of a marketing department of an organization it has been decided that price of selling an item is fixed at Rs40. It was resolved to increase the sell of more of more items and getting the profit of Rs40,000/. Use Goal Seek of find out how many items you will have to sell to meet your profit figure.

Home Practical Assignments:

**Using MS Excel for Data Analysis & Reporting Features:** using spreadsheet for following purposes and making reports:

- Loan & Lease statement
- Ratio Analysis.
- Payroll statements
- Capital Budgeting
- Depreciation Accounting
- Graphical representation of data
- Frequency distribution and its statistical parameters
- Correlation and Regression

  
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## 2BCOM4-ENVIRONMENTAL ~~SCIENCE~~ STUDIES

**OBJECTIVE:** To develop awareness about environmental issues and train to locate and comprehend relationships between the natural, social and cultural environment.

### UNIT I: INTRODUCTION TO ENVIRONMENTAL STUDIES

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

#### Ecosystems

What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems : a) Forest ecosystem

- a) Grassland ecosystem
- b) Desert ecosystem
- c) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### UNIT II: NATURAL RESOURCES- RENEWABLE AND NON-RENEWABLE RESOURCES

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

### UNIT III: BIODIVERSITY AND CONSERVATION

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

### UNIT IV: ENVIRONMENTAL POLLUTION

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste. • Pollution case studies.

#### Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

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## UNIT V: HUMAN COMMUNITIES AND THE ENVIRONMENT

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management: floods, earthquake, cyclones and landslides.
- Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).







### Field work

- Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
- Visit to a local polluted site--Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems--Pond, river, Delhi Ridge, etc.

### SUGGESTED READINGS:

- Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
- Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
- Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
- Raven, P.H., Hassenzuhl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
- Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
- Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
- Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
- Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.

  
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**SEMESTER –III**  
**3BCOM1-COMPANY LAWS**

**OBJECTIVE:** The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.

**UNIT I: INTRODUCTION OF COMPANY LAW**

Introduction - Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts]; Characteristics of a company; lifting of corporate veil; types of companies including one person company, small company, and dormant company; association not for profit; illegal association; formation of company, on-line filing of documents, promoters, their legal position, pre-incorporation contract; on-line registration of a company.

**UNIT II: DOCUMENTS**

**Documents** - Memorandum of association, Articles of association, Doctrine of constructive notice and indoor management, prospectus-shelf and red herring prospectus, misstatement in prospectus, GDR; book-building; issue, allotment and forfeiture of share, transmission of shares, buyback and provisions regarding buyback; issue of bonus shares.

**UNIT III: MANAGEMENT OF COMPANY**

**Management**- Classification of directors, women directors, independent director, small shareholder's director; disqualifications, director identity number (DIN); appointment; Legal positions, powers and duties; removal of directors; Key managerial personnel, managing director, manager; Meetings: Meetings of shareholders and board of directors; Types of meetings, Convening and conduct of meetings, Requisites of a valid meeting, postal ballot, meeting through video conferencing, e-voting. Committees of Board of Directors - Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee

**UNIT IV: DIVIDENDS, ACCOUNTS AND AUDIT**

**Dividends, Accounts, Audit:** Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit, Auditors' Appointment, Rotation of Auditors, Auditors' Report, Secretarial Audit. **Winding Up:** Concept and modes of Winding Up. **Insider Trading, Whistle Blowing:** Insider Trading; meaning & legal provisions; Whistleblowing: Concept and Mechanism.

**UNIT V**

**Depositories Law-** The Depositories Act 1996 – Definitions; rights and obligations of depositories; participants issuers and beneficial owners; inquiry and inspections, penalty.

**TEXT & REFERENCE BOOKS:**

- MC Kuchhal, Modern Indian Company Law, ShriMahavir Book Depot (Publishers), Delhi.
- GK Kapoor and Sanjay Dhamija, Company Law, Bharat Law House, Delhi.
- Anil Kumar, Corporate Laws, Indian Book House, Delhi
- ReenaChadha and SumantChadha, Corporate Laws, Scholar Tech Press, Delhi.
- Avtar Singh, Introduction to Company Law, Eastern Book Company
- Ramaiya, A Guide to Companies Act, LexisNexis, Wadhwa and Buttersworth.
- Manual of Companies Act, Corporate Laws and SEBI Guideline, Bharat Law House, New Delhi,
- A Compendium of Companies Act 2013, along with Rules, by Taxmann Publications.

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- Gower and Davies, Principles of Modern Company Law, Sweet & Maxwell
- Sharma, J.P., An Easy Approach to Corporate Laws, Ane Books Pvt. Ltd., New Delhi



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## 3BCOM2 – BUSINESS MATHEMATICS AND STATISTICS

**OBJECTIVE:** The objective of this course is to familiarize students with the applications of Mathematics and statistical techniques in business decisions.

**NOTES:**

1. Use of simple calculator is allowed.
2. Proofs of theorems / formulae are not required.
3. Trigonometric functions are not to be covered.

### PART – A: MATHEMATICS

#### UNIT-I: CALCULATION OF MATRIXES

Matrices: Definition of a matrix. Types of matrices. Algebra of matrices. Applications of matrices operations for solution to simple business and economic problems. Calculation of values of determinants up to third order. Finding inverse of a matrix through determinant method. Solution of system of linear equation up to three variables.

#### UNIT-II: MATHEMATICS FUNCTIONS

Differential Calculus: Mathematical functions and their types – linear, quadratic, polynomial. Concepts of limit, and continuity of a function. Concept of differentiation. Rules of differentiation – simple standard forms. Applications of differentiation – elasticity of demand and supply. Maxima and Minima of functions (involving second or third order derivatives) relating to cost, revenue and profit.

Basic Mathematics of Finance: Simple and compound interest. Rates of interest – nominal, effective and continuous – and their inter-relationships. Compounding and discounting of a sum using different types of rates.

### PART – B: BUSINESS STATISTICS

#### UNIT III: UNI-VARIATE ANALYSIS

Measures of Central Tendency including Arithmetic mean, Geometric mean and Harmonic mean; properties and applications; Mode and Median. Partition values - quartiles, deciles, and percentiles. Measures of Variation: absolute and relative. Range, quartile deviation and mean deviation; Variance and Standard deviation: calculation and properties.

#### UNIT IV: BI-VARIATE ANALYSIS

Simple Linear Correlation Analysis: Meaning, and measurement. Karl Pearson's co-efficient and Spearman's rank correlation. Simple Linear Regression Analysis: Regression equations and estimation. Relationship between correlation and regression coefficients.

#### UNIT V: TIME-BASED DATA: INDEX NUMBERS AND TIME SERIES ANALYSIS

Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Construction of consumer price indices.

Components of time series; additive and multiplicative models; Trend analysis: Finding trend by moving average method and Fitting of linear trend line using principle of least squares.

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**SUGGESTED READINGS:**

- **Mathematics:**
  - N. D. Vohra, Business Mathematics and Statistics, McGraw Hill Education (India) Pvt Ltd
  - J. K. Sharma, Business Mathematics, Ane Books Pvt. Ltd., New Delhi.
  - J.K. Thukral, Mathematics for Business Studies, Mayur Publications
  - J. K. Singh, Business Mathematics, Himalaya Publishing House.
  - E.T. Dowling, Mathematics for Economics, Schaum's Outlines Series, McGraw Hill Publishing Co.
  - Mizrahi and John Sullivan. Mathematics for Business and Social Sciences. Wiley and Sons.
  - Budnick, P. Applied Mathematics. McGraw Hill Publishing Co.
- **Statistics:**
  - J. K. Sharma, Business Statistics, Pearson Education.
  - S.C. Gupta, Fundamentals of Statistics, Himalaya Publishing House.
  - S.P. Gupta and Archana Gupta, Elementary Statistics, Sultan Chand and Sons, New Delhi.
  - Richard Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, New Delhi.
  - M.R. Spiegel, Theory and Problems of Statistics, Schaum's Outlines Series, McGraw Hill Publishing Co.

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### 3BCOM3-INTERNET AND WEB PROGRAMMING

**OBJECTIVE:** Aims at giving overall overview of how internet works in communication and concept of web applications development, internet protocols, how to work with web application objects (e.g., request, response, session).

#### UNIT-I: COMMUNICATION AND IT

Use of Communication and IT, Communication Process, Communication Types- Simplex, Half Duplex, Full Duplex, Serial and Parallel Communication, Types of Network - LAN, WAN, MAN, Internet, Topologies of LAN - Ring, Bus, Star, Mesh and Tree Topologies, World Wide Web and its Applications and Internet Services.

Internet Evolution, Concepts, Internet Vs Intranet, Internet Services USENET, GOPHER, WAIS, ARCHIE (WWW) - History, Working, Web Browsers, Its Functions, URLs, Web Sites, Domain Names, Concept of Search Engines, Search Engines types, Web Servers, E-Mail: Sending & Receiving Email, Free E-Mail Services.

#### UNIT-II: WEB PAGE (HTTP, HTML)

Introduction to HTTP, HTML, Basic HTML Tags, Body Tags, Coding Style, Modifying & formatting Text, Lists – Unordered, Ordered, Definition, Insert Links -Linking to another Document, Internal Links, Email Links, Relative and Absolute Links, Insert Images - Referencing Images, Clickable Images, Image Placement and Alignment, Image Size, Image Margins, Image Formats, Image Maps- Defining an Image Map, Advanced Coloring Body Content, Working with tables - Basic Tables, Table Attributes, Table Cell Attributes, Table Row Attributes, Tables Inside of Tables, Invisible Spacers, Working with Frame-Based Pages- Creating Windows, Single Window Frames, Creating Column Frames, Creating Row Frames, Creating Complex Frames.

#### UNIT-III: CASCADING STYLE SHEET

Cascading Style Sheet (CSS) – Introduction, creating style, using inline and external CSS, Creating Divs with ID style, Creating Tag & Class style, creating borders, Navigation links, creating effects with CSS.

JavaScript – Introduction, use of JavaScript in webpages. Understand JavaScript event model, use some basic event and control webpage behavior.

#### UNIT-IV: DESIGNING WEBSITES

Designing Websites with Dreamweaver/Expression Web/Amaya/COFEE CUP WYSIWYG HTML Editor - Introduction to WYSIWYG HTML editor, advantages of using HTML editors, creating a New Site, Creating a New Page, Adding Images with Alternate Text, Inserting & Formatting Text, Aligning Images, Creating an Email Link, Linking to Other Websites, Testing & Targeting Links, Organizing Files & Folders

Creating & Inserting Images - Optimizing Images for the Web, Saving GIFs & PNGs in Photoshop, Inserting GIFs, Adjusting Transparency Settings, Saving JPGs for the Web

#### UNIT-V: DESIGNING TABLE AND FRAME

Designing Accessible Tables - Understanding Tables & Accessibility, Using Tables for Tabular Data, Styling a Table, Editing Table Layouts, Adding Style to a Table Using CSS

Creating Websites with Frames - Introducing Frames, Creating a Frameset, Opening Pages into Frames, Controlling Scrollbars & Borders, Targeting Links in Frames





  
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Customizing The Interface - Opening an Existing Site, Reviewing Menu Options & Preferences, Comparing the Macintosh & PC Interfaces, Previewing in Browsers & Device Central

Web Hosting - What is Domain?, Introduction to DNS, How to register a Domain ?, What is web hosting ?, How to get a web hosting ?, Host your website on web Server.

FTP - FTP Introduction, FTP Commands Viewing Files and Directories, FTP Commands Transfer and Rename files, FTP with WS FTP/ CuteFTP, Filezilla on Windows.

Creating Websites using CMS like Wordpress.com/Blogger.com

#### TEXT & REFERENCE BOOKS:

- Learn Html In A Weekend By Steven E. Callihan, Phi
- Using Html By Lee Anne Phillips,
- Phi Teach Yourself Javascript In 24 Hrs. By Michael Moncur, T Echmedia

#### LAB ASSIGNMENT

1. Design a web page to display the information of B.COM (CA) department of MCU by using basic page tags. Display the information in the form of paragraphs/sentences. Also use effects to highlight the information like bold, italic or underline
2. Design a page to display the B.COM (CA) syllabus of three years by using List tag.
3. Create a hyperlink to show the information and syllabus of management and engineering B.COM (CA). When click on the links each page should display the objective of respective course, fees, duration and year wise and semester wise.
4. Design a page to display the information in table format. Display the list of B.COM (CA) collages along with the details Collage Name, B.COM (CA) stream, Address, Contact no. Address column will consist of sub columns as area, colony, city and pin code.
5. Design web pages which display the product images and its information with it. The products are computer, printers and laptop. The information displayed of product should be configuration/ technical details, price etc.
6. Design web pages to display the information about MCU and B.COM (CA) stream. Divide the page into three frames. The top frame should display the title of the college, left frame should display the streams of B.COM(CA) i.e. Engineering and Management and the right frame display the details of selected B.COM(CA) stream like fees, syllabus etc.
7. Design web pages to accept the student information. Student should enter the details like first name, last name, middle name, city up to 25 characters, and address up to 50 characters. Show the combo box to select the qualification, option button for gender selection. Display the information accepted in a formatted form.
8. Design CSS style sheet to define settings for heading, body, table and links.
9. Design a form and validate the data entered by the user.
10. Design a Website with Dynamic pages for your institute.

