

**B.Voc - Financial Markets & Services /
B.Voc - Accounting and Taxation
(Semester -II)Business Communication
Semester-I**

Paper No- GEC-1

Marks - 100

Credits – 4

Course Objectives-

1. To enable the students to communicate effectively, impressively in English considering the global needs.
2. To prepare the students in English communication for vocational jobs.
3. To make them able, confident and competent for upcoming challenges

Contents	Course Outcome
Section I : English for Financial Markets and Services Unit I Developing Vocabulary for Financial Markets and Services Unit II English for Banking Services	Marketing Skills
Unit III English for Marketing Unit IV Presentations in Business Situations (E-Communications)	Presentation Skills
Section II : Reading Comprehension Unit V The Hare and Tortoise(A Management Fable)- K.V. Suryamohan Unit VI A Real Life Experience – Sudha Murthy	Reading Skills
Unit VII The Accountants' House -Vikram Seth Unit VIII Executive- John Betjeman	Vocabulary
Activities for Practical : <ul style="list-style-type: none"> • Presentation on various topics • Practical on marketing skills • Practical on vocabulary • Practical on reading comprehension and group discussion 	
References : <ol style="list-style-type: none"> 1)Textbook of English for Business Communication B.Com part I /II published by Shivaji University ,Kolhapur,2014 2) Dhanvel,S.P.,English and Soft Skills:Orient Black Swan 3)Klaus Peggy,Jane Rohman and Molly Hamker.The Hard Truth about Soft Skills ,London Harper Collins 4)Stein,Steven J.&Howard E Book.The EQ Edge :Emotional Intelligence and Your Success.Canada:Willey & Sons,2006 6) Murthy,Sudha.A Real Life Experience,an article,2007. 	

**B.Voc - Financial Markets &
Services/ B.Voc - Accounting and
Taxation (Semester -I)Business
Economics**

Paper No- GEC-2

Marks - 100

Credits – 4

Course Objectives

1. To aware the students about fundamentals of economics and its applications in financial institutes
2. To make familiar the students with economic issues and its relevance with financial services
3. To provide skill education in use of economic principles and theories in financial services
4. To make able to the students for applications of business economics in banking and financial sector

Contents	Course Outcome
Unit 1- Introduction to Business Economics <ul style="list-style-type: none"> • Meaning and scope of business economics • Factors of Production and Its Features • Business Decisions- Types and Nature • Characteristics of wants 	Understanding about nature of business economics
Unit 2- Demand, Supply and Service Quality <ul style="list-style-type: none"> • Law of demand and factors affecting on demand • Elasticity of Demand and its Types • Law of Supply - factors affecting on supply • Service Quality and its dimensions 	Understanding about and use of law of demand and supply , service quality parameters
Unit 3 - Consumer Behaviour <ul style="list-style-type: none"> • Utility analysis and its Applications • Indifference Curve and Its Properties • Psychological Law of Consumption • Concept of Consumer's surplus 	Understanding about consumer behaviour in market
Unit 4- Cost, Revenue and Profit <ul style="list-style-type: none"> • Cost and Revenue -Concepts and its applications • Pricing of Services - Pricing Practices • Break Even Analysis and its applications • Profit- meaning, concepts and rationale • Applications of concepts in business 	Understanding about cost, revenue and profit issues in business organization
Activities for Practical : <ul style="list-style-type: none"> • Seminar on factors affecting on demand of financial services • Practical on price determination of financial products • Practical on cost calculation and pricing of the loans and deposit products • Presentation on Concept of Consumer's surplus • Presentation on Break Even Analysis and its applications • Discussion on economic principles and its applications in banking • Project on Service Quality and its dimensions 	
References : <ol style="list-style-type: none"> 1. Kreps, David M. (1990), A Course in Microeconomic Theory, Princeton University Press, Princeton. 2. Koutsoyiannis, A. (1979), Modern Microeconomics (2nd Edition), Macmillan Press, London. 3. P. R. G. and A. W. Alters (1978), Microeconomic Theory, McGraw Hill, New York. 4. Sen, A. (1999), Microeconomics: Theory and Applications, Oxford University Press, New Delhi. 5. Stigler, G. (1996), Theory of Price, (4th Edition), Prentice Hall of India, New Delhi. 6. Varian, H. (2000), Microeconomic Analysis, W. W. Norton, New York. 7. Baumol, W. J. (1982), Economic Theory and Operations analysis, Prentice Hall of India, New Delhi. 8. Hirshleifer, J. and A. Glazer (1997), rice Theory and Applications, Prentice Hall of India, New Delhi. 9. Green, H. A. G. (1971), Consumer Theory, Penguin, Harmondsworth. 10. Henderson, J. M. and R. E. Quant (1980), Microeconomic Theory: A Mathematical Approach, McGraw Hill, New Delhi. 11. Da Costa, G. C. (1980), Production, Prices and Distribution, Tata McGraw Hill, New Delhi. 	

12. Healthfields and Wibe (1987), An Introduction to Cost and Production Functions, Macmillan, London.

**B.Voc - Financial Markets & Services/
B.Voc - Accounting and Taxation
(Semeste-I) Information and Communication Technology
Paper No- GEC-3**

Marks - 100

1. To aware the students about importance of ICT in financial sector
2. To provide skills and techniques of use of ICT in financial services v
3. To provide skill education for using electronic delivery channels

Contents	Course Outcome
Unit -1 Fundamentals of IT a) Theory:- Components of IT-Hardware , Software-People, Process Communication IT Applications in-Financial Market & Services Practical- Case study on IT Applications in Financial Market & Services	Students will be aquatinted with Basic concepts of Information Technology.
Unit 2: Computer Networks – Introduction & Concepts a) Theory: Data Communications, Essentials of Data Communications <ul style="list-style-type: none"> • Transmission Media-Wired-Wireless • Internet-Advantages of Internet-Types of Network • Network Topologies- Advantages & Disadvantages of Network Topologies Practical- Case study on network topologies	Students will be familiar with Internet and Transmission Media
Unit 3: IT in Banking a) Theory: Areas of IT Applications in Banking <ul style="list-style-type: none"> • Introduction to Central Banking System (CBS), Sub-Systems of CBS b) Practical- Case study of CBS implementation in Banks	Students will be aquatinted with Basic concepts of IT in Banking.
Unit 4: Introduction to Delivery Channels and E-Security <ul style="list-style-type: none"> • Theory: Delivery channels in Banking-Concepts of –Net-Banking-ATMPrepaid & Post-paid Payment Systems • E-Security- Concept-Security Threats-Control measures a) Practical- Practical on delivery channels	Students will be familiar with concepts of Delivery Channels in Banking
Activities for Practical : <ul style="list-style-type: none"> • Case study on IT Applications in Financial Market & Services • Case study on network topologies • Case study of CBS implementation in Banks • Practical on delivery channels 	
References : <ol style="list-style-type: none"> 1. K.K.Aggarwal & Yogesh Singh (2005). “Software engineering”, 2nd Ed., New Age International 2005. 2. I.Sommerville,(2002). “Software Engineering”, Addison Wesley, 2002. 3. James Peter, W. Pedrycz,(2012). “Software Engineering: An Engineering Approach” John Wiley & Sons. 4. IIBF (2010) Information Technology, Publisher: Macmillan Publishers India, ISBN: 9780230330481 	

