DEPARTMENT OF COMMERCE (COMPUTER APPLICATIONS)

Curriculum Design
Sri G.V.G Visalakshi College for Women (Autonomous)
Affiliated to Bharathiar University
B.Com (Computer Applications)
Scheme of Examination – CBCS & OBE Pattern
(For the students admitted during the academic year 2021-2022 onwards)

Sem	Course Code	Course Title	Ins. Hrs/ Week	Examination				Credits
				Dur Hrs	CIA Marks	ESE Marks	Total Marks	
I	121TA1/ 121MY1/ 121HD1/ 121FR1	**Part I** – Language – I	6	3	50	50	100	3
	121EN1	**Part II** – English – I	6	3	50	50	100	3
	121B01/ 121R01/ 121N01/ 121Y01	**Part III** Core I- Financial Accounting – I	5	3	50	50	100	4
	121R02	Core II – Internet and Web designing –Practicals	5	3	50	50	100	**3**
	121AB1/ 121AR1/ 121AN1	Allied I – Business Economics	6	3	50	50	100	5
	121VEG	**Part IV** –Value Education Human Values and Gender Equity	2	2	50	-	50	1
II	221TA2/ 221MY2/ 221HD2/ 221FR2	**Part I** - Language – II	6	3	50	50	100	3
	221EN2	**Part II** - English – II	6	3	50	50	100	3
	221B03/ 221R03/ 221N03/ 221Y03	**Part III** Core III – Financial Accounting – II	5	3	50	50	100	4
	221R04	Core IV – Advanced Excel-Practicals	5	3	50	50	100	**3**

Sem	Code	Course Title						
	221AR2/ 221AN2	Allied II – Business Management	6	3	50	50	100	**5**
	221EVS	**Part IV** – Environmental Studies	2	2	50	-	50	**1**
III	321B05/ 321R05/ 321N05	**Part III** Core V - Corporate Accounting	5	3	50	50	100	**4**
	321R06	Core VI - Database Management System	5	3	50	50	100	**5**
	321R07	**Core VII- MySQL Programming – Practicals**	**4**	**3**	**50**	**50**	**100**	**3**
	321B08/ 321R08/ 321N08/ 321V08	Core VIII - Principles of Marketing	5	3	50	50	100	**4**
	321AB3/ 321AR3/ 321AN3	Allied III – Mathematics	6	3	50	50	100	**5**
	321NCB	**Part IV** - Non Major Elective - Consumer Behaviour	**2**	**2**	**50**	**-**	**50**	**2**
	321BS1/ 321RS1/ 321NS1	**Part IV**-Skill Enhancement Course I – Professional English for Commerce	3	3	100	-	100	**2**
	321NGA	**Part IV- General Awareness- Information Security**	Self study	2	50	-	50	**Grade**
IV	421R09	Part III Core IX - Object Oriented Programming with C++	5	3	50	50	100	**5**
	421B10/ 421R10/ 421N10	Core X - Cost Accounting	5	3	50	50	100	**4**
	421R11	**Core XI - C++ Programming-Practicals**	**4**	**3**	**50**	**50**	**100**	**3**
	421R12/ 421V12	**Core XII - Enterprise Resource Planning /Organisational Behaviour**	**5**	**3**	**50**	**50**	**100**	**5**
	421AB4/ 421AR4/ 421AN4	Allied IV- Statistics	6	3	50	50	100	**5**
	421NGA	Part IV – General Awareness	2	2	50	-	50	**2**
	421RS2/ 421NS2/ 421RS3/ 421NS3	**Part IV – Skill Enhancement Course II- Image Editor–Practicals / Management Information System**	**3**	**3**	**100**	**-**	**100**	**2**
	421RA1/ 421RA2	**Advanced Learners Course I-** Business Law/ Institutional Training	Self study	3	-	100	100	**4***

	Code	Course	Hours	Credit	Int.	Ext.	Total	Grade
V	**521R13/ 521N13/ 521V13**	**Part III – Core XIII- – E-Accounting - Practicals**	5	3	50	50	100	**4**
	521B14/ 521R14/ 521N14	Core XIV- Income Tax	6	3	50	50	100	**5**
	521B15/ 521R15/ 521N15	Core XV- Business Finance	5	3	50	50	100	**4**
	521B16/ 521R16/ 521N16/ 521V16	Core XVI- Business Communication	5	3	50	50	100	**4**
	521BE1/ 521RE1/ 521NE1/ 521BE2/ 521RE2/ 521NE2/ 521BE3/ 521RE3/ 521NE3	Elective I – Investment Management/ Retail Marketing/e-Commerce Technology	6	3	50	50	100	**5**
	521RS4/ 521NS4	**Part IV– Skill Enhancement Course III – Rural Entrepreneurship Development**	3	3	100	-	100	**2**
	521NGO/ 521NGA	Part IV-General Awareness - MOOC / Life Skills	Self study	2	50	-	50	**Grade**
VI	621B17/ 621R17/ 621N17	**Part III -** Core XVII- Management Accounting	6	3	50	50	100	**5**
	621R18	Core XVIII –Software Development with Visual Programming	5	3	50	50	100	**5**
	621R19	**Core XIX- Visual Programming- Practicals**	4	3	50	50	100	**3**
	621BE4/ 621RE4/ 621NE4/ 621BE5/ 621RE5/ 621NE5/ 621BE6/ 621RE6/ 621NE6	Elective II – Capital Markets / Services Marketing/Logistics Management	6	3	50	50	100	**5**