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# PHP PROGRAMMING

## Course Objectives

- Be able to learn the concept of PHP environment to create, debug and run simple PHP programs.
- Understand fundamentals of PHP Programming such as Character Set, Variables, Data Types, Conditional and Iterative Execution, Functions etc.
- Able to execute fundamental programming and web programming
- Able to create and use Arrays, Web forms, Files, Object-Oriented Programming etc.
- Able to work with Database in web pages

## UNIT-I

### Introduction to PHP

Introduction to PHP, History of PHP, Versions of PHP, Features of PHP, Advantages of PHP over Other Scripting Languages, software requirements, Installation and Configuration of PHP, Basic HTML, Embedding PHP in HTML, PHP Basic Syntax, Data Types, Comments, Variables and Constants, Scope of Variables, PHP String, PHP Operators, Precedence of Operators, Expressions, Creating a PHP Script, Running a PHP Script.

## UNIT-II

### PHP characteristics

PHP Conditional Statements, Switch case, PHP Looping Statements, while ,For and Do While Loop, Break, Continue, Exit, PHP Functions: Built-in and User Defined Function, declaration and calling of a function, Function argument with call by value, call by reference, String Manipulation, Mathematical, Date and Time Functions

## UNIT-III

### Introduction to Web form

Introduction to a Web Form, Processing a Web Form, Capturing Form Data, Passing Information between Pages, PHP \$\_GET, PHP \$\_POST, with multi value fields, Validating a Web Form, Input Validation, Exception and Error Handling, Introduction to Cookies and Session Handling,

PHP File Permissions, Working with Files: Opening, Closing, Reading, Writing a File; Working with Directory: Creating, Deleting, Changing a Directory

## UNIT-IV

### Concept of Data base

Working with Database: PHP-Supported Databases; Using PHP & My SQL: Installation and Configuration of My SQL on Windows, Checking Configuration, Connecting to Database, Selecting a Database, Adding Table and Altering Table in a Database, Inserting, Deleting and Modifying Data in a Table, Retrieving Data, Performing Queries, Processing Result Sets,

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*A. D.*

*K. K. Singh*  
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## UNIT V

### Technical aspects of PHP

PHP Arrays: Creating Array and Accessing Array Elements, Code Re-use, require(), include(), and the include\_path, File System Functions and File Input and Output, File Uploads, Introduction to Object Oriented Programming with PHP, Installing and Configuring Apache to use PHP on Windows

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#### TEXT BOOKS:

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- Steven Holzner, The Complete Reference PHP, TMH
- Steve Suehring, Tim Converse and Joyce Park, Wiley-India Pvt Ltd
- REFERENCE BOOKS:
- Matt Doyle, Beginning PHP, Wiley-India Pvt Ltd
- Joel Murach and Ray Harris, Murach's PHP & MY SQL, SPD Pvt Ltd

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#### Software Lab Based on PHP

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1. Create a PHP page using functions for comparing three integers and print the largest number.
2. Write a function to calculate the factorial of a number (non-negative integer). The function accept the number as an argument.
3. Write a PHP script that finds out the sum of first n odd numbers.
4. WAP to check whether the given number is prime or not.
5. Create a PHP page which accepts string from user. After submission that page displays the reverse of provided string.
6. Write a PHP function that checks if a string is all lower case.
7. Write a PHP script that checks whether a passed string is palindrome or not? (A palindrome is word, phrase, or sequence that reads the same backward as forward, e.g., madam or nurses run)
8. WAP to create and sort an array.
9. WAP to create an associative array.
10. Write a PHP script that removes the whitespaces from a string.
  - a. Sample string : 'The quick brown fox'
  - b. Expected Output : Thequickbrownfox
11. Create a login page having user name and password. On clicking submit, a welcome message should be displayed if the user is already registered (i.e.name is present in the database) otherwise error message should be displayed.
12. Write a PHP script that checks if a string contains another string.
13. Create a simple 'birthday countdown' script, the script will count the number of days between current day and birth day.
14. Using switch case and dropdown list display a "Hello" message depending on the language selected in drop down list.
15. Write a PHP program to print Fibonacci series using recursion.
16. Write a PHP script to replace the first 'the' of the following string with 'That'.
  - a. Sample : 'the quick brown fox jumps over the lazy dog.'
  - b. Expected Result : That quick brown fox jumps over the lazy dog.
17. Write a PHP script to read a file character by character
18. Write a PHP script to append text to a file

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### 3BCOM4-DBMS WITH MS ACCESS

**OBJECTIVE:** Gives overview database management system. Students learn to use DBMS MS Access commonly encountered to solve business problems. Students will learn how to develop a database including tables, queries, forms, and reports.

#### UNIT-I: INTRODUCTION OF DATABASE MANAGEMENT SYSTEM

Introduction to Data, Information, Database, Database management System, various types DBMS, Introduction to MS-ACCESS, and Getting Familiar with Access Objects: Tables, Queries, Forms, Reports, and Modules. Creating Database: Creating database using wizards, documenting the database, creating own databases

#### UNIT-II: TABLES & INDEXES

Creating Tables: Working with tables in design view, setting field properties, naming fields, setting data types, setting primary key, multiple field primary keys, creating indexes, using table wizard

#### UNIT-III: CREATING QUERIES

Creating Queries: Working with query design grid, adding tables, adding fields, sorting records, setting field criteria, planning for null values, using simple query wizard – summarizing your records

#### UNIT-IV: CREATING FORMS

Creating forms: Working in design view, components of a form in design view, sections of a form, assigning form properties, modifying form properties to create a dialog box, using form templates, creating forms with a wizard, auto forms.

#### UNIT-V: CREATING REPORTS

Creating Reports: Using Report Wizards, Working with auto report, creating a report template, inserting a chart into a report with the chart wizard, printing report. Creating Labels and Mail-Merge Documents: Using the Label wizard, using custom labels, printing multiple labels, merging access data with word documents.

#### TEXT & REFERENCE BOOKS:

- Microsoft Access 2013 Step By Step by Cox Joyce Lambert Joan, PHI Learning Private Limited.
- Microsoft Office Access 2007: BY Virginia Andersen -The Complete Reference, McGraw Hill.
- Education Access 2013 Bible by Michael Alexander & Dick Kusleika, Wiley.

#### Lab Assignment-1

Access Database: tables, queries, forms, reports, and macros

Create an Access database containing four or more tables. Name the database MyDatabase\_ *firstInitial\_lastName*. The subject of the database is your clients and the services you offer. Tables/entities should include client contact information, demographic info, data about which of your services they have bought, data about your services, and other data you deem relevant to the completeness of the database.

Tables: To get you started create the following two tables...

1. 'Personal Info' table with the following fields and data types.

- Personal ID (AutoNumber), (primary key)

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- First Name (Text)
- Last Name (Text)
- Phone (Text with Input Mask)
- Date-of-birth (Date/time)

2. 'Address Info' table with the following fields and data types. Make Address ID the primary key in this table. Personal ID will be the foreign key to connect with the Personal\_Info table-Personal ID field.

- Address ID (AutoNumber) (primary key)
- Street Address (Text)
- City (Text)
- State (Text)
- Zip (Text with Input Mask)
- Personal ID (Number), (foreign key)

Identify other fields of data you need in the database and organize them into tables with primary keys and figured out which will be foreign keys.

Establish relationships between the tables: To get you started create a relationship starting from the Personal\_Info table Personal ID field going to the Address Info table Personal ID field. Enforce Referential Integrity and Cascade Update and Delete. Create additional relationships between the other tables so that all are linked in some meaningful, functional way. Be sure to save.

Queries: To get you started create a query of the Personal Info and Address Info tables together. Use this query later to create a report. Create at least two other queries that will answer questions about the data and help you manage your client services.

Forms: To get you started use the Form Wizard to create a form based on the Personal Info & Address Info tables that will be used for entering data into these two tables. Select all fields from both tables. Choose View data by the Personal\_Info table as a form with a subform. Add 10 client records to your database using the form; 5 or more of the records should have multiple addresses. Create at least two other forms to help you manage your database and business. They can be any type of form.

Reports: To get you started create a report of the Personal Info and Address Info. You can use the query you created with the two tables. Create at least two additional reports that you can use to help you manage your business.

Macros: Create a macro in the database with a minimum of 3 actions.

#### Lab Assignment -2

You are a volunteer at PerpustakaanDesa Kg. Kerdau, Temerloh. The library recently received a large collection of new books and would like to develop a database. The library is still using traditional method for cataloging most of its book. You have been ask to create a databases named Kerdau Library Database which containing catalog number, title, author and copyright date of each of the new books using Microsoft Access 2007/2010. In order to complete the task, please follow instructions below:

1. Open Microsoft Access 2007/2010.
2. Create a blank Access database and save as Kerdau Library Database.
3. Create a new table named Catalog that contains these fields and its attributes:

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Mumukshu

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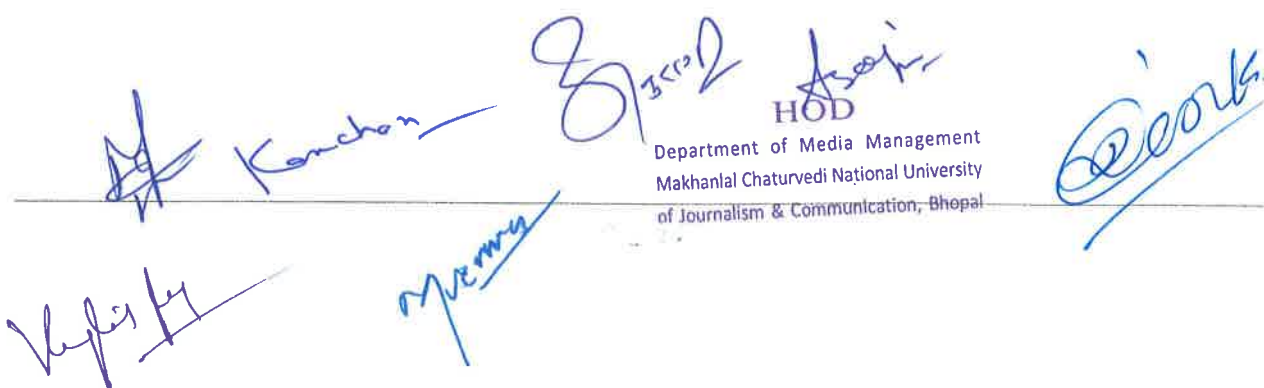
Field Name	Data Type
ID	Autonumber
Title	Text
Description	Text
Acquired Date	Date/Time
ISBN	Number
Location	Text
Condition	Memo

*Tip: Use Design View to create this table.*

4. Change Primary Key field's name as **Catalog ID**.
5. Enter these data into Notebook table:

Field Name	Record 1	Record 2	Record 3
Title	Outstanding books for the college bound	Freak the Mighty	Best Books for Young Adults
Description	Paperback	Hardcover	Paperback
Acquired Date	10/11/2011	11/11/2011	18/11/2011
ISBN	0652358974	0439286069	0838935699
Location	Building	Bookmobile	Bookmobile
Condition	Binding loose	Good	Dust

6. Close **Catalog** table.
7. Create a form to able insert new data into **Catalog** table.
8. Save the insert form as **New Book Form**.
9. Enter **five** catalog data using **NewBook Form**.
10. Create a query that able to retrieve these information: **Title, ISBN, Condition**
11. Save the query as **Quick Book Info**.
12. Run the query.
13. Create a report that will show all fields and sort the records according to Title.
14. Save the report as **Book Inventory**.
15. Adjust every column in report design to ensure **all** data are showed in a proper manner.
16. Close the report.
17. Exit MS Access 2007/2010.


  
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**SEMESTER-IV**  
**4BCOM1-COST ACCOUNTING**

**OBJECTIVE:** To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems.

**UNIT I: INTRODUCTION**

Meaning, objectives and advantages of cost accounting; Difference between cost accounting and financial accounting; Cost concepts and classifications; Elements of cost; Installation of a costing system; Role of a cost accountant in an organization

**UNIT II: ELEMENTS OF COST: MATERIAL AND LABOUR**

a. Materials: Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues — FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard Cost. Treatment of Material Losses

b. Labour: Accounting and Control of labour cost. Time keeping and time booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits. Methods of wage payment and the Incentive schemes- Halsey, Rowan, Taylor's Differential piece wage.

**UNIT III: ELEMENTS OF COST: OVERHEADS**

Classification, allocation, apportionment and absorption of overheads; Under- and overabsorption; Capacity Levels and Costs; Treatments of certain items in costing like interest on capital, packing expenses, bad debts, research and development expenses; Activity based cost allocation.

**UNIT IV: METHODS OF COSTING**

Unit costing, Job costing, Contract costing, Process costing (process losses, valuation of work in progress, joint and by-products), Service costing (only transport).