Service System	B.Voc - Financial Markets & (Semester -I)Indian Financial		
	Paper No- SDC-1	Marks - 100	Credits - 6
	<div><div>1. To aware the students about financial system</div><div>2. To understand the functioning of the financial system</div><div>3. To provide skill education in financial services and its applications</div></div>		
	Contents	Course Outcome	
	Unit 1- Indian Financial System <div><div>• Overview and Structure of Indian Financial System</div><div>• Banking Institutes in India</div><div>• Non-Banking Financial Institutes in India</div><div>• Regulatory Bodies in Indian Financial System</div><div>Recent Developments in Indian Financial System</div></div>	Understanding about Indian Financial System	
	Unit 2- Indian Banking System <div><div>• History and evolution of Banking in India</div><div>• Banking Structure in India- Types of Banks</div><div>• Functions of Banks and their role</div><div>• Principles of Banking Business</div><div>• Sources of funds and income for banks</div><div>Recent trends in Indian Banking</div></div>	Understanding about Banking System and recent trends in banking Sector	
	Unit 3 - Reserve Bank of India <div><div>• History, Organization and Functions of RBI</div><div>• Monetary Policy Committee</div><div>• Recent Monetary Policy and Its Instruments</div><div>• Main Provisions of RBI Act 1934</div><div>Negotiable Instrument Act 1881 and Recent Amendments</div></div>	Understanding about RBI and its working, Monetary policy and use of negotiable instrument	
	Unit 4- Banking Regulation Act 1949 <div><div>• Importance of BR Act</div><div>• Major provisions and Sections of BR Act 1949</div><div>• Recent Amendments in BR Act 1949</div><div>Applications of BR Act 1949 for Banking Industry</div></div>	Understand the major provision under BR act	
	Unit 5- Financial Inclusion and Transactional Channels <div><div>• Financial inclusion Policy in India</div><div>• Role of Banks in Financial Inclusion</div><div>• Payment Mechanisms in India and Role of NPCI</div><div>• Working of Internet, Mobile banking</div><div>• E-wallets-Meaning and Types</div><div>Deposit Products-Demand and Time Deposits</div></div>	Understanding about financial inclusion policy, payment system, use of e-banking channels	

Activities for Practical :

- Seminar on Non-Banking Financial Institutes in India
- Project on recent changes in Indian Financial System
- Presentation on Comparison of Sources of funds and income for banks
- Discussion on Evaluation of Relevance of Banking Laws
- Project on Negotiable Instrument Act 1881 and Recent Amendments
- Visit to Commercial and cooperative Banks

References :

1. IBF (2015), Principles and Practice of Banking, Indian Institute of banking and Finance.
2. Jain J.N. and. Jain R. K (2008), Modern banking and Insurance, Cambridge University Press
3. ICSI (2015) Banking Law and Practice (2015), The Institute of Company Secretaries of India
4. C.R. Datta & S.K. Kataria (2014) Banking Law and Practice in India, Wadhwa & Company, Nagpur
5. Desai Vasant (1979): Indian Banking: Nature and Problems, Himalaya Publishing House, Bombay.
6. Varshney P.N. (2013), Banking Law and Practice, Sultan Chand & Publication, ISBN, 8180548074
7. Toor N.S. (2016), Handbook of Banking Information, ISBN : 8186141863
8. N.S.Toor & Arundeeep Toor (2016), Principles and Practices of Banking - Objective Type Questions & Answers (Guide to JAIIB)

<p align="center">B.Voc - Financial Markets & Services (Semester -I) Business Correspondent & Business Facilitator Paper No- SDC-2 Marks - 100 Credits - 6</p>	
<ol style="list-style-type: none"> 1. To aware the students about role of Business Correspondent & Business Facilitator 2. To make ready the students for providing Business Correspondent & Business Facilitator services 3. To provide skill education in financial services and its applications 	
Contents	
Unit 1- Bank Customers <ul style="list-style-type: none"> • Meaning and Types of Bank-Customers • Recognize Bank-Customer relationships • Resolve Customer queries and complaints • Need and Importance of credit counseling • Sourcing of new Customers 	Understanding and applications of customersrelationship techniques
Unit 2- KYC and its Applications <ul style="list-style-type: none"> • Meaning and Provisions of KYC • KYC Procedure of various bank accounts • Account opening process - Demand & Time Deposits • PMLA, 2002 - Provisions and Importance • KYC process and verify requirements 	Applications of KYC norms and Awarenessabout PMLA act
Unit 3- Retail and Personal Loan Products <ul style="list-style-type: none"> • Principles of Lending , Secured Loans and Unsecured Loans • Personal Loans, Gold Loan, Car Loan and Housing Loan • Credit Card - types and process • Priority Sector Lending • Loans against Fixed Deposit and Other Securities 	Understanding and application of loan approval process
Unit 4- Risk Management and NPAs <ul style="list-style-type: none"> • Risk Management-Different types of risks • CIBIL Score and its nature, Loan Monitoring System • Classification of assets as per risk • NPAs-Meaning, Classification and Provisions • Management of NPAs 	Understanding and application of retail loanapproval process, application of risk controlling and NPA management techniques
Unit 5 - Business Loan Products <ul style="list-style-type: none"> • Business Loans - Meaning and its importance • Agribusiness Loans – Direct and Indirect • Project Finance and Loan Syndication • Loans for MSME Sector - MUDRA Loan • Fund Based and Non-Fund Based Credit • Equipment Financing 	Understanding and application of businessloan approval process
Activities for Practical : <ul style="list-style-type: none"> • Seminar on Resolve Customer queries and complaints • Practical on KYC Procedure of various bank accounts • Practical on Loan Sanctioning Process • Presentation on PMLA Act • Discussion on CIBIL Score and its nature, Loan Monitoring System • Project on Bank NPA and its measures • Practical on Loans for MSME Sector - MUDRA Loan <p>Visit to Commercial and cooperative Banks</p>	

<p style="text-align: center;">B.Voc - Financial Markets & Services (Semester -I) Fundamentals of Management Paper No- SDC-3 Marks - 100 Credits - 6</p> <p>1. To acquaint the students with the basic Concepts of management. 2. To make the learners aware about conceptual knowledge and evolution of Management 3. To familiarize the learners with the Techniques of Modern Management.</p>	
Contents	Course Outcome
<p><u>Unit -1 : Introduction to Management:</u> 1.1. Introduction, meaning and nature of Management 1.2. Characteristics of Management 1.3. Functions 1.4. Significance 1.5. Scope of Management 1.6. Managerial Skills and Competencies 1.7. Management as an Art and Science Professional Management (Characteristics and need)</p>	<p>Understanding of concept of management</p>
<p><u>Unit 2: Contribution to management:</u> 2.1.1. F.W. Taylor:- (Scientific management, characteristics, Principles and techniques) 2.1.2. Henry Fayol:- (14 principles of Management) 2.1.3. Elton Mayo:- (Hawthorne Experiment and its findings) <u>M.B.O by Peter Ducker</u> Process of M.B.O Advantages of M.B.O</p>	<p>Understanding the Contribution to management</p>
<p><u>Unit 3: Planning & Decision making</u> <u>3.1. Planning:</u> 3.1.1. Definition and features 3.1.2. Steps in Planning 3.1.3. Significance in planning process 3.1.4. Components of Planning <u>3.2. Decision Making:</u> 3.2.1. Concept & Definition 3.2.2. decision making process Essential of a sound Decision making,</p>	<p>Understanding of Planning & Decision making</p>

3.2.4. Techniques of decision making 3.2.5. Use of Management Information System in Decision making 3.3 Controlling- 3.3.1 Concept 3.3.2 Process Techniques	
<u>Unit 4: Techniques of Modern Management:</u> 4.1.1. Types of Management Techniques 4.1.2. Total Quality Management (TQM) Concepts of quality, Meaning of TQM, Elements of TQM, Contribution of Deming and Juran 4.2. Six Sigma: Meaning and features, Levels of Six Sigma. Benchmarking: Concepts, Types, Advantages and Limitations.	Understanding the Techniques of Modern Management
References : 1. Management (Text and Cases), VSP Rao and V. Harikrushna, Excel Books 2. Personnel and Human Resource Management, P. Subba Rao, Himalaya Publishing House 3. Management Thoughts and Thinkers, R. N. Singh, Sultan Chand and Sons 4. Business Management, S.M. Kolte, Pimplapure Book Distributors 5. Modern Management, Samuel C. Centro and S. Travis Centro, Pearson Education 6. Business Organization and Management, Rajendra Maheshwari and J. P. Mahajan, International Book House	