621BE7/ 621RE7/ 621NE7/ 621BE8/ 621RE8/ 621NE8/ 621BE9/ 621RE9/ 621NE9	Elective III – Financial Services/ Digital Marketing /Cyber Law	6	3	50	50	100	**5**
621RS5/ 621NS5	**Part IV** – Skill Enhancement Course IV – Fundamentals of Goods and Services Tax	3	3	100	-	100	**2**
621EX2/ 621EX3/ 621EX4/ 621EX5	**Part V**– Extension Activity(NSS/YRC/RRC/Games)	-	-	50	-	50	**2**
621RA3/ 621RA4	**Advanced Learners Course II -**Principles of Banking and Insurance /MOOC	Self study	3	-	100	100	**4***
621NGA	Part IV-General Awareness-Professional Ethics	Self study	2	50	-	50	**Grade**
	Total					**3800**	**140**

*Starred credits are treated as additional credits (Optional)

B.Com (CA)

Semester I

(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Part III - Core II – Internet and Web Designing – Practicals	Course Code: 121R02
Semester: I	No. of Credits: 3
No. of hours : 75	T: 10 P: 65
CIA Max. Marks: 50	ESE Max. Marks: 50

(T:Tutorial, P:Practical)

Syllabus:

List of Practical Programs   65 hrs
Web Designing 1. Design a web page for a product advertisement using basic tags and formatting tags. 2. Creation of Email ID. 3. Create a webpage using frames and hyperlink for ordered list and unordered list. 4. Design a web page to zoom the small image to big image using alignment tags. 5. Design an invoice. 6. Design a webpage for your Department. 7. Design application form for B.Com (CA) degree. 8. Write a program to implement Background and Border styles for Business letter using CSS.

9. Design a program to implement link and product image in CSS.
10. Design a web page of your College with an attractive background color, text color, an image, font face etc. (Use inline CSS for formatting).
11. Design a program to create an E-Commerce Website.
12. Create a webpage to design bio-data.
13. Design a webpage using forms and controls.
14. Write a Java script program to find the Profit/Loss of a Company.
15. Write a Java script program to find the Break Even Point.

B.Com (CA)
Semester II
(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Part III Core IV- Advanced Excel – Practicals	Course Code: 221R04
Semester: II	No. of Credits: 3
No. of hours : 75	T:10 P:65
CIA Max. Marks: 50	ESE Max. Marks: 50

(T:Tutorial, P:Practical)
Syllabus:

List of Practical Programs	65 hrs

1. Conditional Formatting: Manage Rules, Data Bars, Color Scales, Icon Sets, New Rule, Find Duplicates, Shade Alternate Rows, and Compare Two Lists, Conflicting Rules, and Checklist.
2. Pivot Tables: Group Pivot Table Items, Multi-level Pivot Table, Frequency Distribution, Pivot Chart, Slicers, Update Pivot Table, and Calculated Field/Item.
3. Basic concepts related with user defined Macros by automating recording a Macro
4. Calculation of Depreciation.
5. EMI calculation as financial model.
6. Preparation of Cost sheet.
7. Calculation of Economic Order Quantity.
8. Draw graph for monthly sales details of companies.
9. Calculation of Simple Interest and Compound Interest
10. Preparation of Flexible Budget.
11. Preparation of Cash Budget.
12. Calculation of PV and NPV of an Investment.
13. Calculation of Arithmetic Mean, Median and Mode.
14. Calculation of Correlation Co-efficient for a sales report.
15. Preparation of line and Bar chart for a sales report.

B.Com (CA) / B.Com (e-Commerce)
Semester II
(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Part III - Allied II - Business Management	Course Code: 221AR2/221AN2
Semester: II	No. of Credits: 5
No. of hours : 90	C: 78 T: 12
CIA Max. Marks: 50	ESE Max. Marks: 50

(C: Contact hours, T: Tutorial)
Syllabus:

Unit I : Business Management	15 hrs

Business: Definition - Characteristics of business - Objectives of business – Role of profit in business. Business risk: Nature of business risk – Causes of business risk.
Management: Definition – Characteristics – Functions – Importance – Difference between Management and Administration – Functions of a Manager - Role of a manager.

Unit II : Planning & Decision Making	15 hrs

Planning: Definition- Characteristics- Objectives - Nature – Importance– Advantages - Steps in planning process - Methods of planning -Limitations of Planning.
Decision making: Definition – Characteristics- Elements- Decision making process – Principles of decision making – Types of Decisions.

Unit III : Organisation	18 hrs

Organisation: Definition -Functions – Principles– Nature and importance – Classification.
Span of Management: Factors affecting the Span of Management – Graicuna's Theory of Span of Management.

Unit IV: Staffing and Leadership	15 hrs

Staffing: Definition – Functions – Recruitment – Selection – Promotion.
Leadership: Definition - Importance – Theories - Functions of a Leader – Qualities of Leadership – Types of Leaders - Techniques and Characteristics of Leadership – Leadership Styles.

Unit V : Motivation and Business Ethics	15 hrs

Motivation: Definition -Nature and Importance – Types – Motivational Theories.
Business Ethics: Definition – Need – Principles - Regulations-Benefits-Factors affecting business ethics.