**UNIT V: BOOK KEEPING IN COST ACCOUNTING**

Integral and non-integral systems; Reconciliation of cost and financial accounts

**SUGGESTED READING:**

- Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan, Cost Accounting: A Managerial Emphasis, Pearson Education.
- Drury, Colin. Management and Cost Accounting. Cengage Learning.
- JawaharLal, Cost Accounting. McGraw Hill Education
- Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. PHI Learning
- Rajiv Goel, Cost Accounting. International Book House
- Singh, Surender. Cost Accounting, Scholar Tech Press, New Delhi.
- Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers
- Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
- Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. ShriMahavir Book Depot, New Delhi.
- Iyengar, S.P. Cost Accounting. Sultan Chand & Sons
- H.V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt. Ltd.







  
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## 4BCOM2-BANKING AND INSURANCE

**OBJECTIVE:** to acquire the knowledge of the working of the Indian Banking system.

### UNIT-I: INTRODUCTION:

Origin And Growth Of Banking In India - Kinds Of Banks - Unit VS Branch Banking - Functions Of Commercial Banks - Nationalization Of Commercial Banks In India - Emerging Trends In Commercial Banking In India.

### UNIT-II: RESERVE BANK OF INDIA:

RBI Constitution - Organizational Structure – Management - Objects – Functions – Working - Performance Appraisal.

### UNIT-III: PRINCIPLES AND PRACTICES OF INSURANCE

Introduction to Insurance, Insurance Business Environment Of India, Basic Concepts Of Risk, Types Of Business Risk, Insurable Interest, Indemnity, Proximate Cause, Subrogation And Contribution, Legal Aspect of Insurance Contract, Types Of Insurance, IRDA Act 1999, Functions of IRDA .

### UNIT-IV: BANKERS AND CUSTOMER RELATIONSHIP:

Definition of Bankers and Customer - Relationship Between Banker and Customer - General and Special Features of Relationship - Openings of Accounts - Special Types of Customers Like Minors, Married Women, Partnership Firms, Companies, Clubs and other Non-Trading Institutions.

### UNIT-V: NEGOTIABLE INSTRUMENT:

Descriptions and their Special Features - Duties and Responsibilities of Paying Banker and Collecting - Circumstances under which a Banker can Refuse Payment of Cheques - Consequences of Wrong Full Dishonors - Precautions to be taken while Advancing Loans Against Securities – Goods - Documents of Title to Goods - Loans against Real Estate - Insurance Policies - Against Collateral Securities – Banking Receipts.

Rule in Clayton's Case - Garnishee Order – Loans against Equitable Mortgage and Legal Mortgage and Distinction between them - Latest Trends in Deposit Mobilization.

### SUGGESTED READINGS:

- Banking Theory & Practices: Dr.P.K.Srivatsava, Himalaya Publishers
- Banking Theory & Practices: K.E. Shekar, Vikas Publications
- Banking Theory, Law & Practices: R.R PAUL, Kalyani Publishers
- Money Banking and Financial Markets: Averbach, Rabort.D, MacMillan. Landon
- Banking: N.T. Somashekar, New age international publishers
- Fundamentals of International Banking: Rup Narayan Bose, Trinity publishers
- Modern Commercial Banking: H.R. Machiraju, New age international publishers
- Banking Theory & Practices: R.Rajesh, Tata McGraw Hill
- Merchant Banking & Financial Services: S.Guruswamy, Tata McGraw Hill
- Management of Banking & Financial Services; Padmalatha Suresh, Pearson
- Modern Banking: D. Muralidharan, PHI.

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### 4BCOM3 - E-COMMERCE

**OBJECTIVE:** To gain an understanding of the theories and concepts underlying e-commerce, applying e-commerce theory and concepts to what e-marketers are doing in "the real world" and to improve familiarity with current challenges and issues in e-commerce

#### UNIT I: INTRODUCTION

Introduction to E Commerce and Definition, E-Commerce based activities, Goals of E-Commerce, Technical Components of E-Commerce, Functions, Advantages and disadvantages of E-Commerce, Scope of E-Commerce, Electronic Commerce Applications, Framework of E-Commerce, Supply Chain Management, Electronic Commerce and Electronic Business.

#### UNIT II: PLANNING ONLINE-BUSINESS

Nature and dynamics of the internet. Electronic business models: B2B, B2C, C2C, C2B. Web-site Design: Web sites as market place. E-commerce, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system.

#### UNIT III: TECHNOLOGY FOR ONLINE-BUSINESS

Internet and its Evolution, IT Infrastructure, Middleware, Domain names, Contents: Text and Integrating E-business applications. Component of Internet Information technology structure, Development of Intranet, Extranet and their Difference.

#### UNIT IV: OPERATIONS OF E COMMERCE

Online-payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website; Tools for promoting websites; Risk management options for e-payment systems.

#### UNIT V: MOBILE COMMERCE

Introduction – Infrastructure of M-Commerce – Types of Mobile Commerce Services – Technologies Of Wireless Business – Benefits And Limitations, Support, Mobile Marketing & Advertisement Non- Internet Applications In M-Commerce – Wireless/Wired Commerce Comparisons.

#### TEXT & REFERENCE BOOKS:

- E-Commerce: An Indian Perspective Paperback –by P. T. Joseph, PHI Learning (30 November 2015)
- Essentials of E - Commerce Technology Paperback – 2009 by Rajaraman V, Prentice Hall India Learning Private Limited; 1st edition (2009)
- E - Commerce: Strategy, Technologies and Applications by David Whiteley (Author), McGraw Hill Education
- The Complete E-Commerce Book: Design, Build & Maintain a Successful Web-based Business by Janice Reynolds, CRC Press; 2 edition.
- E-commerce And Mobile Commerce Technologies by U.S. Pandey (Author), Rahul Srivastava, S.Chand (G/L) & Company Ltd (1 April 2007)

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# SYSTEM ANALYSIS & DESIGN

## Course Objectives

The purpose of this course is to

- Introduce established and evolving methodologies for the analysis, design, and development of an information system.
- Understand system characteristics, managing projects, prototyping.
- Understand and plan systems development life cycle phases.
- Analyze a programming problem and design an appropriate solution using a combination of tools and techniques.

## UNIT - I

### Introduction to SAD

System Concept: Definition, Features of a System, Characteristics of a System, Types of Systems, Elements of System, Physical and abstract system, Open and Closed system, System Development Life Cycle: Various phases of system development, Structured Analysis and Design, Object Oriented Analysis and Design, The Role of System Analyst, What System Analyst Does?, Attributes of an Effective Systems Analyst, Types of Information, Qualities of Information, Information System, Transaction Processing System, Management Information System, Decision Support systems, Executive Information System, Expert System, Office Automation Systems, Considerations for system planning and control for system success, System Planning.

## UNIT -II

### Investigation and analysis

Initial Investigation: Determining Users Requirements and Analysis, Interviews and Its Types, Questionnaires and Its Types, Problem Definition, Project Initiation, Background Analysis, Review of Written Documents, Fact Finding Process and Techniques. Feasibility Study: Determination of Feasibility Study, Technical, Operational & Economic Feasibilities, Data Analysis, Cost and Benefit Analysis : Tools and techniques Study of PERT and CPM , and Gantt Chart

## UNIT -III

### Tools and Techniques

Tools of Structured Analysis: Data Dictionary, Form, Gantt Charts, System Model, Pseudo Codes, Flow Chart System Flow Chart, Systems flowcharts and structured charts , Data flow diagrams Decision Tree, Decision Tables, Input/ Output and Form Design: Input and Output Form Design Methodologies, Menu, Screen Design, Layout Consideration. Process modeling, Logical and physical design, Design representation, Common diagramming conventions and guidelines using DFD and ERD diagrams. Data Modeling and systems analysis , Designing the internals: Program and Process design.

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## UNIT -IV

### EDP's and quality assurance

User Manual, Programming Manual, Programming Specifications, Operator Manual. System Testing: System Testing and Quality Assurance, Software Maintenance. System Security: Data Security, EDP: Introduction. Job Responsibilities & duties of EDP Personnel's, EDP manager, System Analyst, Programmers, Operators etc. Essential features in EDP. Case Study Library Management System and Hospital Management System

## UNIT V

### Quality control and maintenance

Module specifications ,Module coupling and cohesion , Top-down and bottom-up design System Implementation and Maintenance , Conversion methods ,System Audit and Security System evaluation and performance, Testing and validation, Systems quality Control and assurance, Maintenance activities and issues, Types of threats to computer system and control measures: Threat to computer system and control measures, Disaster recovery and contingency planning, Procedures and norms for utilization of computer equipment, Audit of computer system usage, Audit trails

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### Expected Outcomes

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At the end of this course,

- The student will Understand Information System.
- The student will Define and describe the five phases of the system development life cycle.
- The student will understand expected benefits from systems projects.
- The student will Understand and explain information systems requirements.
- The student will Describe how systems analysts interact with users, and management,
- The student will Perform a feasibility study.
- The student will Work as an effective team member on assigned projects.

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### TEXT BOOKS:

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- Elis M.Awad "Systems Analysis and Design" 2nd edition Paper Back ISBN : 9788175156180
- V.K. Jain "System Analysis & Design"Dreamtech PressSBN-8177220799

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### REFERENCE BOOKS:

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- Len Fertuck System Analysis & Design: With Modern Methods : Business and Educational Technologies
- V.K.Kapoor "Information Technology & Computer Applications "Sultan Chand & Sons, New Delhi
- A Hoffer, F George, S Valachia "Modern System Analysis & Design "Low Priced Edition Pearson Education







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## 4BCOM4-ENTREPRENEURSHIP DEVELOPMENT

**OBJECTIVE:** The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior.

### UNIT I: INTRODUCTION

Meaning, elements, determinants and importance of entrepreneurship and creative behavior; Entrepreneurship and creative response to the society's problems and at work; Dimensions of entrepreneurship: intra-preneurship, techno-preneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship

### UNIT II: ENTREPRENEURSHIP AND MICRO, SMALL AND MEDIUM ENTERPRISES

Concept of business groups and role of business houses and family business in India; The contemporary role models in Indian business: their values, business philosophy and behavioural orientations; Conflict in family business and its resolution

### UNIT III:

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups, The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

### UNIT IV: SOURCES OF BUSINESS IDEAS AND TESTS OF FEASIBILITY.

Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions

### UNIT V: MOBILIZING RESOURCES

Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems.

### TEXT & REFERENCE BOOKS:

- Kuratko and Rao, Entrepreneurship: A South Asian Perspective. Cengage Learning.
- Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw-Hill Education
- Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
- Dollinger, Mare J. Entrepreneurship: Strategies and Resources. Illinois, Irwin.
- Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.
- Plsek, Paul E. Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.
- Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED.
- SS Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.
- K Ramachandran, Entrepreneurship Development, McGraw-Hill Education
- SIDBI Reports on Small Scale Industries Sector.

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**SEMESTER-V**  
**5BCOM1-INCOME TAX LAWS & PRACTICES**

**OBJECTIVE:** To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.

**UNIT I: INTRODUCTION**

**Basic concepts:** Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN)

**Residential status;** Scope of total income on the basis of residential status  
Exempted income under section 10

**UNIT II: COMPUTATION OF INCOME UNDER DIFFERENT HEADS-1**

Income from Salaries; Income from house property

**UNIT III: COMPUTATION OF INCOME UNDER DIFFERENT HEADS-2**

Profits and gains of business or profession; Capital gains; Income from other sources

**UNIT IV: COMPUTATION OF TOTAL INCOME AND TAX LIABILITY**

Income of other persons included in assessee's total income; Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs  
Computation of total income of individuals and firms; Tax liability of an individual and a firm; Five leading cases decided by the Supreme Court

**UNIT V: PREPARATION OF RETURN OF INCOME PRACTICAL LAB 26**

Filing of returns: Manually, On-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory On-Line filing of returns for specified assesses.

**TEXT & REFERENCE BOOKS:**

- Singhania, Vinod K. and Monica Singhania. Students' Guide to Income Tax, University Edition. Taxmann Publications Pvt. Ltd., New Delhi.
- Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
- **Journals**
  1. Income Tax Reports. Company Law Institute of India Pvt. Ltd., Chennai.
  2. Taxman. Taxman Allied Services Pvt. Ltd., New Delhi.
  3. Current Tax Reporter. Current Tax Reporter, Jodhpur.
- **Software**
  1. Vinod Kumar Singhania, e-filing of Income Tax Returns and Computation of Tax, Taxmann Publication Pvt. Ltd, New Delhi. Latest version
  2. 'Excel Utility' available at [incometaxindiaefiling.gov.in](http://incometaxindiaefiling.gov.in)

  
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## 5BCOM2-MANAGEMENT ACCOUNTING

**OBJECTIVE:** To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

### UNIT I: INTRODUCTION

Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management

### UNIT II: BUDGETARY CONTROL

Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting. Programme and performance budgeting.

### UNIT III: STANDARD COSTING

Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances. Disposition of Variances, Control Ratios.

### UNIT IV: MARGINAL COSTING

Absorption versus Variable Costing: Distinctive features and income determination. Cost Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods. Angle of incidence, margin of safety, Key factor, determination of cost indifference point.