Rayat Shikshan Sanstha's

Dhananjayrao Gadgil College of Commerce, Satara

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Bachelor of Vocation in Financial Markets & Services

Part I, Sem IIService Marketing Management

Paper No: SDC - 4

Marks - 100

Credits – 6

- 1) To enable the students to understand the basic Concepts of Service Marketing Management
- 2) To make the learners aware about evolution of Service Marketing Management
- 3) To familiarize the learners with the Service Marketing and Service Marketing Research

Contents	Output
Introduction to Service Marketing 1.1 Marketing: Meaning and Definitions, Nature, Scope, and Importance of Marketing 1.2 Service Marketing: Meaning ,Concepts and Characteristics 1.3 Service Sectors: Concepts andReasons for the Growth of Services Sector 1.4 Difference in Goods and Services in Marketing, Myths about Services 1.5.Service Marketing mix, Physical Evidence in Services	Understanding of Concept ofService Marketing
Consumer Behaviour in Services and Customer Relationship Management A) Consumer Behaviour in Services 2.1 Customer Expectation of Services 2.2 Factors influencing Customer Expectation of Services 2.3 Factors influencing Customer Perception of Services 2.4 Strategies for Influencing Customer Perception 2.5 Service Encounters, Customer Satisfaction B) Customer Relationship Management 2.6 Meaning and Importance 3.2 Evolution of Customer Relationship Management 3.3 Benefits of Customer Relationship 3.4 Levels of Retention Strategies 3.5 Building Customer Relationship in Financial Sectors Market Segmentation-Basis & Targeting in Services.	Understanding of ConsumerBehaviour in Servicesand Customer Relationship Management
Research in Service Marketing 3.1 Meaning , Steps involved in Service Marketing Research 3.2 Service Marketing Research Approaches-Observational, Survey and Experimental Research 3.3 Steps involved in Service Marketing Research Research Areas in Financial Services	Understanding of Research inService Marketing

<p>Customer Defined Service Standards</p> <p>4.1 “Hard” & “Soft” Standards, 4.2 Process for Developing Customer Defined Service Standards 4.3 Leadership & Measurement System for Market Driven Service Performance 4.4 Service Quality as Profit Strategy 4.5 Role of Service Quality in Offensive and Defensive Marketing 4.6 Service Design and Positioning 4.7 Challenges of Service Design, 4.8 New Service Development-Types, Stages 4.9 Service Blue Prints-Using & Reading Blue Prints 4.10 Service Positioning-Positioning on the Five Dimensions of Service Quality Service Recovery.</p>	<p>Understanding of Service Standards</p>
<p>References :</p> <ol style="list-style-type: none"> 1. S.A. Sherlekar “Marketing Management” Himalaya Publishing House, Mumbai 2. Suri, “ Marketing Management” 3. Philip Kotler, “Marketing Management” Prentice Hall of India Ltd, New Delhi. 4. Marchand & B. Vardharajan, “ An Introduction to Marketing ” Vikas publishing House, 5 Ansaird New Delhi 5. Maurice & Mondell & Larry Rosenberg – Marketing 	

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Bachelor of Vocation in Financial Markets & Services

Part I, Sem II Company Laws and Regulations

Paper No: SDC - 5

Marks - 100

Credits - 6

1. To aware the students about Company Laws and Regulations and recent amendments
2. To provide skills and techniques to applications of legal procedures

SRNO.	UNIT NAME	TOPIC	SKILL OUTCOME
1	Nature, Incorporation and Structure of a Company	1. Introduction to Company Law 2. Introduction to other concerned Regulations- SEBI, FEMA, Secretarial Standards by ICSI 3. Types of Companies 4. Incorporation of Companies and Procedures Memorandum of Association and Articles of Association- Introduction, Importance and Format	General knowledge of types & incorporation of a company
2	Management and Administration	1. Introduction to Board of Directors- Appointment, Duties, Powers and Removal 2. Meetings of Board of Directors 3. Meetings of Shareholders and Members 4. Shareholders Agreement and Related Party Transactions Auditors: Appointment, Duties, Powers and Removal	Understanding key principles relating to business decision making & administration
3	Corporate Governance	1. Introduction to the concept of Corporate Governance 2. Oppression and Mismanagement 3. E-Governance and initiatives by the Ministry of Corporate Affairs (MCA) 4. General Principles of Corporate Liability Concept of Alternate Dispute Resolution	Acquiring analytical skills of corporate liability and ethical manner of running company
4	Restructuring and Winding Up	1. Introduction to Restructuring and Re-organization 2. Concepts of Merger, Acquisition, Amalgamation and Take-over 3. Capital Markets and its Regulations: Listing and De-Listing, Insider Trading 4. Winding Up of Companies Rehabilitation and Revival of Sick Companies	Understanding legal consequences & provisions of shift from asset distribution to corporate rescue

Reference Books:

1. Dr. Avtar Singh, 2018, Company Law, Eastern Book Company, Lucknow
2. C. R. Datta, Datta on Company Law, Lexis Nexis, Butterworths Wadhwa, Nagpur
3. A. K. Mujumdar, Dr. G. K. Kapoor, Company Law and Practice, Taxmann, New Delhi
4. M. C. Kuchhal, Modern Indian Company Law, Modern Indian Company Law, Shri Mahavir Book Depot
5. Bare Act – The Companies Act, 2013, Universal Law Publishing Co.
6. Company Law Journal – Company Law Journal (India) Pvt. Ltd. , New Delhi

B.Voc - Accounting and Taxation Syllabus**Name of the course: Communication Skills Semester-I****Paper No- GEC-1 Marks - 100 Credits - 4****Course Objectives:**

1. To enable the students to communicate effectively, impressively in English considering the global needs.
2. To prepare the students in English communication for vocational jobs.
3. To make them able, confident and competent for upcoming challenges

Contents	Theory	Practical	Total	Course Outcome
Section I : English for Financial Markets and Services Unit I Developing Vocabulary for Financial Markets and Services Unit II English for Banking Services	08	04	12	Marketing Skills
Unit III English for Marketing Unit IV Presentations in Business Situations (E-Communications)	08	07	15	Presentation Skills
Section II : Reading Comprehension Unit V The Hare and Tortoise(A Management Fable)- K.V. Suryamohan Unit VI A Real Life Experience – Sudha Murthy	10	06	16	Reading Skills
Unit VII The Accountants’ House -Vikram Seth Unit VIII Executive- John Betjeman	10	07	17	Vocabulary
Total Hours	36	24	60	

Activities for Practical :

- Presentation on various topics

- Practical on marketing skills
- Practical on vocabulary
- Practical on reading comprehension and group discussion

References :

- 1)Textbook of English for Business Communication B.Com part I /II published by Shivaji University ,Kolhapur,2014
- 2) Dhanvel,S.P.,English and Soft Skills:Orient Black Swan
- 3)Klaus Peggy,Jane Rohman and Molly Hamker.The Hard Truth about Soft Skills ,London Harper Collins
- 4)Stein,Steven J.&Howard E Book.The EQ Edge :Emotional Intelligence and Your Success.Canada:Willey & Sons,2006
- 6) Murthy,Sudha.A Real Life Experience,an article,2007.