Books for study:

Unit	Name of the Book	Authors	Publishers with Edition
I – V	Principles of Management	T.Ramasamy	Himalaya Publishing House, New Delhi. 8th Ed 2017.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Principles of Management	Dinakar Pagare	Sultan Chand and Sons, New Delhi, 5th Ed 2013.
2.	Business Organization and Office Management	R.K.Sharma and Shashi, K.Gupta	Kalyani Publishers, Ludhiana, 3rd Ed.2013.

B.Com (CA)
Semester III
(For the students admitted from the academic year 2021 – 2022 onwards)

Course: Part III - Core VII - MySQL Programming – Practicals	**Course Code: 321R07**
Semester: III	**No. of Credits: 3**
No. of hours : 60	**T:8 P:52**
CIA Max. Marks: 50	**ESE Max. Marks: 50**

(T: Tutorial, P: Practical)
Syllabus:

List of practicals	**52 hrs**

1. Data Definition Language
Table: Student
Regno   number(5)primary key
Studentname   varchar2(15)
Gender   char(6)
Deptname   char(15)
Address   char(25)
Percentage   number(4,2)
Queries:
    a) To create a table
    b) To Describe a table
    c) To alter a table
    d) To drop a table
    e) To truncate a table
2.Data Manipulation Language
Table: Student
Regno   number(5)primary key
Studentname   varchar2(15)
Gender   char(6)
Deptname   char(15)
Address   char(25)
Percentage   number(4,2)
Queries:
    a) To insert values
    b) To retrieve records
    c) To update records
    d) To delete records	

3.Create an Employee table with following field.

Eno   number(5)primary key
Ename   varchar2(20)not null
Deptno   number(10) not null
Desig   char(20)not null
Sal   number(9,2) not null
Phono   number(7,2)null

Queries:
a) Insert values and display the records
b) Display sum, maximum amount of basic pay
c) Display name that begins with 'G'
d) List the names of employees whose designation are 'Analyst'.
e) List the different designation available in the Employee table without duplication(distinct)

4. Create a student table with the following fields

Stuno   number(5)primary key
Stuname   varchar2(20)
Age   number(5)
Mark1   number(5)
Mark2   number(5)
Mark3   number(5)

Queries:
a) Insert values and display the records
b) List the names and age of the student whose age is more than 18
c) Display total and average of marks
d) Display the names of the maximum total & minimum total student
e) List the names of the student that ends with 'A'
f) List the names of student whose names have exactly 5 characters

5. Create a table for "Product Mix" of a company with the following fields and insert the values:

Prodno   number(5)
Brandname   varchar2(10)
Prodname   varchar2(20)
Unitof measure varchar2(20)
Qty   number(6,4)
Price   number(10,3)
Totamt   number(6,2)

Queries:
a) Using update statement calculate the total amount and select the record
b) Select the records whose unit of measure is "Kg"
c) Select the records whose quantity is greater than 10 and less than or equal to 20.
d) Calculate the total amount by using sum operation.
e) Calculate the number of records whose unit price is greater than 50 with count operation.

6. Create the table PAYROLL with the following fields and insert the values:

Empno   number(8)

Empname   varchar2(8)
Dept   varchar2(10)
Basicpay   number(8,2)
HRA   number(6,2)
DA   number(6,2)
PF   number(6,2)
Netpay   number(8,2)
Queries:
    a) Update the records to calculate the netpay
    b) Arrange the records of the employee in ascending order of net pay
    c) Display the details of the employee whose department is "Sales"
    d) Select the details of employees whose HRA>=1000 and DA<=900
    e) Select the records in descending order

7. Create a Table Publisher and Book with the following fields:
Table: Publisher
Pubcode   varchar2(5)
Pubname varchar2(10)
Pubcity   varchar2(10)
PubState   varchar2(10)
Bookcode varchar2(5)
Table:Book
Booktitlevarchar2(15)
Bookcode varchar2(5)
Bookprice varchar2(5)
Queries:
    a) Insert the records into the table publisher and book
    b) Describe the structure of the tables
    c) Show the details of the book with the title "DBMS"
    d) Show the details of the book with price>300
    e) Show the details of the book with publisher name "Kalyani"
    f) Select the book code, book title and publisher city is "Delhi"
    g) Select the book code, book title and sort by book price
    h) Count the number of books of publisher starts with "Sultan Chand"
    i) Find the name of the publisher starting with "S"

8. Create a table Deposit and loan with the following fields
Table:Deposit
Accno   number(15)
Account   varchar2(15)
Branchname   varchar2(15)
Custname   varchar2(20)
Balanceamt   varchar2(15)

Table:Loan
Loanno   number(15)
Branchname   varchar2(15)

Custname   varchar2(20)
Balanceamt   varchar2(15)
Queries:
  a) Insert the records into the table
  b) Describe the structure of the tables
  c) Display the records of Deposit and Loan
  d) Find the number of loans with amount between 10000 and 50000
  e) List in the alphabetical order the names of all the customer who have a loan at the Coimbatore Branch
  f) Arrange the records in descending order of the loan amount
  g) Find the total amount of deposit in "Erode" Branch