### UNIT V: DECISION MAKING

Steps in Decision Making Process, Concept of Relevant Costs and Benefits, Various short term decision making situations – profitable product mix, Acceptance or Rejection of special/ export offers, Make or buy, Addition or Elimination of a product line, sell or process further, operate or shut down. Pricing Decisions: Major factors influencing pricing decisions, various methods of pricing, Responsibility Accounting: Concept, Significance, Different Responsibility Centers, Divisional Performance Measurement: Financial and Non-Financial measures. Transfer Pricing

### TEXT & REFERENCE BOOKS:

- Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schatzberg. Introduction to Management Accounting, Pearson Education.
- Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. Management Accounting. Dorling Kindersley(India) Pvt. Ltd.
- Ronald W. Hilton and David E. Platt. Managerial Accounting: Creating Value in a Global Business Environment, McGraw Hill Education.
- Singh, Surender. Management Accounting, Scholar Tech Press, New Delhi.
- Goel, Rajiv, Management Accounting. International Book House,
- Arora, M.N. Management Accounting. Vikas Publishing House, New Delhi.
- Maheshwari, S.N. and S.N. Mittal. Management Accounting. Shree Mahavir Book Depot, New Delhi.
- Singh, S. K. and Gupta Lovleen. Management Accounting – Theory and Practice. Pinnacle Publishing House.
- Khan, M.Y. and Jain, P.K. Management Accounting. McGraw Hill Education
- H.V. Jhamb, Fundamentals of Management Accounting, Ane Books Pvt. Ltd.

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### 5BCOM3-COMPUTERISED ACCOUNTING

**OBJECTIVE:** To impart expertise accounting knowledge with practical implementation with help of accounting software tally to help business and other organizations to manage its financial activities.

#### UNIT I: INTRODUCTION OF TALLY

Tally Configuration & INI setup, Data Directory & Folders configuration, Single & Multiple User, Tally Screen Components, Mouse / Keyboard Conventions & Key, Combinations, Switching between screen areas, Quitting Tally. Maintaining Company Data, Basic Company Details, Create/Alter/Select/Load/Close a Company, Chart of Accounts, Company Features, and Configuration.

#### UNIT – II: CREATION AND EDITING OF LEDGERS

Create, Alter & Display Groups and Ledgers, All accounting vouchertypes and transactions, Create and Alter new Voucher type, Item and Account Invoice transactions, Excise Invoice, Export Invoice, Transactions using Bill-wise details Create, Alter & Display Cost Centre and Cost Categories, Cost centre & Cost Category allocation in voucher entry, Creating Cost centre Class, Invoice entry in a Class situation, Create, Alter & Delete Foreign Currencies, Voucher entry using foreign currency, Bank Reconciliation, Interest calculations using simple & advance parameters, Interest calculations on outstanding balances & on invoices, Use of voucher class, adjustment of interest, Creation of voucher class, Invoice entry in a class situation.

#### UNIT – III: JOURNALS ENTRY IN TALLY

Create, Alter & Delete Budgets for groups, ledgers & cost centres, Defining credit limit & credit period, Display Budgets & variances, Create, Alter & Delete a scenario. Enabling Job Costing in Tally, Master creation & configuration for Job costing, Creation of Voucher type & Voucher class for Stock Transactions, Creation of Transfer journal for transfer of stock between godowns, Consumption journal Transactions, payment voucher, Godown summary Report, Job Work Analysis, Material consumption summary. Reports like balance sheet, Profit & Loss account, Ratio analysis, Trial Balance. Accounts books like cash/bank book, All ledgers, Group summary & vouchers, Sales, purchase & journal registers, Cost centre & category summary, Cost centre breakup, ledger & group breakup, outstanding receivables & payables, interest receivable & payable, Statistics, Cash & Fund flow, Day book, List of Accounts, Reversing journals, optional vouchers, post-dated vouchers.

#### UNIT – IV: VOUCHER ENTRY & BALANCE SHEET

Create, Alter & Display Stock Groups and Stock Items, Stock item behaviour using costing and market valuation method, other behaviour like treating all sales as new manufacture, treating all purchases as consumed, treating all rejections inward as scrap, ignoring negative balances, Treating difference due to physical counting, Create, Alter & Display Stock categories, Create, Alter, Display simple & compound units of measures, Stock items using alternate units, Defining standard cost & selling price, Defining Rate of duty, Defining MRP, Create, Alter & Display Godowns, Allocation of items to the Godowns, All inventory voucher types and transactions, Inventory details in accounting vouchers, Defining re-order level, Transactions using tracking numbers, Use of batch-wise details in voucher, Additional cost details in vouchers, Creating Bill of material, Cost estimation, Creating Price list & defining Price levels, invoice using Price list, Zero valued entries, Transactions in case of Different actual & billed quantities. Reports like Stock summary, Inventory books like Stock item, Group summary, Stock transfers, Physical stock register, Movement analysis, Stock group & item analysis, stock category analysis, Ageing analysis, Sales order & Purchase order book, Statement of inventory related to Godowns, categories, stock query, Reorder status, Purchase & Sales order

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summary, Purchase & Sales billpending, Exception reports like negative stock & ledger, overdue receivables & payables, memorandum vouchers, optional vouchers, post-dated vouchers, reversing journals.

#### UNIT – V: PRINTING AND DATA TRANSFER

Cheque Printing, Common printing options, Different printing formats, Multi-Account printing, Dynamic- Report specific options. Creating Group Company, Use of Tally vault, Using Security control & defining different security levels, Use of Tally Audit. Back-up & Restore, Splitting company data, Export & import of Data, ODBC compliance, use of E-mail, Internet publishing, Upload, web browser & online help, Re-write data.

#### TEXT & REFERENCE BOOKS:

- Implementing Tally 6.3 by Nadhani; BPB Publications, ISBN:817656494X
- BPB Tally 6.3 by BPB Editorial Board (Hindi) BPB Publications, ISBN 81-7656-594-6

#### PRACTICAL LISTS (Tally)

##### Practical Assignment -1

1. Create a Company as “Sagar Industries Ltd.” in Tally with inventory management.
2. Pass the following Entries :-
  - (i) Sagar started “Sagar Industries Ltd.” by bringing Capital Rs.3, 00,000/- Cash.
  - (ii) He deposited Rs.1, 00,000/- cash at ICICI bank.
  - (iii) He paid electricity bill for Rs.1, 200/- by cash.
  - (iv) He withdrawn Rs.10, 000/- cash for his personal use.
  - (v) He purchased the following item from Computer Lab. Ltd. on credit with 4% Vat rate.
    - (a) Computer - 10 Nos. - @20000/- each
    - (vi) He sold the following item to Somnath Traders in cash with 4% Vat rate.
      - (a) Computer - 5 Nos. - @27500/- each
      - (vii) He received Rs.6, 000/- as commission from Rohit by cash.
      - (viii) He paid House Rent for Rs.5, 000/- by cash.
      - (ix) He withdrawn Rs.25, 000/- cash from ICICI Bank.
      - (x) He purchased furniture for Rs.25, 000/- by cash for office use.
3. Show the Trial Balance and Balance Sheet of “Sagar Industries Ltd.”
4. Show the Vat Computation report of the above company.
5. Show the Cash Book & Bank Book of the company.
6. Show the Day Book.

##### Practical Assignment -2

1. Jyoti Printers over took all the printing Expenses is of Rs. 1500/-
2. Under packing Expens& from Hariom packing lmt. Rs. 5000/-
3. Kashav& brother's help in feuling of Rs. 300/-
4. Com. open in Bank of india, an account with Rs. 100,000./-
5. From Ram lal& son's 4000/- is to be taken of previous year.
6. Under Madical expencs we purchase Rs. 750/- Medical from Mahima Medical.
7. One NANO car of RS.1,25,000/- from TATA Moter's.
8. From M/s R.K. Invastment's we purchase share's of SAMSUNG. of Rs.7500.
9. From Soni Brother's Gold @ 35,000/- is purchased.
10. From XYZ & son's Rs. 5000/- is due of previous year.
11. Payment is done to Hariom packing lmt. of Rs.3500/-.
12. Payment to Kuivinder& Son's is done of Rs.2700/-
13. Payment to TATA Moter's is done by D.D. Rs 1,25,000/- which is 1500/- bank commission paid by us. 14. From Arjun Ltd. 7000/- is to be taken of previous year.

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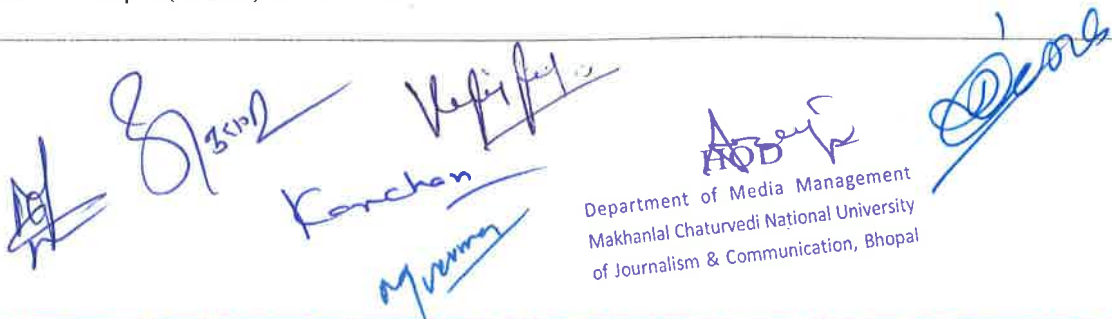
15. Payment to Soni Brother's has done by cheque of Rs. 35,000/-
16. From XYZ & son's we recieved Rs. 5000/-
17. Payment to Jyoti Printer's has been done by cheque.
18. Payment to Hariom packing lmt. we paid his whole amount by cheque

**Practical Assignment -3 Payment & Receipt Voucher**

1. Com. has opening cash Rs. 100000/-
2. Mr. Rajendra is the owner of the company his opening capital Rs. 2,00,000/-
3. Com. has to received from previous year. {1} VIKAS NAGAR - 75,000/- {2} HARISH KUMAR - 75,000/-
4. Com. paid for full charges Rs. 500/- in cash. 5. Com. purchase chairs in cash Rs. 2,000/-.
6. Com. Received from Harish Kumar Rs. 25,000/- in cash.
7. Com. purchase packing material of Rs.5000/-
8. Paid to Vivek worker 25,000/- as a loan.
9. Com paid to Vivek worker Rs. 2,000/- in cash salary.
10. Com. Received from Vikas Nagar 35,000/- in cash.
11. Com. Purchase chairs of Tata of Rs. 16,000/- in cash.
12. Com. paid Building Rent Rs. 35,000/- in cash.
13. Com. sales in cash Chairs of Tata Rs. 26,000/- in cash.
14. Paid Mobile bill of Rs. 1250/- in cash.
15. Com. paid water bill Rs. 750/- & Electricity bill Rs. 4500/- in cash.
16. Com. Received from Vivek Worker Rs. 25,000/- in cash

Mr. RAJENDRA KUMAR is owner of the company his Capital opening balance is Rs. - 25,24,125/-

- (2). Company has taken Loan previous year, there opening Balance is (a). ICICI Bank - 5,67,124/- (b). HDFC Bank - 2,15,724/-
- (3). Com. has to Pay of previous year - (a). Kelash Chand & Com. - 5,00,000/- (b). SunjaySingh & Com. - 2,25,000/- (c). Singh & Com. - 2,25,000/-
- (4). Company has Opening Stock:- ITEM NAME Qun. Rate Unit 1.AshirwadAata(5kg) 490 50/- Pkt. 2. AshirwadAata(10kg) 513 95/- Pkt. 3. SwastikaAata (5kg) 123 51/- Pkt. 4.SwastikaAata (10kg) 50 95/- Pkt. 5. MadhushreeTea(50gm) 500 7/- Pkt. 6. MadhushreeTea(100gm) 1000 13.50/- Pkt. 7. MadhushreeTea(250gm) 700 31/- Pkt. 8. MadhushreeTea(500gm) 425 60/- Pkt. 9. MadhushreeTea(1Kg) 200 95/- Pkt. 10.Tata Tea (100gm.) 1000 13/- Pkt. 11. Tata Tea(500gm.) 1000 75/- Pkt. 12. Zotex(100ml.) 2000 110/- Nos. 13. Spicy Cool(100ml) 300 85/- Nos. 14. Zotex(200ml.) 500 195/- Nos. 15. Java(50ml.) 200 45/- Nos. 16. Java(100ml.) 300 60/- Nos. 17. Axe(100ml.) 500 125/- Nos. 18. Axe(200ml.) 200 210/- Nos. 19. Rexsona(100ml.) 1000 135/- Nos. 20. Rexsona(200ml.) 500 225/- Nos. 21. Lux Soap(75gm.) 2500 9.75/- Nos. 22. Lux Soap(100gm.) 1500 14.13/- Nos. 23. Lux Soap(125gm.) 1000 15.50/- Nos. 24. Breez(100gm.) 5000 6.00/- Nos. 25. Dove Soap(100gm.) 500 21/- Nos. 26. Dove Soap(200gm.) 500 40/- Nos. 27. Pears Soap(100gm.) 225 25/- Nos. 28. Ni,a Soap(100gm.) 200 6.50/- Nos. 29. DabaurAwala(100ml.) 250 17/- Nos. 30. DabaurAwala(200ml.) 250 31/- Nos. 31. Paracute Oil (100ml.) 500 15/- Nos. 32. Paracute Oil (200ml.) 600 25/- Nos. 33. Shanti Awala(100ml.) 500 15/- Nos. 34. Vatika Hair Oil (100ml.) 250 61/- Nos. 35. SunsilkShampoo(100ml.) 50 20/- Nos.