B.Voc - Accounting and Taxation (Semester -I)**Business Economics****Paper No- GEC-2****Marks - 100****Credits - 4****Course Objectives:**

1. To aware the students about fundamentals of economics and its applications in financial institutes
2. To make familiar the students with economic issues and its relevance with financial services
3. To provide skill education in use of economic principles and theories in financial services
4. To make able to the students for applications of business economics in banking and financial sector

Contents	Theory	Practical	Total	Output
Unit 1- Introduction to Business Economics <ul style="list-style-type: none">• Meaning and scope of business economics• Factors of Production and Its Features• Business Decisions- Types and Nature• Characteristics of wants	10	02	12	Understanding about nature of business economics
Unit 2- Demand, Supply and Service Quality <ul style="list-style-type: none">• Law of demand and factors affecting on demand• Elasticity of Demand and its Types• Law of Supply - factors affecting on supply• Service Quality and its dimensions	10	05	15	Understanding about and use of law of demand and supply , service quality parameters

Unit 3 - Consumer Behaviour <ul style="list-style-type: none"> • Utility analysis and its Applications • Indifference Curve and Its Properties • Psychological Law of Consumption • Concept of Consumer's surplus 	12	04	16	Understanding about consumer behaviour in market
Unit 4- Cost, Revenue and Profit <ul style="list-style-type: none"> • Cost and Revenue -Concepts and its applications • Pricing of Services - Pricing Practices • Break Even Analysis and its applications • Profit- meaning, concepts and rationale • Applications of concepts in business 	12	05	17	Understanding about cost, revenue and profit issues in business organization
Total Hours	44	16	60	

B.Voc - Accounting and Taxation
Syllabus of B. Vocation Part- I Semester-I
Subject: Fundamentals of Management
Paper Code:

Objectives:

- 1) To acquaint the students with the basic Concepts of management.
- 2) To make the learners aware about conceptual knowledge and evolution of Management
- 3) To familiarize the learners with the Techniques of Modern Management.

Sr. No.	Unit Name	Content		Skill Outcome	Credits
1	<u>Introduction to Management:</u>	1.1. Introduction, meaning and nature of Management 1.2. Characteristics of Management 1.3. Functions 1.4. Significance 1.5. Scope of Management 1.6. Managerial Skills and Competencies 1.7. Management as an Art and Science Professional		Understanding of concept of management	01
		Management (Characteristics and need)			

2	<u>Contribution to management:</u>	<p>2.1.1. F.W. Taylor:- (Scientific management, characteristics, Principles and techniques)</p> <p>2.1.2. Henry Fayol:- (14 principles of Management)</p> <p>2.1.3. Elton Mayo:- (Hawthorne Experiment and its findings)</p> <p><u>2.1.4. M.B.O by Peter Ducker</u></p> <p>Process of M.B.O Advantages of M.B.O</p>	09	06	15	Understanding the Contribution to management	01
3	<u>Planning & Decision making</u>	<p><u>3.1. Planning:</u></p> <p>3.1.1. Definition and features</p> <p>3.1.2. Steps in Planning</p> <p>3.1.3. Significance in planning process</p> <p>3.1.4. Components of Planning</p> <p><u>3.2. Decision Making:</u></p> <p>3.2.1. Concept & Definition</p> <p>3.2.2. decision making process</p> <p>3.2.3. Essential of a sound Decision making,</p>	09	06	15	Understanding of Planning & Decision making	01

		3.2.4. Techniques of decision making 3.2.5. Use of Management Information System in Decision making <u>3.3 Controlling-</u> 3.3.1 Concept 3.3.2 Process 3.3.3 Techniques					
4	<u>Techniques of Modern Management:</u>	4.1.1. Types of Management Techniques 4.1.2. Total Quality Management (TQM) Concepts of quality, Meaning of TQM, Elements of TQM, Contribution of Deming and Juran 4.2. Six Sigma: Meaning and features, Levels of Six Sigma. 4.3. Benchmarking: Concepts, Types, Advantages and Limitations.	09	06	15	Understanding the Techniques of Modern Management	01
		Total Hours	36	24	60		04

1. Reference Books:

Sr.No.	Title	Publisher	Publication
1.	Management (Text and Cases)	VSP Rao and V. Harikrushna	Excel Books
2.	Personnel and Human Resource Management,	P. Subba Rao	Himalaya Publishing House
3.	Management Thoughts and Thinkers	R. N. Singh	Sultan Chand and Sons
4.	Business Management	S.M. Kolte	Pimplapura Book Distributors
5.	Modern Management	Samual C. Centro and S. Travis Centro	Pearson Education

Bachelor of Vocation in Accounting & Taxation Part I,**Sem I-Fundamentals of Accounting**

Paper No- SC-1

Marks - 100

Credits – 6

Objective:- To impart basic accounting knowledge as applicable to business.

Contents	Theory	Practical	Total	Course Outcome
Unit 1 - Introduction to Accounting Accounting Concepts and conventions, objectives, advantages and limitations, Types of Accounting, users of Accounting information and their needs, Basic Accounting terms.	10	07	17	Understanding about accounting concepts and basic terms used in accounting
Unit 2 - Accounting Standards Concepts, objectives and importance of Accounting Standards and International Financial reporting Standards (Theory only)	10	07	17	Understanding about Indian Accounting Standards and International Accounting Standards
Unit 3 - Journal , Ledger and Secondary Books Introduction , Definitions , Needs and Importance , terms associated with Journals , features, advantages of Journal and Ledger , Cash Book , Sales Book , Purchase Book , Return Inward Book ,	08	20	28	Understanding about recording of transactions in various books

Return Outward Book , Debit Note , Credit Note .				
Unit 4 - Basic Financial Statements Introduction, Needs and Importance of Balance Sheet, Income Statement and Cash flow statement and discussion on how to prepare these statements.	08	20	28	Understanding and Preparation of Financial Statements
Total Hours	36	54	90	

Reference Books and Journal

- 1. T.S.Grewal - Double Entry Book Keeping Financial Accounting - Along with Project Work**
- 2. Gupta R. L. and Radhaswamy M - Financial Accounting**
- 3. Shukla M. C., Grewal T.S., Gupta S.C.- Advanced Accounts**
- 4. Agarwala A.N., Agarwala K.N. - Higher Science of Accountancy**
- 5. Jain & Narang - Advanced Accountancy**
- 6. Maheshwari S.N. - Advanced Accountancy**
- 7. ICAI Journal**

Bachelor of Vocation in Accounting & Taxation Part I, Sem I

Legal Framework of Income Tax, PF and ESI

Paper No- SC-2

Marks - 100

Credits – 6

Objectives:- - To provide basic knowledge about income tax, PF and ESI.

- To impart practical knowledge regarding filing of income tax returns.