9. Create the course and batch table with following fields

Table : Course
Courseno   number(5)primary key
Coursename   varchar2(20)

Table:Batch
Batchno   number(5)primary key
Courseno   number(5)foreign key
Startingdt   date
Duration   varchar2(20)
Income   number(5)

Queries:
  a) Insert values and display the records
  b) Display the records from batch tables whose courseno is '9'
  c) Capitalise the first character of Course name to convert into upper and lower case
  d) Select four characters from the third position of Course name
  e) Display the current date

10. Create Library accession with the following fields
   Bookno   number(5)
   Booknam   varchar2(20)
   Authornm   varchar2(20)
   Price   number(5,2)
   Category   varchar2(5)

Queries:
  a) Display the author name, price of tax book
  b) Display the price of book banking
  c) Display the count of category commerce
  d) List the book details in ascending order of price(order by)
  e) List the book details in descending order of bookno and price(order by)

PL/SQL:
11. Write a PL/SQL block to print the total purchase and sales.
12. Write a PL/SQL block to calculate amount of interest.
13. Write a PL/SQL block to find the electricity bill.
14. Write a program for student mark list using PL/SQL block.
15. Write a PL/SQL block to check whether a given number is even or not.

II UG

Semester III

(For the students admitted from the academic year 2021– 2022 onwards)

Course: Part IV - Non Major Elective- Consumer Behaviour	Course Code: 321NCB
Semester: III	No. of Credits: 2
No. of hours : 30	C: 26 T: 4
CIA Max. Marks: 50	ESE Max. Marks: -

(C: Contact hours, T: Tutorial)

Syllabus:

Unit I : Consumer Behaviour	6 hrs

Consumer Behaviour : Definition- Scope – Need-Stages- Consumer Research-Consumer behaviour and marketing management

Unit II :Consumer motivation	5 hrs

Consumer motivation: Concept - Needs, Goals and Motives -Arousal of motives -Hierarchy of needs – Mc Celland's theory of need achievement – Freud's theory of motivation – Motivational research-Development of motivational research – Projective techniques used in motivational research.

Unit III : Personality and Consumer Behaviour	5 hrs

Personality and Consumer Behaviour: Definition-Nature and characteristics of personality-Theories of personality-Influence of personality on consumer behaviour-Self concept or self image.

Unit IV :Consumer Learning & Online Marketing	5 hrs

Consumer Learning: Definition-Learning theories: Behavioural and Cognitive Learning theories. Online Marketing: Characteristics-Advantages-Challenges to the online buying- Marketing programme for online consumers.

Unit V :Consumerism	5 hrs

Consumerism: Definition-Reasons-Legislations for consumer protection-Consumer movement: Buyers rights and sellers responsibilities-Reasons for consumer movement-Evolution of consumer movement in India- Reasons for the slow growth of consumer movement in India.

Book for study:

Unit	Name of the Book	Authors	Publishers with Edition
I-V	Consumer Behaviour	Dr.L.Natarajan	Margam Publications, Reprint 2016

Books for Reference:

S. No.	Name of the Book	Authors	Publishers with Edition
1.	Consumer Behavior Building Marketing Strategy	Del I. Hawkins University of Oregon & David L. Mothersbaugh University of Alabama	Mc Graw Hill Publishing House 11th Edition 2010.
2	Consumer Behaviour	Atish Singh	Himalaya Publishing House Pvt. Ltd.,New Delhi, Ed. 2016.

B.Com (CA)
Semester IV
(For the students admitted from the academic year 2020 – 2021 onwards)

Course: Part III- Core XI - C++ Programming - Practicals	Course Code: 421R11
Semester: IV	No. of Credits: 3
No. of hours : 60	T: 8 P: 52
CIA Max. Marks: 50	ESE Max. Marks: 50

(T: Tutorial, P: Practical)
Syllabus:

List of Practical   52 hrs
1. Write a program to generate the Mark sheet and declare the Result of the student.   2. Write a program to calculate the Electricity Bill.   3. Write a program to reverse the String using Static Members.   4. Write a program to design a Pyramid using For loop.   5. Write a program to calculate the Break- Even Point.   6. Write a program to calculate the Economic Ordering Quantity.   7. Write a program to Compare and concatenate two strings.   8. Write a program to prepare the Payroll of Employee.   9. Write a program to compute simple interest and compound interest.   10. Write a program to prepare cost sheet (using inheritance).   11. Write a program to calculate margin of safety (using multilevel inheritance).   12. Write a program for bank transaction (using constructor and destructor).   13. Write a program for using Operator Overloading function.   14. Write a program to find Factorial of a given number.   15. Develop an program to process shopping list.

B.Com (CA)/ BBA(CA)
Semester IV
(For the students admitted from the academic year 2021- 2022 onwards)

Course: Part III - Core XII- Enterprise Resource Planning	Course Code: 421R12/421V12
Semester: IV	No. of Credits:5
No. of hours : 75	C: 65 T: 10
CIA Max. Marks: 50	ESE Max. Marks: 50

(C: Contact hours, T: Tutorial)
Course Objectives:
  ➢ To acquaint the basic knowledge about ERP.
  ➢ To impart knowledge on ERP modules.
  ➢ To expose with the phases of ERP implementation.