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36. SunsilkShempoo(200ml.) 50 51/- Nos.
37. Clinic Plus(100ml.) 100 30/- Nos. ....Cont 15
38. Clinic All Clear(100ml.) 100 35/- Nos.
39. Clinic All Clear(200ml.) 100 60/- Nos.
40. ChikShempoo(100ml.) 25 25/- Nos.
41. ChikShempoo(50ml.) 500 13/- Nos.
42. AyurShempoo(50ml.) 500 15/- Nos.
43. AyurShempoo(100ml.) 500 28/- Nos.
44. VatikaShempoo(100ml.) 200 40/- Nos.
45. VatikaShempoo(200ml.) 100 70/- Nos.
46. Parle-G(100gm.) 5000 3.88/- Pkt.
47. Parle-G(250gm.) 2000 12/- Pkt.
48. KrackJack (100gm.) 1000 5.00/- Pkt.
49. KrackJack(250gm.) 500 12/- Pkt.
50. Fair &Lovely(50gm.) 250 22/- Pkt.
51. Ayur Cold Creem(50gm.) 200 30/- Pkt. (5). Com. has some fixd Assets, there Opening balance:-
  - (i) Maruti Swift - 2, 13,232/-
  - (ii) Lang & Building - 13, 52,232/-
  - (iii) Furniture - 5,00,000/-

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# COMPUTER NETWORKS

## Course Objectives

- Build an understanding of the fundamental concepts of computer networking.
- Familiarize the student with the basic taxonomy and terminology of the computer networking area.
- Introduce the student to advanced networking concepts, preparing the student for entry Advanced courses in computer networking.
- Allow the student to gain knowledge of basic network design and maintenance.

## UNIT-I

### Introduction to Computer networks

Basic Concepts: Network Definition, Components of Data Communication, Distributed Processing, Topology, Transmission Mode, Categories of Networks. OSI and TCP/IP Models: Layers and Their Functions, Comparison of Models. Digital Transmission: Modems, Cable Modems. Analog and Digital Signal; Data-Rate and limits; Digital to Digital Line Encoding Schemes; Parallel and Serial Transmission; Modulation Scheme, Multiplexing Techniques FDM, TDM, Transmission Media.

## UNIT-II

### Computer Networking

Networks Switching Techniques and Access Mechanisms ,Circuit Switching; Packet Switching, Message Switching, Connection-Oriented Virtual Circuit Switching; Dial-Up Modems; Digital Subscriber, Data Link Layer Functions and Protocol, Error Detection and Error Correction Techniques, Data -Link Control Framing and Flow Control , Error Recovery Protocols - Stop and Wait ARQ, Go-Back-N ARQ; Point to Point Protocol.

## UNIT-III

### Networking Devices and Peripherals

Multiple Access Protocol and Networks, ALOHA, SLOTTED ALOHA , CSMA/CD, Protocols; Ethernet LANS, Token Ring Token Bus , Back-Bone Networks, Network Adapters Cards , Repeaters, Hubs, Switches, Bridges, Types of Bridges, Router and Gateways,

## UNIT-IV

### Networking Functions and Protocols

Networks Layer Functions and Protocols Routing: Routing Algorithms Distance Vector Routing; Shortest Path Routing, Network Layer Protocol, IP Protocol, Internet Control Protocols. Unicasting, Multicasting, Broadcasting, ISDN: Services, Historical Outline, PRI, BRI.

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## UNIT-V

### Network Services and Domain Server

Transport Layer Functions and Protocols, Overview of TCP and UDP, Transport Services Error and Flow Control, Connection Establishment and Release, Three Way Handshake, Overview of Session Layer and Presentation Layer , Overview of Application Layer Protocol Overview of DNS Protocol, Overview of Internet, WWW, HTTP, FTP, SNMP Protocol. Internet Services Email Services, WWW Services and Search Service etc.

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### Expected Outcomes

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- Understand Computer Network Technology and different types of network topologies and protocols..
- Understand and explain Data Communications System and its components.
- Enumerate the layers of the OSI model and TCP/IP. Explain the function(s) of each layer.
- Identify the different types of network devices and their functions within a network.
- Familiarity with the basic protocols of computer networks, and how they can be used to assist in network design and implementation.

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### TEXT BOOKS

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- B. A. Forouzan: Data Communications and Networking, Fourth edition, THM ,
- A.S.Tanenbaum:ComputerNetworks ,FourtheditionPHI.

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### Reference Books

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- Ames Chews Charles Perkins, Matthew Strebe "Networking Essentials:Study Guide"MCSE BPB Publications.
- K.Basandra & S. Jaiswal "Local Area Network" Galgotia Publications
- William Stalling "Data and Computer Communication" 8/E Pearson Prentice Hall
- Prakash C Gupta " Data Communication and Computer Network " PHI



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## 5BCOM4 - EVENT MANAGEMENT

**OBJECTIVE:** The objective is to provide students with a conceptual framework of Event Management, Event Services, Conducting Event and Managing Public Relations.

### UNIT: 1- INTRODUCTION TO EVENT MANAGEMENT

Event- Meaning- Why Event Management- Analysis of Event, Scope of Event, Decision Makers- Event Manager Technical Staff- Establishing of Policies & Procedure- Developing Record Keeping Systems.

### UNIT: 2-EVENT MANAGEMENT PROCEDURE

Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, - Phonographic Performance License, Utilities- Five Bridge Ambulance Catering, Electricity, Water Taxes Applicable.

### UNIT: 3-CONDUCT OF AN EVENT.

Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event- Checklist, Computer aided Event Management- Roles & Responsibilities of Event Managers for Different Events.

### UNIT: 4-PUBLIC RELATIONS

Introductions to Public Relations- Concept- Nature- Importance- Limitations- Media- Types of Media- Media Management, Public Relation Strategy & Planning. Brain Storming Sessions- Writings for Public Relations

### UNIT: 5 CORPORATE EVENTS

Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blue Print, Need for Entertainment in Corporate Events And Reporting.

### SKILL DEVELOPMENT

1. Preparation of Event Plan for Wedding, Annual general body Meeting of an MNC.
2. Preparing Budget for conduct of National level intercollegiate sports events.
3. Preparation of Event Plan for College day Celebrations
4. Preparation of Budget for Conducting inter collegiate Commerce Fest.

### BOOK REFERENCES

- Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & Sons, Inc.
- Ghouse Basha – Advertising & Media Mgt, VBH.
- Anne Stephen – Event Management, HPH.
- K. Venkataramana, Event Management, SHBP.
- Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8
- The Complete Guide to successful Event Planning – Shannon Kilkenny
- Human Resource Management for Events – Lynn Van der Wagen (Author)
- Successful Team Management (Paperback) – Nick Hayed (Author)
- Event Management & Public Relations by Savita Mohan – Enkay Publishing House
- Event Management & Public Relations By Swarup K. Goyal – Adhyayan Publisher – 2009

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**SEMESTER-VI**  
**6BCOM1-INDIRECT TAXES**

**OBJECTIVE:** To gain expert knowledge of the principles of the laws relating to central excise customs and service tax, and to acquire the ability to apply the knowledge of the provisions of the above-mentioned laws to various situations in actual practice.

**UNIT I: SERVICE TAX-I**

Service tax – concepts and general principles, Charge of service tax and taxable services

**UNIT II: SERVICE TAX-II**

Valuation of taxable services, Payment of service tax and filing of returns, Penalties, CENVAT Credit

**UNIT III: GST**

Introduction To GST, Implementation Of GST, Liability of the Tax Player, GST Network, GST Council, Valuation Rules Of GST, Tax Deduction Of Source(TDS) And Tax Collection Of Source(TCS)

**UNIT IV: CENTRAL EXCISE**

Central Excise Law in brief – Goods, Excisable goods, Manufacture and Manufacturer, Valuation, CENVAT, Basic procedures, Export, SSI, Job Work

**UNIT V: CUSTOMS LAW**

Basic concepts of customs law, Territorial waters, high seas, Types of custom<sup>1</sup> duties – Basic, Countervailing & Anti- Dumping Duty, Safeguard Duty, Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemptions

**TEXT & REFERENCE BOOKS:**

- Singhanian Vinod K. and Monica Singhanian, Students' Guide to Indirect Taxes, Taxmann Publications Pvt. Ltd., Delhi.
- V.S. Datey. Indirect Tax Law and practice, Taxmann Publications Pvt. Ltd., Delhi,
- Sanjeev Kumar. Systematic Approach to Indirect Taxes,
- S. S. Gupta. Service Tax -How to meet your obligation Taxmann Publications Pvt. Ltd., Delhi,
- GrishAhuja and Ravi Gupta, Indirect Taxes, Flair Publication Pvt Ltd











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## 6BCOM2-AUDITING & CORPORATE GOVERNANCE

**OBJECTIVE:** To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility.

**UNIT I: INTRODUCTION AUDITING:** Introduction, Meaning, Objectives, Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.

### UNIT II: AUDIT OF COMPANIES

Audit of Limited Companies: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor's Report- Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013

### UNIT III: SPECIAL AREAS OF AUDIT

Special Areas of Audit: Special features of Cost audit, Tax audit, and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Computer aid audit techniques and tools; Auditing Standards; Relevant Case Studies/Problems;

### UNIT IV: CORPORATE GOVERNANCE

Conceptual framework of Corporate Governance: Theories & Models, Broad Committees; Corporate Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures. Codes & Standards on Corporate Governance, Corporate reporting Standards

### UNIT IV: BUSINESS ETHICS

Morality and ethics, business values and ethics, approaches and practices of business ethics, corporate ethics, ethics program, codes of ethics, ethics committee; Ethical Behaviour: Concepts and advantages; Rating Agencies; Green Governance; Clause 49 and Listing Agreement

### UNIT V: CORPORATE SOCIAL RESPONSIBILITY (CSR):

Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR

### TEXT & REFERENCE BOOKS

- Ravinder Kumar and Virender Sharma, Auditing Principles and Practice, PHI Learning
- ArunaJha, Auditing. Taxmann Publication.
- A. K. Singh, and Gupta Lovleen. Auditing Theory and Practice. Galgotia Publishing Company.
- Anil Kumar, Corporate Governance: Theory and Practice, Indian Book House, New Delhi
- MC Kuchhal, Modern Indian Company Law, ShriMahaveer Book Depot. (Publishers). (Relevant Chapters)
- KV Bhanumurthy and Usha Krishna, Politics, Ethics and Social Responsibility of Business, Pearson Education
- Erik Banks, Corporate Governance: Financial Responsibility, Controls and Ethics, Palgrave Macmillan

*[Handwritten signatures and initials]*

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- N Balasubramanian, A Casebook on Corporate Governance and Stewardship, McGraw Hill Education
- B.N. Ghosh, Business Ethics and Corporate Governance, McGraw Hill Education
- S K Mandal, Ethics in Business and Corporate Governance, McGraw Hill Education
- Bob Tricker, Corporate Governance-Principles, Policies, and Practice (Indian Edition), Oxford University Press
- Christine Mallin, Corporate Governance (Indian Edition), Oxford University Press
- Relevant Publications of ICAI on Auditing (CARO)
- Sharma, J.P., Corporate Governance, Business Ethics, and CSR, Ane Books Pvt Ltd, New Delhi

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### 6BCOM3-PROGRAMMING IN VISUAL BASIC.NET

**Objectives:** To learn properties and events, methods of controls and how to handle events of different controls. To understand the use of active controls and how to design VB.NET application To learn connectivity between VB.NET and databases.

#### UNIT -I: INTRODUCTION TO .NET

Introduction to .NET, .NET Framework features & architecture, CLR, Common Type System, MSIL, Assemblies and class libraries. Introduction to visual studio, Project basics, types of project in .Net, IDE of VB.NET- Menu bar, Toolbar, Solution Explorer, Toolbox, Properties Window, Form Designer, Output Window, ObjectBrowser. The environment: Editor tab, format tab, general tab, docking tab. visual development & event drive Programming -Methods and events.

#### UNIT -II: THE VB.NET LANGUAGE

The VB.NET Language- Variables -Declaring variables, Data Type of variables, Forcing variables declarations, Scope & lifetime of a variable, Constants, Arrays, types of array, control array, Collections, Subroutines, Functions, Passing variable Number of Argument Optional Argument, Returning value from function. Control flow statements: conditional statement, loop statement. Msg. box & Input box.