Contents	Theory	Practical	Total	Course Outcome
Unit 1- Income Tax(Applicable to Individual) <ul style="list-style-type: none">• Applicability & Definitions• Basis of Charge & validation documents (PAN, Aadhaar etc.)• Residential Status• Income Exempt u/s 10.• Deductions while Computing Total Income.• Computation of Total Income – Simple problems	10	07	17	Understanding Basics of Income Tax Framework in India
Unit 2– Statutory Advice – Income Tax <ul style="list-style-type: none">• Statutory deductions carried out in Organizations(Sec 30 to38)• Special provisions with respect to certain business and professions (40 to 44AE)• Due Dates of Return Filing and Penalties (Section – 271,271C & 271F)• Income Tax Forms (Other than Returns) (Form No:15G,15H,16,16A, 26AS,49A,60)• Income Tax Returns:(ITR-1 SAHAJ, ITR-2, ITR-3, ITR-4- SUGAM, ITR-5,	10	07	17	Understanding Practical aspects of Income Tax filings for an organization

ITR-6, ITR-7)				
Unit 3- Employees Provident Fund (PF) <ul style="list-style-type: none"> • Applicability & Definition • Employee Provident Fund Scheme • PF Deductions for Employer & Employee • PF Provisions with respect to Withdrawal & Closure of PF Account. • PF Regulatory Authority (Central Board ,Executive Committee)(Theory only) 	08	20	28	Understanding basics of Provident fund Framework in India and practical aspects relating to PF
Unit 4- Employees State Insurance (ESI) <ul style="list-style-type: none"> • Applicability & Definition • Constitution of Corporation • Employee State Insurance Fund • Contribution (Employer & Employee) • Benefits (Sec 46 to 51E) • Penalties (Sec 84 , 85 &88) (Theory Only) 	08	20	28	Understanding basics of Employee State Insurance Framework in India and practical aspects relating to ESI
Total Hours	36	54	90	

References

1. Law & Ethics & Communication(CA- IPCC) :- Munish Bhandari
2. Taxman's Income Tax Act As amended by Finance Act 2018
3. Income Tax Law and Practice: Dr. N. Hariharan
4. Students Guide To Income Tax :Monica Singhanian Vinod K Singhanian
5. Law, Ethics and Communication: Padhuka CA IPCC
6. ICAI Journal

Bachelor of Vocation in Accounting & Taxation Part I, Sem I**Tally ERP 9.1****Paper No- SC-3****Marks - 100****Credits – 6**

Objective:- To obtain knowledge of various accounting software's and practical areas of accounting.

Contents	Theory	Practical	Total	Course Outcome
Unit 1 - Introduction to Tally Features of Tally, Importance of Tally, Vouchers in Tally, latest version, creation of company, loading, selection, shutting, altering, groups, ledgers, advance usage of ledger.	10	07	17	Understanding about Tally software and it's features
Unit 2 - Payroll Accounting functions (PF, ESI, PT) Introduction to Payroll, Payroll function in Tally ,Enable & configure Payroll , Generation of reports, Pay slip, Pay sheet , Payroll Register ,Gratuity report, Expert reports, Configuring Printing Report, Group Summary, Attendance Register, Payroll practice Exercises,	10	07	17	Understanding the Payroll System and preparation of Salary Slip in Tally
Unit 3 - GST with Tally Creating a Company in Tally for GST System , Activating GST in Tally , Enable GST Classification , Creating GST Classification , Display GST Classification , Alter GST Classification	08	20	28	Understanding GST and enable GST in Tally

Unit 4 - Reports in GST With Tally Creating Stock Groups with GST details , Creating Stock items with GST details , Creating Party ledgers with GST details , Creating Purchase and Sales Ledger Creating GST Tax Ledgers, Transactions for GST, Purchase and Sales Transactions, GST Tax Payment, GST Reports.	08	20	28	Understanding the reports and preparation of various reports in Tally
Total Hours	36	54	90	

Reference Books

1. Tally ERP 9.1 with GST -: BPB Publication
2. Tally ERP 9.1 -: Soumya Ranjan Behera

B.Voc - Accounting and Taxation (Semester -II)**Logical Thinking****Paper No- GEC-4 Marks – 100 Credits - 4****Course Objectives:**

1. To aware the students about General Mental Ability
2. To aware the students about Critical Thinking Process and its applications in business
3. To aware the students about Logical Ability and its applications in business
4. To improve Decision Making capacity of the students

Contents	Theory	Practical	Total	Course Outcome
Unit 1- General Mental Ability <input type="checkbox"/> Analogy Classification <input type="checkbox"/> Coding and Decoding and Blood Relations <input type="checkbox"/> Inequalities , Figural Analogy, Space Orientation <input type="checkbox"/> Direction Sense Test, Artificial Language	07	05	12	Development of Mental ability
Unit 2- Logical Ability <input type="checkbox"/> Logical Sequence of Words <input type="checkbox"/> Time and Calendar <input type="checkbox"/> Inserting the Missing Character <input type="checkbox"/> Rule Detection, Logical Venn diagrams	09	06	15	Development of Logical Thinking Capabilities
Unit 3 - Critical Thinking Process <input type="checkbox"/> Statement - Arguments, Statement - Assumptions <input type="checkbox"/> Statement - Courses of Action , Statement - Conclusions <input type="checkbox"/> Symbolic operations, Symbolic/Number Analogy	10	06	16	Improve critical thinking abilities

<input type="checkbox"/> Emotional Intelligence, Word Building, Social Intelligence,				
Unit 4- Decision Making <input type="checkbox"/> Assertion and Reason , Course of action <input type="checkbox"/> Situation Reaction Test, Problem Solving <input type="checkbox"/> Verification of Truth of the Statement <input type="checkbox"/> Sequential output Tracing	10	07	17	Improve right decision making abilities
Total Hours	36	24	60	
Activities for Practical : <input type="checkbox"/> Practical on Coding and Decoding and Blood Relations <input type="checkbox"/> Practical on Statement - Courses of Action , Statement - Conclusions <input type="checkbox"/> Practical on Sequential output Tracing				
References : 1. Marilyn vos Savant (1996). The Power of Logical Thinking: Easy Lessons in the Art of Reasoning, ISBN: 9780312156275, 0312156278 2. William Dettner (2015). The Logical Thinking Process : A Systems Approach to Complex Problem Solving, ISBN-13: 978-8174890412 3. Ranga Raghuram (2009). Critical Thinking and Logical Reasoning - Workbook 2, ISBN 0981998313 4. R.S. Agarwal (2017). A Modern Approach to Verbal & Non-Verbal Reasoning, S Chand Publishin, ISBN-10: 9789352832163 5. M. K. Pandey (2018). Analytical Reasoning (2018-2019) Session, Bsc Publishing Co. Pvt. Ltd; 3rd edition ISBN-10: 8190458914 6. Indu Sijwali & B. S. Sijwali (2014)-A New Approach to Reasoning: Verbal, Non – Verbal & Analytical 7. R.S. Agarwal (2016)- Verbal and Non-Verbal Reasoning , S Chand Publishing 8. R.S. Agarwal(2017) - Modern Approach to Logical Reasoning, S Chand Publishing				

9. Praveen R. V.(2016). Quantitative Aptitude and Reasoning, PHI Learning Pvt. Ltd.
10. Sinha RP (2015). The Pearson Guide to Logical Reasoning and Data Interpretation for the CAT 2/e, Pearson Education India
11. Arihant; Single edition (28 July 2014) -How to Crack Test of Reasoning: In All Competitive Exam, ISBN-10: 935176222X

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B.Voc - Financial Markets & Services/ B.Voc - Accounting and Taxation (Semester -II)**Monetary Economics****Paper No- GEC-2****Marks - 100****Credits - 4****Course Objectives:**

1. To aware the students about fundamentals of monetary economics and its applications in financial institutes
2. To make familiar the students with monetary issues and its relevance with financial services
3. To provide skill education for using principles and theories of monetary economic in financial services

Contents	Theory	Practical	Total	Course Outcome
Unit 1- Introduction to Money <ul style="list-style-type: none">• Meaning and Functions of Money• Currency system and its management in India• Electronic Money -Nature, Types and Features• Demand for Money	07	05	12	Able to understand the money system
Unit 2- Money Supply and Inflation <ul style="list-style-type: none">• Value of Money and Quantity Theory of Money• Measurement of Money Supply• High-Power Money, Money Multiplier• Inflation, Concepts and measurements (CPI & WPI)• Measures to control inflation	09	06	15	Understand the various concept of money and inflation
Unit 3 Interest Rate Determination <ul style="list-style-type: none">• Concept of Real and Nominal rate of Interest Rate -Factors affecting on rate of interest	10	06	16	Understand the concepts, theory and trends in interest rate determination