Syllabus:

Unit I – Enterprise Resource Planning	13 hrs

    Need and Evolution of ERP Systems – Difference Between Legacy System and ERP System – Single ERP Software Vs Multiple Software Systems – Advantages of ERP – Disadvantages of ERP – ERP and Related Technologies – Benefits of ERP.
    Business Process Re-engineering (BPR): Evolution – phases of BPR.

Unit II – Data Warehousing, Data mining and OLAP	13 hrs

    Data Warehousing: Characteristics – Advantages – Components – Structure – Implementation – Steps.
    Data Mining: Process – Evaluation –Scope- Models – Problems – Techniques-Application.
    Online Analytical Processing (OLAP): Evolution – Rules – Components – Uses -Benefits.

Unit III – ERP Modules and Market Players	13 hrs

    ERP Modules: ERP Finance – Human Resource – Production Planning – Purchase-Inventory – Sales and Marketing – Plant Maintenance – Quality Management.
    ERP Market Players: SAP - Oracle E-business Suite-Microsoft Dynamic AX- Ramco systems.

Unit IV - ERP Domain	13 hrs

    ERP Domain: ERP for Fleet Management industry – ERP for Kitchen Industry – ERP for Pharmaceutical – ERP for Automotive Company – Farm ERP – ERP Solution for Chemical Industry – Sugar Industry ERP –Hospital ERP – ERP for Aerospace and Defense – ERP for Educational Institutions.

Unit V - ERP Implementation	13 hrs

    ERP Implementation: Phases of ERP Life Cycle – Dimensions of ERP Life cycle – GAP Analysis – Methodologies of ERP Systems – ERP Implementation Categories – ERP Customization - Education and Training – Key Activities and key Players in ERP Implementation – ERP Teams.
    ERP Implementation Constraints: The Hidden Cost – Critical failure factors for ERP

implementation - Milestones in ERP implementation – Pitfalls of ERP implementation.

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I – V	Enterprise Resource Planning	Gagandeep S. Makkar	Vayu Education of India, New Delhi, Reprint 2013.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	ERP Demystified	Alexis Leon	Tata McGraw Hill Publishing Company, New Delhi, Second Edition 2013
2	ERP A Managerial Perspective	S.Sadagopan	Tata McGraw Hill Publishing Company, New Delhi, Edition 2016.

B.Com(CA)/ B.Com (e-Commerce)
Semester IV
(For the students admitted during the academic year 2021-2022 and onwards)

Course: Part IV - Skill Enhancement Course II – Image Editor – Practicals	Course Code: 421RS2/ 421NS2
Semester: IV	**No. of Credits: 2**
No. of hours : 45	**T: 6 P: 39**
CIA Max. Marks: 100	**ESE Max. Marks: -**

(T: Tutorial, P: Practical)
Syllabus:

List of Practicals	39 hrs

1. GIMP environment: Basic image manipulation, colour basic, drawing, painting tools, brush, filling and stroking, layers, masking, manipulating and animating images.
2. Change an image using Brush (layers, tool options, brushes, paint tools).
3. Make colour balance adjustment (path tool, foreground colour, gradient).
4. Make adjustment on an image (Curve adjustment, minor correction and retouches).
5. Design students identity card (apply filter, modify and insert text).
6. Create advertisement with brand logo (merge two or more images).
7. Create invitation for the college day (image and masking).
8. Design newsletters (image, text and transformation tools).
9. Create effect on an image for web poster (light effect, glow effect, 3D effect).
10. Animate Images.
11. Design a college prospectus.

B.Com (CA)/B.Com (e-Commerce)
Semester IV
(For the students admitted during the academic year 2021 – 2022 onwards)

Course: Part IV- Skill Enhancement Course II - Management Information System	Course Code: 421RS3/421NS3
Semester: IV	No. of Credits: 2
No. of hours :45	C: 39 T: 6
CIA Max. Marks: 100	ESE Max. Marks:-

(C: Contact hours, T: Tutorial)
Course Objectives:
> ➢ To provide conceptual knowledge on Management Information System.
> ➢ To enable the students to understand the applications of Information systems in business.
> ➢ To understand the security and control issues in MIS.

Course Outcomes: On completion of the Course the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend the basic concepts and technologies used in MIS.	U
CO2	Interpret how to use information technology to solve business problems.	U
CO3	Utilise MIS tools to facilitate decision making.	A
CO4	Examine the processes of developing and implementing information systems.	U
CO5	Develop the skills necessary to design a secured system.	A

U –Understanding A-Apply
Syllabus:

Unit I: Management Information System	8 hrs
Management Information System: Objectives – Nature – Characteristics – Myth Regarding MIS – Requirements of Management Information System – Problems and Solutions in Implementing Management Information System – Benefits of MIS – Limitations of MIS .	

Unit II: Conceptual Framework	8 hrs
Conceptual Framework of Information System: Objectives – Characteristics of System – System Stakeholders: Major Players of System – Types of System – Environment Drivers for Today's Information System –A Framework For Management Information Systems Architecture – Components of Management Information System .	

Unit III: Tools for Management Information System	8 hrs
Tools for Management Information System: Objectives – Factors Affecting Selection of Tools – Development Tools for Management Information System – Compute-Discount – Implementation Tools – Automated/ Modern Tools.	