#### UNIT-III: WORKING WITH FORMS

Working with Forms: Loading, showing and hiding forms, controlling One form within another. GUI Programming with Windows Form: Textbox, Label, Button, Listbox, Combobox, Checkbox, PictureBox, RadioButton, Panel, scroll bar, Timer, ListView, TreeView, toolbar, StatusBar. Their Properties, Methods and events. OpenFileDialog, SaveFileDialog, FontDialog, ColorDialog, PrintDialog. Link Label. Designing menus: ContextMenu, access & shortcut keys.

#### UNIT-IV: OBJECT ORIENTED PROGRAMMING

Object oriented Programming: Classes & objects, fields Properties, Methods & Events, constructor, inheritance. Access Specifiers: Public Private, Protected. Overloading, My Base & My class keywords. Overview of OLE, COM technology & .NET.

#### UNIT -V: DATABASE PROGRAMMING

Database programming with ADO.NET Overview of ADO, from ADO to ADO.NET, Accessing Data using Server Explorer. Creating Connection, Command, Data Adapter and Data Set with OLEDB and SQLDB. Display Data on data bound controls, display data on data grid.

#### TEXT & REFERENCE BOOKS:

- VB.Net Programming Black Book By Steven Holzner Dreamtech Publications
- Mastering VB.Net By Evangelos Pet Routsos- Bpb Publications
- Introduction To .Net Framework -Worx Publication
- Msdn. Microsoft.Com/ Net Www.Gotdotnet. Com

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# COMPUTER HARDWARE MAINTENANCE AND TROUBLESHOOTING

## Course Objectives

This course is focused on developing skills in installation and configuration of Operating systems, loading and configuring various device drivers, diagnosing the faults and troubleshoots the computer at software level as well as component level. This course will be helpful for students to get employment in the computer maintenance industry as well as self-employment.

Aims to develop required skills in students so that they are able to acquire following competency:

- Identify faults, troubleshoot, repair and do preventive maintenance of computer system and its peripherals.

## UNIT - I

Inside the PC: Core Components

- Identify different type and generation of computer, Identify devices required for using laptops, Identify components which makes the system and specify its importance. Identify various types of ports and its connecting devices.
- Motherboard: definition, Components/connections in motherboard, functional block diagram
- Central Processing Unit (CPU): CPU Speeds, Word Size, Data Path, Internal Cache memory, Slots and sockets, CISC vs RISC processor, CPU chips preprocessors motherboard Types/Form Factors (AT, Baby AT, ATX, LPX, NLX, BTX)
- Expansion Buses (Definition, Bus Architecture (PC/PC-XT, PC-AT/ISA, EISA, MCA, VESA Local (VL) Bus, PCI, Combination of Bus Systems, AGP – Accelerated Graphics Port, Universal Serial Bus (USB), IEEE 1394 Fire Wire- A Bus Standard
- System Controller : Definition
- Basic Input Output System :Services, Bios Interaction, CMOS-RAM
- Chipsets : Definition, Advantage, North and South Bridge
- System Memory : definition, memory sizes, speeds and shapes (DIP, ZIP, SIPP, SIMM, DIMM, RIMM), Memory modules (Dynamic RAM, SDRAM, DDR SDRAM, SLDRAM, DRDRAM, Fast Page Mode (FPM) DRAM, Extended Data Out(EDO) DRAM)

## UNIT- II

Hard Disk Drive and Controller, DVD Drives

- Disk Basics
- Hard Disk Interfaces: EIDE, Serial ATA, SCSI, USB and IEEE 1394 (Firewire), RAID, Solid State Drive (laptop)
- Disk Geometry : Heads, Tracks, Sectors, Cylinders, Cluster, Landing zone, MBR, Zone bit recording
- Disk performance Characteristics: Seeks and Latency, Data Transfer Rate
- Hard Disk Controller: Functional Blocks, HDC Functions
- DVD Drives : Types, Recording, Construction, Interfacing,
- DVD Drive Performance Criteria : Data Transfer Rate, Access time, Cache/buffer
- Blu-ray disk specification

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### UNIT- III

#### Input Devices and Printers

- Keyboard : Keyboard operation, Keyboard Types , Types of Key switches (Membrane, mechanical, rubber dome, capacitive)
- Keyboard interfaces
- Mouse : Types, Operation, Interfaces
- Scanner : Scanner Types, Image quality measurement, Working
- Types of Printers
- Printer Interfaces
- Ink-jet Printer : Parts, working principle
- LaserJet Printer : Parts, working principle

### UNIT- IV

#### Monitor and Display Adapters

- Video Basics (CRT parameters)
- VGA monitors
- Digital Display Technology- Thin Displays, Liquid Crystal Displays, Plasma Displays, Light Emitting Displays
- Graphics Cards : Components of a card, Accelerated Video cards, CGA, EGA, VGA

### UNIT- V

#### Trouble Shooting and Preventive Maintenance

- POST : Functions, IPL Hardware, Test Sequence, Error messages
- Troubleshooting : possible problems and diagnosis
  - Motherboard
  - Keyboard
  - Hard Disk Drive
  - Printer
- Preventive maintenance tools

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### Expected Outcomes

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The theory should be taught and practical should be carried out in such a manner that students are able to acquire different learning out comes in cognitive, psychomotor and affective domain to demonstrate following course outcomes.

- i. Install, configure Operating Systems and device drivers.
- ii. Install, configure and maintain various components in computer system and peripheral devices.
- iii. Diagnose faults, repair and maintain computer system and its peripherals.

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### SUGGESTED LIST OF EXERCISES/PRACTICALS

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S. No.	Unit No.	Practical Exercises	Hrs. required
1	I	Identify basic components of a personal computer. Prepare a list of various computer peripherals. (e.g. CPU, Monitor, Keyboard, Mouse, Speaker, Web cam, Printer, Scanner, microphone, speakers, modem, projectoretc).	01

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2	I	Identify common ports, associated cables, and their connectors. Observe various connectors, ports back and front side of the computer. Write their purpose and specifications. (e.g. Power, PS/2 keyboard and mouse, Serial and parallel, USB, VGA, LAN, Audio & microphone, Firewire, HDMI, games, SATA etc.)	01
3	I	Identify major components including motherboards, memory, drives, peripheral cards and devices, BIOS, and Windows operating system. Observe the various components on the motherboard, identify it. Also observe their interconnection and arrangement inside the case. Detach and attach the cables and component in the PC case and motherboard. Carry out detailed study on all the components and devices on the given motherboard. <ul style="list-style-type: none"> <li>• Processor socket ,Chipsets,</li> <li>• Memory module slots, BIOS, CMOS</li> <li>• FDD, HDD connectors</li> <li>• Different types of expansion slots (ISA, EISA, PCI, PCI express, AGP, Express Card &amp; PC Card (or PCMCIA) etc.)</li> <li>• Add-on-cards (audio, graphics, I/O, TV tuner, network etc.)</li> <li>• Cables in a computer system (IDE Ribbon cable, SATA cable etc)</li> <li>• Connections for button, indicator lights etc.</li> <li>• Observe various types of memory modules (SIMM, DIMM, SO-DIMM, RIMM, SO-RIMM). Also observe impact of removal of memory modules from the system, start it and re insert memory module and restart system.</li> <li>• Disassemble the PC carefully. Assemble the same PC you have disassembled and boot the system. Observe the procedure of assembling a computer system. †</li> </ul>	02
4	I	Observe the different types of motherboards, form factors and write the difference between the desktop motherboard and laptop motherboard, all in one desktop motherboard, server motherboard. (e.g Full size AT, baby AT, ATX, LPX, NLX etc)	02
5	I	Identify the on-board features of the motherboard. Add additional facilities like the network capabilities, and gaming capabilities by adding an Accelerator card. Install the given driver and test the computer for proper functioning. Remove the drivers for some devices like sound, display, network etc. and again install them and check the proper functioning of computer. Upgrade the given PC by adding RAM and additional Hard Disk.	02
6	II	Observe, search and write the specifications of CD/DVD drive, HDD, motherboard, RAM chips, Power supply, Microprocessor chip, Add on cards. Prepare complete specifications of the latest system configuration available in the market.	Homework

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7	II	Observe the power supply (SMPS) and measure their voltage levels of a given SMPS. Measure various voltage levels, such as motherboard, storage devices and fan etc. using multi-meter. Do a detailed study on all the components and devices on the given power supply. Observe different types of switch mode Power Supply – AT, ATX, NLX . Record the different types of power connectors on the motherboard.	02
8	II	Observe various secondary storage systems- Hard Disk, Flash drives, CD/ DVD drive. Opendrives and draw the internal structure of them. (If available Also open the various FDD/HDDdisks to observe the magnetic disk inside.)	02
9	II	Observe the various techniques for low level and high level formatting of Hard Disk. Format the given Hard Disk using any one technique and create three partitions, two for operation systems and one for data.	01
10	II	Observe the procedure for installing Operating System like win7/win8 with partition formatted in previous practical in one partition, (fat, fat16, fat32, ntfs, gpt). Try booting PC. Learn the content of boot.ini after the installation process. Now install unix Operating System like Linux /Ubuntu/ centos/ fedora/ red hatin another partition. Create dual booting system try booting PC. Learn the content of boot.ini after the installation process.	02
11	III	Open at least 2 to 3 different types of keyboard and mouse and observe the internal circuits. Observe and write steps to troubleshoot, maintain and clean the diskette drives, keyboard, mouse, etc.	02
12	III	Observe different types of printers (dot matrix, inkjet & laser, multifunction). Install driver and interface the printers with PC/Laptop on any operating system (connect the printer to one PC directly using USB/Serial/Parallel ports as per the availability; test the functioning of the printer.) Writedetailed comparative analysis of different types of printer available in the market and suggest a printer with good features and best price as per need. Justify your printer selection.	02
13	III	Observe the interfacing, installation and working of various devices such as scanner, projector, web cam etc. Connect all these devices with the given PC, install & test them.	02
14	V	Identify BIOS settings. (strictly under the observation of Instructor) <ul style="list-style-type: none"> <li>▪ Define BIOS.</li> <li>▪ Demonstrate starting BIOS.</li> <li>▪ Identify how to disable unused devices to decrease</li> </ul>	02
		Security risks. □Change booting of computer with different secondary storage CD, HDD, USB etc.	

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15	V	Identify the problem in the given PC, using the given troubleshooting sequence, fix the issue, record the given problem, and produce proper documentation of your work	02
16	V	Recognize common symptoms associated with diagnosing and troubleshooting PCs and utilize Windows built-in diagnostic tools. Identify general troubleshooting techniques and strategies Utilize scandisk, control panel, boot-up menu, and startup disk as diagnostic tools. Access Microsoft Knowledge Base on the Internet to solve common problems. Identify the common problems associated with shutdown, configuration, and cabling. Identify problems associated with heating and cooling of the internal components. Identify problems with installing internal devices such as hard drive, tape drives, or CD-ROM drive. Recognize and interpret the meaning of common error codes and startup messages. Recognize windows-specific printing problems and corrections.	02
17	V	Log boot ups and events. <ul style="list-style-type: none"> <li>▪ Describe the purpose of logging system events.</li> <li>▪ Correlate an event with a job and session.</li> <li>▪ Describe how the SLOG command enables and disables the selected system logging events.</li> </ul> Define registry file operation and maintenance. <ul style="list-style-type: none"> <li>▪ Describe registry file operations.</li> <li>▪ Demonstrate proper registry file maintenance practices.</li> <li>▪ Demonstrate how to remove unwanted software applications.</li> </ul>	02
18	V	Search for various data recovery software apply on pen drive/HDD.	02
19	V	Perform computer maintenance and preventative maintenance functions. <ul style="list-style-type: none"> <li>• Perform physical cleaning (internal and external) of personal computer.</li> <li>• Demonstrate how to adjust basic performance settings.</li> <li>• Perform hard drive file system maintenance.</li> <li>• Identify anti-virus software and applications.</li> <li>• Identify diagnostic software such as Norton Utilities.</li> </ul> (Discuss the system maintenance & troubleshooting. Create policies, quality check forms and create a standard procedure to reduce the maintenance job. Conduct the Preventive maintenance and troubleshooting of repaired PCs in the laboratories, create detailed plan to conduct the work in the stipulated time. Create a detailed report of your work.)	02
20	V	Utilize Internet to download device drivers. Installation of drivers of various devices from the internet.	02
21	V	Demonstrate to remove unwanted software applications.	01

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22	V	Operate and maintain registry file . □ Describe registry file operations, & demonstrate proper registry file maintenance practices.	02
23	V	Log boot ups and events. <ul style="list-style-type: none"> <li>▪ Describe the purpose of logging system events.</li> <li>▪ Correlate an event with a job and session.</li> <li>▪ Describe how the SLOG command enables and disables the selected system logging events.</li> </ul>	02
<b>Total</b> (practical for 28 hours from above representing each unit may be selected)			<b>42</b>

*Text & Reference Books*

- Computer Installation and Servicing, D Balasubramanian, Tata McGraw Hill Education Private Limited
- The complete PC Upgrade & Maintenance Guide, Mark Minasi, BPB Publications
- IBM PC and clones, Govind Rajalu, Tata McGraw Hill Education Private Limited

  
  
  
  
  
  
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## 6BCOM4-STOCK AND COMMODITY MARKETS

**OBJECTIVE:** The objective is to provide students with a conceptual framework of stock markets and Commodity Markets, functionalities in these markets and their mode of trading.