<ul style="list-style-type: none"> • Term Structure of Interest Rates • Loanable fund theory of interest • Calculation and comparison of Interest Rates (Practical) 				
Unit 4- Foreign Exchange Market <ul style="list-style-type: none"> • Meaning, functions, Participants and transactions of Foreign Exchange market • Purchasing Power Parity Theory • Type of exchange Rates • Nominal, Real, Spot and Forward exchange Rate-Review of Exchange Rates 	10	07	17	Understand the exchange rates, its determination and convertibility of rupee
Total Hours	36	24	60	
Activities for Practical : <ul style="list-style-type: none"> • Seminar on Currency system and its management in India • Calculation of CPI & WPI • Presentation on Factors affecting on rate of interest • Presentation on Foreign Exchange market • Discussion on forex market • Comparison of Term Structure of Interest Rates 				
References : <ol style="list-style-type: none"> 1. Bain, Keith & Howells, Peter (2009), Monetary Economics: Policy and Its Theoretical Basis, Palgrave. 2. Friedman, Ben & Hahn F.H. (Eds.), (1990), Handbook of Monetary Economics, Vols. 1, 2, & 3, North Holland Publishers. 3. Gupta, S.B. (1983), Monetary Economics, S. Chand & Company, New Delhi. 4. Mankiw N. Gregory (2012), Macroeconomics, Worth Publisher, New York 5. Mishkin Frederic (2007), The Economics of Money Banking and Financial Markets, 8th ed Addison Wesley Longman Publishers. 				

6. Niehans, J. (1984), International Monetary Economics, John Hopkins University Press, New York.
7. Sheth. M. L (2016), Monetary Economics, Lakshi Narain Agarwal, Agra.
8. Keynes, J. M., General Theory of Employment, Interest and Money.A. E. A., Readings in Monetary Theor

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B.Voc - Accounting and Taxation
Syllabus of B. Vocation Part- I Semester-I

Subject: Service Marketing

Paper Code:

Objectives:

- 1) To enable the students to understand the basic Concepts of Service Marketing Management
- 2) To make the learners aware about evolution of Service Marketing Management
- 3) To familiarize the learners with the Service Marketing and Service Marketing Research

Sr. No.	Unit Name	Content	Skill Outcome	Credits
1	Introduction to Service Marketing	1.1 Marketing: Meaning and Definitions, Nature, Scope, and Importance of Marketing 1.2 Service Marketing: Meaning ,Conceptsand Characteristics 1.3 Service Sectors: Concepts and Reasons for the Growth of Services Sector 1.4 Difference in Goods and Services in Marketing, Myths	Understandingof Concept of Service Marketing	01
		about Services 1.5.Service Marketing mix, Physical Evidence in Services		

2	Consumer Behaviour in Services and Customer Relationship Management	<p>A) Consumer Behaviour in Services</p> <p>2.1 Customer Expectation of Services</p> <p>2.2 Factors influencing Customer Expectation of Services</p> <p>2.3 Factors influencing Customer Perception of Services</p> <p>2.4 Strategies for Influencing Customer Perception</p> <p>2.5 Service Encounters, Customer Satisfaction</p> <p>B) Customer Relationship Management</p> <p>2.6 Meaning and Importance</p> <p>3.2 Evolution of Customer Relationship Management</p> <p>3.3 Benefits of Customer Relationship</p> <p>3.4 Levels</p>	Understanding of Consumer Behaviour in Services and Customer Relationship Management	02
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		Retention Strategies 3.5 Building Customer Relationship in Financial Sectors Market Segmentation-Basis & Targeting in Services.		
3	Research in Service Marketing	3.1 Meaning , Steps involved in Service Marketing Research 3.2 Service Marketing Research Approaches- Observational, Survey and Experimental Research 3.3 Steps involved in Service Marketing Research Research Areas in Financial Services	Understanding of Research in Service Marketing	01
4	Customer Defined Service Standards	4.1 “Hard” & “Soft” Standards, 4.2 Process for Developing Customer Defined Service Standards 4.3 Leadership & Measurement System for Market Driven Service Performance 4.4 Service Quality as Profit Strategy 4.5 Role of Service	Understanding of Service Standards	01

		Quality in Offensive and Defensive Marketing 4.6 Service Design and Positioning 4.7 Challenges of Service Design, 4.8 New Service Development-Types, Stages 4.9 Service Blue Prints-Using & Reading Blue Prints 4.10 Service Positioning- Positioning on the Five Dimensions of Service Quality 4.11 Service Recovery.		

Practical:

1. Role-play
2. Advertising posters
3. Case Study
4. Home Assignment
5. Seminar
6. Group Discussion
7. Project-work on consumer behavior
8. Survey and Report

References-

Sr.No.	Title	Publisher	Publication
1.	<i>Service Management and Marketing</i>	Christian Grönroos	Lexington Books
2.	Advanced Producer Services: Just a Service to Manufacturing	L.E. Juleff-Tranter	<i>The Service Industries Journal</i>
3.	<i>Management of Service Operations: Text, Cases, and Readings</i>	W. Earl Sasser, R. Paul Olsen and D. Daryl Wyckoff	Allyn & Bacon

Credits – 6

Contents	Theory	Practical	Total	Output
Unit 1- Introduction to Accountancy & Receipts <ul style="list-style-type: none"> • Meaning of Receipts • Classification • Process of recording receipts into the books of accounts • Verification of Documents 	10	15	25	Understanding of various receipts
Unit 2- Recording Payment & Provision <p>A) Recording Payment</p> <ul style="list-style-type: none"> • Meaning • Classification of payments • Mode of Payment • Recording of Payment • Verification of Document <p>B) Recording Provision</p> <ul style="list-style-type: none"> • Meaning • Creation of Provisions • Documents related to provisions • Types of Voucher 	10	15	25	Understanding of preparation of payment Slip & Provisions
Unit 3- Bank Reconciliation Statement <ul style="list-style-type: none"> • Meaning • Analysis of Bank Statement • Identification of Transaction • Preparation of Worksheet 	08	12	20	Understanding the bank statement & Preparation of Bank reconciliation Statement
Unit 4-Financial Reporting (Vertical format) <ul style="list-style-type: none"> • Preparation of Profit & Loss Account • Ledger Balances • Balance Sheet 	08	12	20	Understanding about Final Statement of Business
Total Hours	36	54	90	

1. T.S.Grewal - Double Entry Book Keeping Financial Accounting - Along with Project Work

2. Gupta R. L. and Radhaswamy M - Financial Accounting
3. Shukla M. C., Grewal T.S., Gupta S.C.- Advanced Accounts
4. Agarwala A.N., Agarwala K.N. - Higher Science of Accountancy
5. Jain & Narang - Advanced Accountancy
6. Maheshwari S.N. - Advanced Accountancy
7. ICAI Journal

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Credits – 6

Contents	Theory	Practical	Total	Output
Unit 1 - Introduction to Taxation: <ul style="list-style-type: none"> • Concept, Nature and characteristics • Different types of taxes • Difference between tax, fees and cess • Tax evasion, tax planning, tax avoidance (Case study) • Organizational structure of Tax Authorities 	15	0	15	Understanding basics of tax system
Unit 2 - Basics of Income Tax: <ul style="list-style-type: none"> • Important Definitions • Residential status of an assessee • Tax Liability of individual, HUF, partnership, & limited companies 	5	15	20	Practical application of income tax provisions to determine residential status & to calculate tax liability
Unit 3 - Exemptions & Deductions: <ul style="list-style-type: none"> • Exempted Incomes u/s 10 • Deductions under Chapter (VIA) applicable to individuals 	5	15	20	Conceptual understanding of exemptions and deductions
Unit 4 - Indirect Tax <ul style="list-style-type: none"> • Concept • Types of indirect tax (Customs , central excise & GST) • Features • Right to impose indirect taxes by Centre and States/Union Territories) 	06	09	15	Conceptual understanding of indirect taxes
Unit 5 - GST in India: <ul style="list-style-type: none"> • Genesis of GST in India • Constitutional Provisions • Concept and need of GST • Registration • Benefits of GST • Legal framework of GST • Input Credit & set off 	10	10	20	Basic understanding of GST & practical understanding of registration & input credit & set off
Total Hours	41	49	90	

Notes :- 1) Finance Act in force at the time of Commencement of academic year shall be applicable. Respective academic year should be treated as assessment year.