Unit IV: Implementation, Evaluation and Maintenance of MIS	8 hrs
Implementation, Evaluation and Maintenance of MIS: Objectives – Implementations of	

Management Information System – Evaluation of Management Information System – Problems related to Maintenance.	

Unit V: Control and Security Issues in MIS	**7 hrs**
Control and Security Issues in MIS: Objectives – Type of Control – Audit in Management Information System – Security Hazards – Security Techniques – Procedural Security Techniques.	

Books for study:

Unit	Name of the Book	Authors	Publishers with Edition
I – V	Management Information System	Gagan Varshney, Pankaj Madanad Avdhesh Gupta	Global Academic Publishers & Distributors, New Delhi, Reprint 2014.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Management Information System	Gordon B. Davis and Margrethe H.Olson	McGraw Hill Education Pvt Ltd, Delhi Ed.2015
2.	Management Information System	Waman S Jawadekar	McGraw Hill Education Pvt Ltd, Delhi Ed.2014

B.Com(CA)/B.Com(e.Com)/BBA (CA)
Semester V
(For the students admitted during the academic year 2021-2022 onwards)

Course : Part III – Core XIII E- Accounting – Practicals	**Course Code: 521R13/521N13/521V13**
Semester: V	**No. of Credits:4**
No. of hours : 75	**T: 10 P:65**
CIA Max. Marks: 50	**ESE Max. Marks: 50**

(T: Tutorial, P: Practical)
Syllabus:

List of Practicals	**65 hrs**
Company Information - Company creation - Altering company information Accounting information - Creating new group heads - Creating Sub – Group head - Altering and Displaying head - Account head creation - Creating Account head - Altering and deleting - Displaying list of Account head	

- Vouchers
  - Entering
  - Altering, Displaying vouchers
- Display
  - Trial Balance
  - Day book
  - Final Accounts
  - Ratios

Inventory information
- Stock Category
  - Creating Stock Category
  - Altering Stock Category
  - Display Stock Category
- Godowns
  - Creating Godowns
  - Altering Godowns
  - Display Godowns
- Stock Group
  - Creation of stock group
  - Altering of Stock Group
  - Display Stock Group
- Units of Measure
  - Creation of unit of measure
  - Alteration of unit of measure
  - Display unit of measure
- Stock Item
  - Creating Stock item
  - Altering Stock item
  - Display Stock item
  - Display Stock Summary

Configuring Cost Centres and Cost categories
- Cost Centre creation
  - Altering Cost Centre
  - Display Cost Centre
- Cost Categories Creation
  - Altering Cost Categories
  - Display Cost Categories
  - Deleting Cost Categories

Configuring Payroll
- Creation of payroll masters
  - Payroll Head Creation
  - Employee master creation
- Display Payroll reports

Statutory and Taxation Information
- Tax head
  - Creation

-   Alteration
-   Display

B.Com/B.Com(CA)/B.Com(e-Commerce)
Semester V
(For the students admitted from the academic year 2021 – 2022onwards)

Course :Part III – Elective I – Retail Marketing	Course Code: 521BE2/521RE2/521NE2
Semester: V	No. of Credits: 5
No. of hours : 90	C:78 T:12
CIA Max. Marks: 50	ESE Max. Marks: 50

(C: Contact hours, T: Tutorial)
Syllabus:

Unit I : Retailing	15 hrs
Definition – features – strategic approach – importance– functions – characteristics –type of retailers – organised retailing in India.	

Unit II : Retail Location Strategies	16 hrs
Issues to be considered in site selection – location – approaches – spatial distribution of retail activities – location site and types of retail development – types of retail location –factors involved in the location decision- location assessment techniques - factors determining retail property development.	

Unit III : Branding in Retailing	16 hrs
Definition – the role of brand in retail trade – positioning of a brand – consumerism and ethics in retailing: reasons for consumerism – legislations for consumer protection – redressal of consumer disputes – business ethics.	

Unit IV : Supply Chain Management	16 hrs
Supply Channel and Channel Flows – objectives of supply chain – problems in supply chain – functions in supply chain – services of wholesaler – growth of channel relationship and partnership – retail logistics – travel retail.	

Unit V : Role of Information Technology in Retailing	15 hrs
Definition– competitive advantages of it – limitation of using it –systems for business communication and exchanging data – electronic retailing – internet and e-retail business. e-Tailing in India**:** reason for the growth of e-tail market – challenges to the growth of e-tailing.	

Book for study:

Unit	Name of the Book	Authors	Publishers with Edition
I – V	Retail Marketing	Dr.L.Natarajan	Margham Publications, Chennai, Second Edition,Reprint 2015.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Retail Marketing Management	David Gilbert	Dorling Kindersley Pvt Ltd, India, Ninth Edition 2011.
2.	Retail Marketing Management	Helen Gowrek& Peter MCGoldrick	Pearson Education, First Edition 2015

B.Com (CA)/B.Com (e-Commerce)
Semester V
(For the students admitted during the academic year 2021 – 2022 onwards)

Course: Part IV - Skill Enhancement Course III – Rural Entrepreneurship Development	Course Code: 521RS4/521NS4
Semester: V	No. of Credits: 2
No. of hours :45	C: 39 T: 6
CIA Max. Marks: 100	ESE Max. Marks:-

(C: Contact hours, T: Tutorial)

Syllabus:

Unit I: Rural Entrepreneurship	8 hrs
Rural Entrepreneurship: Definition-Types of Entrepreneurship - Evolution of Entrepreneurship in Rural India - Entrepreneurial Competencies - Challenges for Rural Entrepreneurs-. Institutional Eco-Systems for Promotion of Rural Entrepreneurship - Natural and Human Resource Base.	