### UNIT-1: AN OVERVIEW OF CAPITAL AND COMMODITIES MARKETS

Primary Market, Secondary Market (Stock Market), Depositories, Private placements of shares / Buy back of shares, Issue mechanism. Meaning of Commodities and Commodities Market, differences between stock market and commodities market.

### UNIT-2: STOCK MARKET

History, Membership, Organization, Governing body, Functions of stock Exchange, on line trading, role of SEBI, Recognized Stock Exchanges in India (brief discussion of NSE and BSE). Derivatives on stocks: Meaning, types (in brief).

### UNIT-3: TRADING IN STOCK MARKET

Patterns of Trading & Settlement – Speculations – Types of Speculations – Activities of Brokers – Broker Charges – Settlement Procedure, National Securities Depository Ltd.(NSDL), Central Securities Depository Ltd.(CSDL) (in brief).

### UNIT-4: COMMODITIES MARKET

History, Membership, Objectives, Functions of commodities exchange, Organization and role of commodity exchange, Governing Body, Types of Transactions to be dealt in Commodity Market – physical market, Futures market - Differences between Physical & Future Market, options on commodities exchanges.

### UNIT-5: TRADING IN COMMODITY MARKETS

Patterns of Trading & Settlement, Efficiency of Commodity Markets - Size of volumes of Commodities

### SKILL DEVELOPMENT

- Prepare the list of recognized stock exchanges in India
- Prepare the process chart of online trading of shares and debentures.
- Prepare the chart showing Governing Body of the Commodities Market.
- Prepare the list of commodities traded on commodity market.
- Enlist the role of NSDL and CSDL.

### BOOKS FOR REFERENCE:

- Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
- Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
- K. Venkataramana, Stock & Commodity Markets, SHBP.
- B. Kulkarni – Commodity Markets & Derivatives.
- Khan, Indian Financial Systems, 6th edition, Tata McGraw Hill
- Bhole, L.M. (2000), Indian Financial Institutions, Markets and Management, McGraw Hill
- Srivastava R.M ; Management of Indian Financial Institutions
- PallaviModi : Equity – The Next Investment Destination
- Prisswami – Indian Financial System
- GhowriaKhatoon – Stock & Commodity Markets, VBH.

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# BUSINESS COMMUNICATION

## Unit -1: Introduction

- 1.1 Business Communication – its meaning & importance.
- 1.2 Communication Process and its Elements
- 1.3 Barriers to effective communication.
- 1.4 Essentials of effective business Communication.
- 1.5 Basic models of communication.

## Unit – 2: Means of Communication and Methods

- 2.1 Types of communication, Intrapersonal communication & Interpersonal communication.
- 2.2 Group communication, Public communication.
- 2.3 Mass communication.
- 2.4 Verbal, Non-verbal communication, Oral & Written communication.
- 2.5 Speeches for Different Occasions.

## Unit – 3: Oral & Written Communication

- 3.1 Language, signs, symbols and code systems.
- 3.2 Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.
- 3.3 Essential of good communication, 7 Cs of good communication,
- 3.4 Writing Effectively : Planning, Beginning & Ending letter, Tactful use of Language, Asking for Action, Handling Negatives, Talking about Errors, Active Voice & Passive Voice.
- 3.5 Language of Business writing, Taking the Readers Point of view.

## Unit – 4: Visual Communication

- 4.1 Preparing the text, Using visual Aids.
- 4.2 Speakers, Appearance & Personality.
- 4.3 Practicing Delivery of the Presentation, Speeches for special Occasions.
- 4.4 Visual Graphics and Designing
- 4.5 Animation Videos and ,Photos

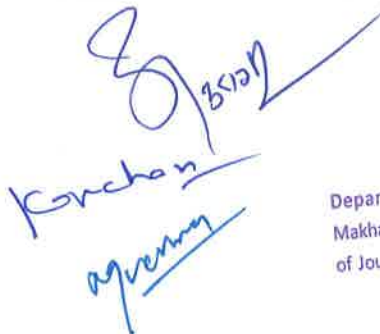
## Unit – 5: Reading and Listening

- 4.1 .Reading Skills and Patte
- 4.2 Listening: Importance of Listening.
- 4.3 Types of Listening.
- 4.4 Barriers to Listening and overcoming them, Listening situations.
- 4.5 Developing the art of Listening.

## Reference Books:

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
5. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. RavindraKothavade - Diamond Publications, Pune.
6. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi.
7. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
8. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.
9. Business Communication - M. Balasubrahmanyam - Vani Educational Books.
10. Creating a Successful CV - Siman Howard - Dorling Kindersley.





  
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# ORGANIZATIONAL BEHAVIOR

## **Unit – 1: Introduction to Organizational Behavior**

- 1.1 Introduction to Organizational Behavior
- 1.2 Nature and scope of Organizational Behavior
- 1.3 Challenges and opportunities for Organizational Behavior
- 1.4 Organizational Goals
- 1.5 Models of Organizational Behavior

## **Unit – 2: Individual Behavior**

- 2.1 Individual Behavior-Individual decision making
- 2.2 Learning and Motivation
- 2.3 Maslow's Hierarchy theory, Herzberg theory
- 2.4 Vrooms expectancy theory
- 2.5 Perception Process, Barriers in Perception

## **Unit – 3: Behavior Dynamics**

- 3.1 Behavior dynamics, Interpersonal behavior
- 3.2 Communication, Process and Barriers
- 3.3 Transaction Analysis
- 3.4 Johari Window
- 3.5 Leadership theories, Styles of Leadership

## **Unit – 4: Group Behavior**

- 4.1 Group behavior, Definition and classification of Groups
- 4.2 Types of Group, process of Group formation
- 4.3 Individual vs Group Decision making
- 4.4 Techniques of Group decision making
- 4.5 Inter group Problem, Management of Conflict

## **Unit – 5: Management of Change**




- 5.1 Organizational change, process of Change
- 5.2 Organizational Development, Management of Change
- 5.3 Resistance to change, Organizational effectiveness
- 5.4 Organizational culture.
- 5.5 Power and politics in Organization

## **References Books:**

1. Aswathappa K, Organization Behaviour Himalaya Publication
2. Robbins Organization Behaviour Pearson Educational Asia.
3. Luthans Organization Behaviour Tata McGraw Hill.
4. UdaiPareek Understanding Origination Oxford Publishing House
5. Hersey, Management of Organizational Behaviour Prentice Hall India
6. Blanchard & Johnson Behaviour in Organisation
7. Newstrom Organizational Behaviour: Human Tata McGraw Hill & Davis Behaviour at Work
8. Rawlinson, OB & Analysis Addison Wesley Bradfield & Edwards







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# MARKETING MANAGEMENT

## **Unit - 1: Introduction to Marketing**

- 1.1 Marketing: Scope, nature, definition, core marketing concepts.
- 1.2 Functions of Marketing
- 1.3 Marketing environment: Micro, & Macro
- 1.4 New trends in marketing (i) Global marketing,(ii)Direct marketing(iii) Tele marketing,(iv) Marketing on the web.
- 1.5 Adapting marketing to New Liberalized Economy :-Digitalization, customization

## **Unit - 2: Marketing Components**

- 2.1 Market Segmentation
- 2.2 Consumer behavior – Influencing factors
- 2.3 Decision process
- 2.4 Marketing Research
- 2.5 Marketing information System

## **Unit – 3: Marketing Strategies**

- 3.1 Developing Marketing Opportunities and strategies
- 3.2 Consumer and business buyer`s behavior;
- 3.3 Segmentation, Targeting and positioning (STP) for competitive advantage
- 3.4 Marketing Mix
- 3.5 Unique selling proposition (USP)

## **Unit – 4: Product Mix**

- 4.1 Product: managing the product- types of consumer and industrial products.
- 4.2 Product related decisions: product line, product mix,
- 4.3 Product life cycle (PLC),
- 4.4 Pricing: pricing of products: pricing strategies and methods.
- 4.5 Place: Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.

## **Unit -5: Product Mix**

- 5.1 Promotion: The communication process, developing effective communication,
- 5.2 Deciding on the marketing communication mix, managing advertising, sales promotion
- 5.3 Managing the sales force.
- 5.4 Services marketing-scope in India, definition, types and characteristics.
- 5.5 7 P`s concept of services marketing with special emphasis on (i) people,(ii) process and (iii) physical evidence.

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# CONSUMER BEHAVIOR

## Unit – 1: Consumer Behaviour

- 1.1 Meaning & definition of consumer behavior
- 1.2 Scope of Consumer Behavior
- 1.3 Application of Consumer Behavior
- 1.4 Social Marketing, De-Marketing
- 1.5 Importance of Studying Consumer Behavior in Marketing Management

## Unit – 2: Motivation & Attitudes

- 2.1 Nature and role of motivation
- 2.2 Define Consumer Attitude
- 2.3 Characteristics of Attitude
- 2.4 Function of Attitude
- 2.5 Needs of Consumer Attitude

## Unit – 3: Group Dynamics and Consumer Behaviour

- 3.1 Major Factors Influencing Consumer Behavior
- 3.2 Reference groups, Factors determining reference group influence
- 3.3 Nature and significance of personal influence
- 3.4 Concept of personality
- 3.5 Defining culture, Characteristics of culture

## Unit – 4: Product and Promotion

- 4.1 Concept of product
- 4.2 Product Mix, Product Line
- 4.3 Product Life Cycle
- 4.4 New Product Development
- 4.5 Elements of Promotional Mix

## Unit – 5: Consumer Decision Making Process

- 5.1 Decision Making Process
- 5.2 Innovation Process
- 5.3 Adoption Process
- 5.4 Diffusion Process
- 5.5 Consumer, Customer and Buyer

## Reference Books:

1. Leslie Lazar, Kanuk, and Kassarian, Consumer Behavior, Prentice Hall of India.
2. M.S. Raju and Dominique - Consumer Behavior, Concepts Application and Cases, Vikas, Publication, New Delhi.
3. Szmign Isabelle - Understanding the Consumer, Response book, 2003.
4. London & Della Bilta - Consumer Behavior, McGraw Hill.
5. Eagle, Black Well & Kollatt, Consumer Behavior, CBSS Publishing, New York.
6. Batra, Satish K. & Kazmi, H.H.S; Consumer Behavior Text & Case, New Delhi: Excel Books 2007.
7. Pant, Himanshu, Advertising & Consumer Behavior, New Delhi: Response Book, 2007.

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# DIGITAL MARKETING

## Unit – 1: Introduction

- 1.1 Introduction, Objectives, Definition of Digital Marketing.
- 1.2 Nature and Scope of Digital marketing
- 1.3 Digital marketing concept
- 1.4 Digital marketing environment
- 1.5 Digital economic and non-digital economic

## Unit – 2: Planning Online-Digital Marketing

- 2.1 Nature and dynamics of the internet
- 2.2 Electronic business models: B2B, B2C, C2C, C2B.
- 2.3 Web-site Design: Web sites as market place
- 2.4 Social Media Tools in Digital Marketing
- 2.5 Pay-Per-Click Advertising

## Unit – 3: Technology for Online- Digital Marketing

- 3.1 Internet and its Evolution
- 3.2 IT Infrastructure, Middleware, Domain names
- 3.3 Contents: Text and Integrating E-business applications.
- 3.4 Component of Internet Information technology structure
- 3.5 E –commerce, Pure Online, Supply Chain Management

## Unit – 4: Operations of Digital Marketing

- 4.1 Introduction, Objectives and Digital Marketing Techniques
- 4.2 Product pricing - Techniques of packing.
- 4.3 Online-payment mechanism
- 4.4 Electronic Payment systems
- 4.5 Payment Gateways

## Unit – 5: Digital Marketing and Law

- 5.1 Introduction, Objectives, Need for Digital marketing
- 5.2 Legal and Ethical Issues in Digital Marketing
- 5.3 Privacy, Digital Property and Legal Protection
- 5.4 Security of Clients and Service-Provider
- 5.5 Cyber Laws – Relevant provisions of Information Technology Act 2000

### Suggested Books:

1. Agarwala, Kamlesh N., AmitLal and DeekshaAgarwala, Business on the Net: An Introduction to the Whats and Hows of E -Commerce, Macmillan India Ltd.
2. Bajaj, Deobyani Nag, E-Commerce, Tata McGraw Hill Company, New Delhi.
3. Turban, E., et. al., Electronic commerce: A Managerial Perspective, Pearson Education Asia.
4. Diwan, Prag and Sunil Sharma, Electronic Commerce -A Manager's Guide to E-Business, Vanity Books International, Delhi.
5. Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler., E-business and E-commerce for managers, Pearson Education.
6. Greenstein, M. and T.M. Feinman, Electronic Commerce: Security, Risk Management and Control, Tata McGraw hill.
7. Kosiur, David, Understanding Electronic Commerce, Prentice Hall of India Private Ltd., New Delhi.
8. Whiteley, David, E-commerce, McGraw Hill, New York.