2) Language of answer should be English

Reference Books:

- (i) Students Guide to Income - Tax - V. K. Singhania, Taxmann Publications
- (ii) Income Tax Law & Practice - V. K. Singhania
- (iii) Income - Tax Law & Practice - Dinkar Pagare
- (iv) Indirect Tax Laws – Taxmann
- (v) Indirect Taxation with GST - Dr. Sachin U. Chavan Dr. P.K. Sinha
- (vi) Indirect Tax Laws - V. S. Datey

Note: - Language of Answer should be English.

Reference Books:-

- (i) Principles of Auditing - De Paula
- (ii) Practical Auditing - B. N. Tandon
- (iii) Contemporary Auditing - Kamal Gupta
- (iv) Principles and Practice & Auditing - R. G. Saxena
- (v) Accounting & Auditing Standards - ICAI

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Rayat Shikshan Sanstha's
Dhananjayrao Gadgil College of Commerce
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M.Com. I.T-I

M19-111	Management Concepts and Organizational Behaviour Paper-I (Management Concepts)	M19-211	Management Concepts and Organizational Behaviour Paper-II (Organizational Behaviour)
M19-112	Managerial Economics (Paper –I)	M19-212	Managerial Economics (Paper –II)
M19-113	Emerging Trends in Information Technology	M19-213	Data warehouse & Data mining
M19-114	Computer Networks	M19-214	Advanced Web Technology



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Name of the Programme : M.Com. I.T.		Semester – I	
Name of the Course (Subject): Management Concepts and Organizational Behaviour Paper-I (Management Concepts)			
Semester End Exam (SEE) 60 Marks	Continuous Internal Assessment (CIA) 40	Total Marks 100	Credit Assigned - 05 Workload – 6 Hrs Per Week
Introduced from June 2019			
Course Objectives: 1) Acquaintance with the with professional management. 2) Familiarity with the contributions of various management thinkers. 3) Knowledge of leadership and motivation theories. 4) Study of various controlling techniques.			
Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I: <u>Introduction to Management</u> 1.1 Meaning & Definition 1.2 Nature and significance of management 1.3 Professional Management, meaning, need and characteristics 1.4 Managerial skills 1.5 Henry Mintzberg's roles of manager 1.6 Management of Change -Need for change 1.7 Lewin’s Force Field Analysis Model 1.8 Resistance to change and remedies to overcome the resistance	15	Lecture, Interactive ICT Based

2	Unit II: <u>International Management</u> 2.1 Japanese Management practices. 2.2. Management in 21st century 2.3. International Management 2.4. Impact of globalization on management 2.5 Role of Global Manager	15	<i>Lecture</i> <i>Interactive</i> <i>ICT Based</i> Discussion Method
3	Unit III: <u>Leadership and Motivation:</u> 3.1. <u>Leadership:</u> 3.1.1. Concept and definition 3.1.2. Theories of leadership- (Traits theory, Behavioral theories, Fiedler's Contingency Theory, Harsey- Blanchard's Theory, The Managerial Grid, Likert's four systems of leadership) 3.2. <u>Motivation:</u> 3.2.1. Concept and process of motivation 3.2.2. Theories of motivation- Mc Clelands theory of needs, Willam Ouch's theory Z , Alderfer's ERG theory, Victor Vroom's expectancy theory 3.2.3 Porter - Lawler Model of Motivation	15	<i>Lecture</i> <i>Interactive</i> <i>ICT Based</i> Group Discussion
4	Unit IV: <u>Controlling Techniques and coordination:</u> 4.1. <u>Controlling Techniques:</u> 4.1.1 Concept & definition 4.1.2. Traditional and Modern techniques (MIS, Management Audit, ROI, Network Analysis – PERT and CPM) of control, Statistical Control Tools 4.2. <u>Coordination:</u> 4.2.1. Concept & definition 4.2.2. Principles of Coordination 4.2.3. Process of Coordination 4.2.4. Types of Coordination 4.2.5. Techniques of effective Coordination	15	<i>Lecture</i> <i>Interactive</i> <i>ICT Based</i> Project Industrial Visit
References: 1. Dr.C.B.Gupta , Organization and Management. 2.M.C. Shukla, Business Organization and Management.			

3. Peter Drucker, The Practice of Management.
4. O.B. K. Aghurth, Principles of Management.
5. P. Subbarao, Management and Organizational Behaviour.
6. L. M. Prasad, Principles and Practice of Management, S. Chand and Sons NewDelhi.
7. P.K. Agarwal, Principles and Practice of Management, Pragati Prakation, Meerut.
8. B. S. Moshal, Management Theory and Practice, Galgotia Publishing Co., New Delhi.

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Name of the Programmme : M.Com. I.T.		Semester – II	
Name of the Course (Subject):Management Concepts and Organizational Behaviour Paper-II (Organizational Behaviour)			
Semester End Exam (SEE) 60 Marks	Continuous Internal Assessment (CIA) 40	Total Marks 100	Credit Assigned - 05 Workload – 6 Hrs Per Week
Introduced from June 2019			
Course Objectives: 1) Acquaintance with organizational behavior. 2) Generating Foundations of Individual and Group Behavior abilities among the students. 3) Conception with organizational conflicts and to manage the stress. 4) Understanding of Organizational Culture and Quality of Work life.			
Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I : <u>Introduction to Organizational Behavior:</u> 1.1. Concept & definition 1.2. Significance 1.3. Nature and scope of OB 1.4. Contributing disciplines to OB 1.5. Relationship between management and organizational behavior 1.6. Models of OB 1.7. Ethical issues in OB 1.8. Morale and performance, signs of low morale 1.9. Maintenance of Morale	15	Lecture, Interactive ICT Based
2	Unit II : <u>Individual and Group Behavior:</u> 2.1. <u>Individual Behavior:</u> 2.1.1. Foundations of Individual Behavior Perception-	15	Lecture Interactive ICT Based Discussion

	<p>2.1.2. Personality (Concept, Determinants and types)</p> <p>2.1.3. Emotions and Moods – Sources</p> <p>2.1.4. Emotional intelligence and its steps</p> <p>2.1.5. Attitude (Concept, formation and types)</p> <p>2.1.6. Values (concept, types and formation)</p> <p>2.1.7. Beliefs</p> <p>2.2 Group Behavior:</p> <p>2.2.1 Foundations of Group Behavior</p> <p>2.2.2 Definition and importance of group</p> <p>2.2.3 Types of group</p> <p>2.2.4 Process of group development</p> <p>2.2.5 Group Behavior (Norms, Cohesion, Role, intergroup Conflicts)</p> <p>2.2.6 Group performance factors</p>		Method
3	<p><u>Unit III : Organizational Conflict and Stress Management:</u></p> <p><u>3.1. Organizational Conflict:</u></p> <p>3.1.1. Concept & definition</p> <p>3.1.2. Types</p> <p>3.1.3. Sources and levels of Organizational Conflict</p> <p>3.1.4. Traditional and modern approach to conflict</p> <p>3.1.5. Functional and dysfunctional Organizational Conflict</p> <p>3.1.6 Resolution of conflict</p> <p><u>3.2 Stress Management:</u></p> <p>3.2.1 Meaning of Stress</p> <p>3.2.2 Symptoms</p> <p>3.2.3 Causes and measurements of stress</p> <p>3.2.4 Consequences of stress</p> <p>3.2.5 Managing stress</p>	15	Discussion Methods.
4	<p><u>Unit IV : Organizational Culture and Quality of Work life:</u></p> <p>4.1. Organizational Culture:</p> <p>4.1.1. Concept, Definition & types</p> <p>4.1.2. Functions</p> <p>4.1.3. Creating, sustaining and changing culture</p>	15	Discussion Methods