Unit II: Institutional Eco-Systems for Promotion of Rural Entrepreneurship	8 hrs
Panchayati Raj System & Government schemes -Rural Skill Sets and Enhancing Opportunities - Institutional Support for Finances and Technical Back stopping - Private , Public Partnership and Corporate Social Responsibility Systems.	

Unit III: Small and Micro Rural Enterprises	8 hrs
Understanding Small and Micro Enterprises -Project Identification and Selection -Project Formulation and Business Plan Preparation- Government Policies for Micro and Small Enterprises- Rural Business Environment-Social, Economic, Political and Cultural Issues.	

Unit IV: Rural Enterprise Incubation	8 hrs
Business Incubation Concept and Services- Status of Rural Business Incubation in India-Rural Business Incubation- Role of State Agricultural Universities and ICAR - Rural Entrepreneurship and Rural Engagement-Rural Engagement : Need for a Mission Mode Approach-Rural Engagement, Rural Entrepreneurship and NCRI.	

Unit V: Entrepreneurial Opportunities	7 hrs
Live Project and Hands-on Support-Study of Rural Entrepreneurs- Growth and Replicability issues-Entrepreneurial Opportunities-Potential and Limitations-Active Interaction with key Stakeholders - Panchayats, NGOs, Schools etc -Working Together and Finalize Interventions -List-out and Networking with all Rural Support Systems.	

Books for study:

Unit	Name of the Book	Author	Publishers with Edition
I – V	Rural Entrepreneurship - (Study Material) provided by MGNCRE	MGNCRE	National Council of Rural Institutes, Department of Higher Education, Ministry of Human Resource Development, Government of India,(Study Material), 2015.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Entrepreneurship Development	E. Gordon and K. Natarajan	Himalayan Publishing House, New Delhi, Ed., 2017.
2.	Entrepreneurial Development	C.B. Gupta and N.P.Srinivasan	Sultan Chand and Sons, New Delhi, Ed., 2017

B.Com (CA)
Semester VI
(For the students admitted from the academic year 2021– 2022 onwards)

Course: Part III - Core XIX - Visual Programming – Practicals	Course Code: 621R19
Semester: VI	No. of Credits: 3
No. of hours : 60	T: 8 P:52
CIA Max. Marks:50	ESE Max. Marks: 50

(T: Tutorial, P: Practical)

Course Objectives:
- ➢ To enhance knowledge on programming skills.
- ➢ To enable the students to develop a front end application using Visual Programming.
- ➢ To inculcate the knowledge on the usage of tools in Visual programming.

Course Outcomes: On completion of the Course the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Design, create, build and debug Visual Basic applications.	A
CO2	Apply arithmetic operations for displaying numeric output.	A
ÇO3	Apply decision structures for determining different operations.	A
CO4	Use loop structures to perform repetitive tasks.	A
CO5	Design 2D and 3D charts in visual programming.	A

R-Remembrance U –Understanding A-Apply

Syllabus:

List of practicals	52 hrs

1. Design a form as a simple calculator.
2. Design a form to display the list of products by using the list box and combo box.
3. Design a form to calculate Break Even Point.
4. Design a form for Comparison and Concatenation of Strings.
5. Design a form to add data's using Flex Grid Control.
6. Design a form using drive list box, directory list box and file list box of an organization.
7. Design a form to display an advertisement banner using font size, font name, back colour and fore colour of content in the Text box.
8. Design a form by drawing a line, rectangle and circle and change the colours, styles and sizes.
9. Design a form for currency conversion.
10. Make simple Menu editor with the following Menus and options.

i.	- File	- Edit
ii.	-New	- Cut
iii.	-Open	- Copy
iv.	-Save	- Paste

11. Design a form using combo box, option button – student's details including marks and grades.
12. Design a form to display Product Life Cycle using chart in VB.
13. Design a form to calculate Time Value of money (Present and Future Value).
14. Design a form using Tree view & List view.
15. Design a form for employee payroll using link from database.

B.Com/B.Com(CA)/B.Com(e-Commerce)
Semester VI
(For the students admitted from the academic year 2021 – 2022 onwards)

Course :Part III – Elective II - Services Marketing	Course Code: 621BE5/621RE5/621NE5
Semester: VI	No. of Credits: 5
No. of hours : 90	C:78 T:12
CIA Max. Marks: 50	ESE Max. Marks: 50

(C: Contact hours, T: Tutorial)
U –Understand, A-Apply

Syllabus:

Unit I : Service Marketing	15 hrs
Definition – nature and scope – characteristics – growth of service sector –reasons for growth in the services sector – career opportunities in service sector. Service Strategy: Process of Strategic Planning – market oriented service strategy – service triangle – service marketing mix.	

Unit II : Consumer behaviour in services	16 hrs
Factors influencing consumer behaviour – consumers expectations – service perception - consumer purchase decision process. Market Segmentation: bases of segmentation – criteria for market segmentation in services – customization – stages in market segmentation.	