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# FINANCIAL MANAGEMENT

## **Unit – 1: Introduction**

- 1.1 Definition and Scope of Financial Management
- 1.2 Objectives of Financial
- 1.3 Profit Maximization goal
- 1.4 Wealth Maximization goal
- 1.5 The role of a Finance Manager

## **Unit – 2: Analysis of Financial Statement**

- 2.1 Meaning and Nature of Financial Statement
- 2.2 Important of Financial Statement
- 2.3 Limitations of Financial Statement
- 2.4 Types of Financial Statement
- 2.5 Meaning and Importance of Ratio Analysis

## **Unit – 3: Analysis of Chances in Financial Position**

- 3.1 Meaning and Purposive of Funds Flow Statement
- 3.2 Sources of Funds
- 3.3 Application of Funds
- 3.4 Cash Flow Statement: Meaning and Purposes of Cash Flow Statement
- 3.5 Difference between Cash Flow Statement and Fund Flow Statement

## **Unit – 4: Working Capital Management**

- 4.1 Concept and Types of Working Capital
- 4.2 Components of Working Capital
- 4.3 Objectives of Working Capital Management
- 4.4 Short term Source of Finance
- 4.5 Long-term Source of Finance

## **Unit – 5: Capital Structure & Cost Capital**

- 5.1 Capital of Cost of Capital
- 5.2 Concept of Weighted Average Cost of Capital
- 5.3 Concept of Capital Structure
- 5.4 Factor Affecting Capital Structure
- 5.5 Meaning of Dividends, Form of Dividends

## **Reference Books:**

1. Anthony Robert N., Hawkins F., Merchant Kenneth N., Accounting Text & Cases, Tata
2. McGraw Hill Publication, New Delhi, 12 th Ed. 2007.
3. P. C. Tulsian, Financial Accounting, 2008.
4. Banerjee, Financial Accounting, PHI, 2009.
5. Prasanna Chandra, Financial Management, New Delhi, TMH, 2004.
6. Pandey I. M., Financial Management, Vikas Publication, 2009.

  
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# CORPORATE COMMUNICATION & ADVERTISING

## Unit -1: Introduction of Advertising

- 1.1 Definition of advertising
- 1.2 Nature & Evolution of advertising
- 1.3 Function of advertising
- 1.4 Importance of advertising
- 1.5 Types of advertisements

## Unit – 2: Advertising Planning & Budget

- 2.1 Concept of Marketing Plan
- 2.2 Objectives of Marketing
- 2.3 Marketing Strategies
- 2.4 Objective of advertising budget
- 2.5 Items of advertising budget

## Unit – 3: Advertising

- 3.1 Advertising: Importance in IMC and New Trends.
- 3.2 Advertising Media and It's Creative Co-ordination with other Marketing Function.
- 3.3 Creativity in Advertising.
- 3.4 Advertising Campaigns.
- 3.5 Advertising Agency and Ethics.

## Unit – 4: Corporate Communication–I

- 4.1 Definition, Importance of Corporate Communication.
- 4.2 Objectives of Corporate Communication.
- 4.3 Concept of Identity and its elements
- 4.4 Corporate Image Building & its Management.
- 4.5 Corporate Identity: Policy Planning, Core Communication elements in corporate Identity Programme.

## Unit – 5: Corporate Communication–II

- 4.1 Corporate Social Responsibility, Corporate Citizenship.
- 4.2 Public Service Communication, Social Communication.
- 4.3 Crisis Management & Communication,
- 4.4 Types of Crisis, Contingency Planning.
- 4.5 Crisis Communication & Evaluation.

## References Books:

1. Belch & Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Publication
2. Burnette John J., Promotion Management, Houghton Mifflin College Div.
3. S. A. Chunawalla, Advertising Sales and Promotion Management Paperback – Hph; Revised edition
4. Philip T Kotler, Marketing Management, 14th Edition, Pearson Publications







  
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## Retail Management

### **Unit – 1: Introduction of Retail**

- 1.1 Meaning and Concept of Retail
- 1.2 Evolution of Retail in India
- 1.3 Models and Approaches of Retail
- 1.4 Understanding the Retail Consumers
- 1.5 Ethical Issues in Retailing

### **Unit – 2: Retail Strategies**

- 2.1 Retail Marketing Strategy
- 2.2 Retail Franchising
- 2.3 Retail Store Location
- 2.4 Site Selection for Retail outlets
- 2.5 Retail Store and Layout

### **Unit – 3: Retail Merchandise**

- 3.1 Basics of Retail Merchandising
- 3.2 Process of Retail Merchandising
- 3.3 Method of Merchandising Procurement
- 3.4 Retail Pricing
- 3.5 Evaluating Merchandising

### **Unit – 4: Retail Outlets Layout and Location**

- 4.1 Retail Store Operations
- 4.2 Servicing The Retail Consumer
- 4.3 Retail Human Resource Management
- 4.4 Financial Aspect of Retail Management
- 4.5 Supply Chain Management in Retailing

### **Unit – 5: Retail Communication**

- 5.1 Retail Communication Mix
- 5.2 Retail Communication Mix
- 5.3 Consumer Relationship Management in Retailing
- 5.4 Case Study1
- 5.5 Case Study2

### Reference Books

1. Newman A.J. and Cullen P,- Retailing: Environment and Operation, Vikas first Edition
2. Berman B and Evans J.R. – Retail Management, Pearson Education Publication, 8 Edition
3. Mukerjee K, - Customer Relationship Management Strategic Approach to Marketing, Prentice Hall India Learning Pvt Ltd.
4. Michael Levi M and Weitz B.W. – Retailing Management, Tata McGraw Hill 5<sup>th</sup> Edition
5. Francis Buttle – Customer Relationship Management: Concepts and Technologies, Routledge Publishers 2<sup>nd</sup> Ed
6. Dunne Patrick M. Lusch Robert F. and Griffith David A – Retailing, Cengage Learning 4<sup>th</sup> Ed.
7. Vedmani G. G. – Retail Management, Functional Principle & Practice, Jaico Publication 1 Ed.
8. Christopher, M., A. Payne and D. Ballantyne – Relationship Marketing, Butterworth-Heinemann, Oxford.













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# Customer Relationship Management

## Unit – 1: Introduction

- 1.1 Fundamental of CRM
- 1.2 Define Customer
- 1.3 Correspondents of CRM
- 1.4 Goal of CRM and Silent Feature of e-CRM
- 1.5 Customer life Style & Technology

## Unit – 2: Process

- 2.1 CRM Process
- 2.2 Online CRM Process
- 2.3 4C's of CRM Process
- 2.4 CRM Approaches
- 2.5 CRM for different Organizations

## Unit – 3: CRM as Strategy

- 3.1 CRM as Business Strategy
- 3.2 Choosing the right CRM Solution
- 3.3 CRM Implementation Process
- 3.4 Five Phases of CRM Projects.
- 3.5 Enterprise Resource Planning Preview & Benefits

## Unit – 4: Marketing Tools

- 4.1 SFA : Sales Process Activity
- 4.2 Contact lead & Knowledge Management
- 4.3 Field Force Automation
- 4.4 E-Commerce Automation
- 4.5 Impact of CRM on Marketing

## Unit – 5: CRM and e-CRM

- 5.1 Distinguish between CRM and e-CRM, Dealing e-Customer
- 5.2 New Correspondent of e-CRM, Importance of e-CRM
- 5.3 Silent Features of e-CRM
- 5.4 Managing Customer Communication
- 5.5 Customer Support Methodology

## References

1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited, New Delhi, 2011
2. S. Shanmugasundaram Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
4. Jagdish Seth, et al, Customer Relationship Management

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# HUMAN RESOURCE MANAGEMENT

## **Unit – 1: Concept of HRM**

- 1.1 Introduction to HR
- 1.2 Nature and scope of HRM
- 1.3 Objectives, Process of HRM
- 1.4 HRM vs Personnel Management
- 1.5 Objectives of HRD, Structure of HRD system

## **Unit – 2: Human Resource Planning**

- 2.1 Process of Man Power Planning, Objectives and Need
- 2.2 Recruitment process, Policies and Techniques
- 2.3 Selection process, Techniques of selection
- 2.4 Placement and Induction
- 2.5 Job analysis and Job design, process and Scope

## **Unit – 3: Compensation Management**

- 3.1 Job evaluation, Process and importance
- 3.2 Employee compensation, Objectives and Importance
- 3.3 Wage policy, Factors effecting wage and salary
- 3.4 Components of wage and Salary, DA, Incentives, Bonus, Fringe benefits
- 3.5 Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965

## **Unit – 4: Training and Development**

- 4.1 Need of training, Objectives and importance
- 4.2 Process of Training, Techniques of Training
- 4.3 Importance of training, Career development
- 4.4 Development process, Techniques of development
- 4.5 Career planning process, Succession planning

## **Unit – 5: Employee relations**

- 5.1 Industrial dispute and its causes
- 5.2 Industrial relations, importance and objectives
- 5.3 Trade union, Types of Trade union, Problems and limitations.
- 5.4 Discipline and Grievance handling
- 5.5 Collective Bargaining strategies.

## **Reference Books:**

1. K Ashwathappa, Human Resource Management, Tata McGraw Hills
2. Chhabra, TN ,Human Resource Management , DhanpatRai sons, New Delhi
3. Rao VSP, Human Resource Management, Excel Publications
4. Wayne F Casio, Managing Human Resource, Tata McGraw
5. Rosy Joshi, Human Resource Management, Kalyani Publication
6. Bhatia Kanchan, Compensation Management, Himalaya Publishing House

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# ENTERPRISES RESOURCE PLANNING

## **Unit – 1: Introduction of Enterprise**

- 1.1 An Overview: Business Functions and Business Processes.
- 1.2 Importance of Information: Characteristics of information, Types of information system
- 1.3 Components of an information system, Different types of information systems
- 1.4 Management information system, Decision Support Systems,
- 1.5 Enterprise Resource Planning, Business modeling

## **Unit – 2: Introduction to ERP**

- 2.1 Defining ERP, Origin and Need for an ERP System.
- 2.2 Benefits of an ERP System.
- 2.3 Reasons for the Growth of ERP Market.
- 2.4 Reasons for the Failure of ERP Implementation.
- 2.5 Roadmap for successful ERP implementation

## **Unit – 3: ERP and Related Technology**

- 3.1 Business Process Re-engineering.
- 3.2 Data Warehousing, Data Mining.
- 3.3 On-Line Analytical Processing, Product Life Cycle Management.
- 3.4 Supply Chain Management
- 3.5 ERP Security

## **Unit – 4: Implementation**

- 4.1 Implementation and Challenges
- 4.2 ERP Implementation Strategies,
- 4.3 ERP Implementation Life Cycle, Implementation Methodologies
- 4.4 ERP Projects Teams, Vendors and Consultants
- 4.5 Post Implementation Activities

## **Unit – 5: Future Trends in ERP**

- 5.1 New Trends in ERP
- 5.2 Development of New Markets and Channels
- 5.3 Latest ERP Implementation Methodologies,
- 5.4 ERP and E-business
- 5.5 5.5 Market Snapshot, The SOA Factor

## **Reference Books:**

1. Alexis Leon, "ERP DEMYSTIFIED", Tata McGraw Hill, Second Edition, 2008.
2. Mary Sumner, "Enterprise Resource Planning", Pearson Education, 2007.

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# INTEGRATED MARKETING COMMUNICATION

## **Unit – 1: Fundamental of IMC**

- 1.1 Meaning of IMC
- 1.2 Definition of IMC
- 1.3 Evolution of IMC
- 1.4 Communication Process
- 1.5 Importance of IMC

## **Unit – 2: Strategies of IMC**

- 2.1 Meaning of Strategies
- 2.2 Positioning Strategy
- 2.3 Media Strategy
- 2.4 Communication Strategy
- 2.5 Creative Strategy

## **Unit – 3: Promotion Mix of IMC**

- 3.1 Sales Promotion Tools
- 3.2 Internet as tools
- 3.3 Public Relations Tools
- 3.4 IMC Audience Contact Tools
- 3.5 Advertising v/s Publicity

## **Unit – 4: IMC Branding**

- 4.1 Concept of branding
- 4.2 Brand Identity, Brand Image
- 4.3 Brand Equity
- 4.4 Brand Positioning
- 4.5 Role of IMC in Branding

## **Unit – 5: IMC Planning**

- 5.1 4 C's of IMC
- 5.2 IMC Planning Process
- 5.3 Strength & Weakness of IMC
- 5.4 Evaluation of IMC program
- 5.5 IMC for small business

## **Reference Books:**

1. Duncan, Tom. Principles of Advertising & Integrated Marketing Communication-2009ed. Tata McGraw Hill.
2. Belch & Punani, Advertising & Promotion, An Integrated Marketing Communication perspective, Tata McGrawhill, New Delhi.

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