Unit III : Service Product & Pricing	16 hrs

Basic service package – customer value hierarchy –development of a new service – steps in the development of a new service – service product mix- service differentiation – service life cycle management.

Pricing: Pricing of services – objectives – approaches to pricing – pricing strategies linked to value perceptions.

Unit IV : Distribution	15 hrs

Service transaction – Service location – Service providers – Channels for Service Distribution– Design of a Service Distribution System – Strategies for channel management.

Customer Relationship Management (CRM): Benefits of CRM – Drivers of Successful CRM – CRM framework – e-CRM.

Unit V : Service Quality Management	16 hrs

Determinants of service quality – process of service quality management– service quality audit – SERVQUAL – total quality services marketing – service excellence.

Consumer protection in services: consumer expectations from industries and business – consumer movement in India- legal and administrative mechanisms for consumer protection in India.

Book for study:

Unit	Name of the Book	Author	Publishers with Edition
I – V	Services Marketing	K.RamaMohanaRao	Pearson India Education Services, India, Second Edition, 2013.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Services Marketing	VasantiVenugopal& Raghu V.N	Himalaya Publishing House, New Delhi, First Edition, Reprint 2015
2.	Services Marketing	Dr.K.Karunakaran	Himalaya Publishing House, New Delhi, First Edition 2014

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Semester VI
For the students admitted from the academic year 2021 – 2022 onwards)

Course : Part III – Elective III – Digital Marketing	Course Code: 621BE8/621RE8/621NE8
Semester: VI	No. of Credits: 5
No. of hours : 90	C: 78 T: 12
CIA Max. Marks: 50	ESE Max. Marks: 50

(C: Contact hours, T: Tutorial)
U –Understand, A-Apply
Syllabus:

Unit I : E-Marketing	15 hrs

The Virtual World - changing marketing landscape - internet and business - e-marketing–strengths and applications – e-marketing communication modes – online marketing domains –the behavioural internet –e-marketing and CRM–e-marketing and consumer segmentation – digital marketing optimization – need of digital engagement –implications of digital changes – implications for organisations.

Unit II : Online Marketing Mix	16 hrs

E-Products–marketing segmentation –consumer segmentation – consumer traits – consumers and online shopping issues – e-price -online value – e-promotion – digitalization and implications to online marketing mix decisions.

Unit III : Online Customer	16 hrs

Digital Ecosystem – online consumer behaviour- cultural implications of key web characteristics – dynamics of online consumer visit – models of website visits – the web and consumer decision-making process – database marketing.

Unit IV : Social media	16 hrs

Social media models by McKinsey – marketing with networks– social world – social media analytics – social media tools –social web –B2C and B2B scenarios – viral marketing– social curation and brands.

Unit V: Web Business Models	15 hrs

Customer-centric web business models– customer-centric business management – web chain events –web chain analysis– customer value analysis and internet – web benefits to firms – business models–revenue benefits – financial services and the internet– Indian web market – role of internet–price effects in online domain.

Book for study:

Unit	Name of the Book	Authors	Publishers with Edition
Unit I – V	Digital Marketing	VandanaAhuja	Oxford University Press, New Delhi, Second Edition 2016

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	E-Marketing	Judy Strauss and Raymond Frost	PHI Learning Private Ltd, New Delhi, Sixth Edition, 2012.
2	Digital Marketing Strategy An Integrated Approach to Online Marketing	Simon Kingsnorth	Kojan Page Ltd., Second Edition 2019

B.Com(CA)/B.Com(e-Com)
Semester VI
(For the students admitted from the academic year 2021 – 2022onwards)

Course: Part – IV- Skill Enhancement Course IV - Fundamentals of Goods and Services Tax	Course Code: 621RS5/621NS5
Semester: VI	No. of Credits: 2
No. of hours: 45	C:39 T: 06

CIA Max. Marks: 100	ESE Max. Marks: -

(C: Contact hours, T: Tutorial)
Syllabus:

Unit I : Introduction to GST and Supply	13 hrs

Concept of GST – advent of GST in India-key features- benefits- constitutional provisions. Concept of supply- composite and mixed supply.

Levy of Collection, Place of Supply and Time Value of Supply:

Territorial applicability of GST – reverse charge- taxable event-nature of supply- place of supply- time of supply-value of supply-valuation rules.

Unit II : Input tax credit, Registration	13 hrs

Conditions for availing input tax credit – apportionment and blocked credits-special circumstances- availment and utilization.

Nature of registration- liability to register – persons liable and not liable - compulsory registration- procedure for registration- certificate of registration- amendment – cancellation.

Unit III : Tax Invoice and Returns and offences and Penalties	13 hrs

Tax invoice provisions – credit and debit notes. Accounts and records – payment of tax – interest on delayed payments- tax deduction at source - tax collection at source.

Returns under GST law- returns in case unique identity number holders – revision of returns – late fee provisions.

General penalty – detention, seizure and release of goods – confiscation of goods and levy of penalty.

Logistics- national E-way system: Salient features. Transitional provisions.

Book for study:

Unit	Name of the Book	Authors	Publishers with Edition
I - III	Good and Services Tax	CA Harshita Rai Chandani CA Dhananjay Ojha	Commerce Gurukul Publications, New Ashok Nagar, New Delhi.

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Bharat's GST	CA Kashish Gupta	S.Chand & CO, New Delhi.