	<u>4.2. Quality of Work life:</u> 4.2.1. Concept & definition 4.2.2. Constituents of QWL 4.2.3. QWL in Indian context		
References: <ol style="list-style-type: none"> 1. P. Subbarao, Management and Organizational Behaviour. Himalaya publications 2. Keith Davis, Organizational Behaviour. 3. Stephen Robbins, Organizational Behaviour. 4. Dr. Anjali Ghanekar, Organizational Behaviour. 5. Dr. C.B.Gupta, Organizational Behaviour. 6. Dr. S. S. Khanka, Organisational Behaviour. 			

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Name of the Programme : M.Com - IT		Semester – I	
Name of the Course (Subject): Managerial Economics (Paper –I)			
Semester End Exam (SEE) 60 Marks	Continuous Internal Assessment (CIA) 40	Total Marks 100	Credit Assigned - 05 Workload – 6 Hrs Per Week
Introduced from June 2019			
Course Objectives: 1. To acquaint students with micro-economic principles and managerial decisions 2. To understand the application of economics theories in the field of managerial decision making 3. To apply economic reasoning to solve problems of business. 4. To stimulate students interest by showing the relevance and use of various economic theories.			
Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I: Introduction to Managerial Economics 1.1.Meaning, features and Scope of Managerial Economics 1.2. Role and Responsibilities of Business Manager 1.3.Economic Tools and Techniques for Managerial Economist 1.4.Problems and challenges before Managerial Economist	15	1.Lecture 2.Use of PPT 3.YouTube 4.Discussion
2	Unit II: Demand Analysis 2.1.Elasticity of Demand -Types and Methods of Measurement 2.2. Demand Forecasting –Meaning and Methods 2.3. Demand Forecasting for New Products 2.4.Case study on Demand Forecasting and Its applications	15	1.Lecture 2.Use of PPT 3.YouTube 4. Industrial visit

3	Unit III: Consumer Choice under Risks 3.1. The Bernoulli Hypothesis 3.2. Neumann-Morgenstern Index 3.3. The Friedman-Savage Hypothesis 3.4. Markowitz Hypothesis	15	1.Lecture 2.Use of PPT 3.YouTube 4.Discussion
4	Unit IV: Production Theory 4.1. Isoquants –Concept and Characteristics 4.2. Cob-Douglas Production Function 4.3.Expansion Path and Return to scale - Economic Region 4.4. Break Even Analysis- Advantages, Limitations and Its Managerial Applications	15	1.Lecture 2.Use of PPT 3.YouTube 4.Discussion

References

- 1) Ahuja H.L. (2010). Business Economics.S. Chand & Company New Delhi-110055
- 2) Mithani D.M. and Murthy G.K. (2007). Fundamentals of Business Economics. Himalaya Publishing House,
- 3) Mankar V.G. (2000).Business Economics. Himalaya Publishing House, New Delhi.
- 4) Stonier A.W. and Hague D.C.(1961) A Text Book of Economic Theory, Congman green and Co. London.
- 5) Ahuja H.L. (2008). Modern Micro Economic: Theory and Applications.S.Chand and Co. Ltd, New Delhi.
- 6) Koutsoyiannis (1979). Modern Micro Economics. MacMillan Press Ltd. London.
- 7) Dewett K. K. (2006). Modern Economic Theory. S.Chand and Company Ltd., New Delhi.
- 8) JhinganM. L.(2012) Micro Economic Theory.Vrinda Publication (p) Ltd.
- 9) Dominick Salvatore (2011). Microeconomics. Shaum series, McGraw Hill Education.
- 10) Mithani D.M. (2011) Managerial Economics. Himalaya Publishing House, New Delhi
- 11) Seth M. L. (1996).Micro Economics. Lakshmi NarainAgarwalEdn. Publishers, Agra.



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Name of the Programme : M.Com - IT		Semester – II	
Name of the Course (Subject): Managerial Economics (Paper –II)			
Semester End Exam (SEE) 60 Marks	Continuous Internal Assessment (CIA) 40	Total Marks 100	Credit Assigned - 05 Workload – 6 Hrs Per Week
Introduced from June 2019			
Course Objectives: 1. To acquaint students with micro-economic principles and managerial decisions 2. To understand the application of economics theories in the field of managerial decision making 3. To apply economic reasoning to solve problems of business. 4. To stimulate students interest by showing the relevance and use of various economic theories.			
Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I: Products Pricing and Revenue 1.1. Cost and Revenue – Concepts and Curves-Classical and Modern approach 1.2. Price Discrimination- Conditions, Degrees, Types and Effects 1.3. Pricing Under Monopolistic Competition –Short and Long Run 1.4. Pricing under Oligopoly - Price leadership & Price Rigidity	15	1. Lecture 2. Use of PPT 3. YouTube 4. Discussion
2	Unit II: Product Pricing Strategies 2.1. Meaning Objectives and Factors to be considered in pricing practices 2.2. Full Cost Pricing –Mark-up Pricing and Peak Load Pricing	15	1. Lecture 2. Use of PPT 3. YouTube

	2.3. Transfer Pricing, Multiple Product Pricing, Administered Prices 2.4. Pricing Strategies for Launching the New Products		
3	Unit III: Business Cycles 3.1. Meaning of business cycles:- Classification and Phases 3.2.Schumpeter's and Cob – Web theory of Business Cycles 3.3. Hicks's and Samuelson's Theory of Business Cycles 3.4. Measures for Controlling Business Cycles	15	1.Lecture 2.Use of PPT 3.YouTube 4.Discussion
4	Unit IV: Industrial Economics 4.1.Meaning and Scope of Industrial Economics -Types and Classification of Industrial Units 4.2.Industrial Location -Weber's theory of industrial location 4.3.Recent Issues and Problems of SMEs and Large Scale Industries 4.4. Project appraisal- Need, Importance and methods	15	1.Lecture 2.Use of PPT 3.YouTube 4. Industrial visit
References 1) Ahuja H.L. (2010). Business Economics.S. Chand & Company New Delhi-110055 2) Mithani D.M. and Murthy G.K. (2007). Fundamentals of Business Economics. Himalaya Publishing House, 3) Mankar V.G. (2000).Business Economics. Himalaya Publishing House, New Delhi. 4) Stonier A.W. and Hague D.C.(1961) A Text Book of Economic Theory, Congman green and Co. London. 5) Ahuja H.L. (2008). Modern Micro Economic: Theory and Applications.S.Chand and Co. Ltd, New Delhi. 6) Koutsoyiannis (1979). Modern Micro Economics. MacMillan Press Ltd. London. 7) Dewett K. K. (2006). Modern Economic Theory. S.Chand and Company Ltd., New Delhi. 8) JhinganM. L.(2012) Micro Economic Theory.Vrinda Publication (p) Ltd. 9) Dominick Salvatore (2011). Microeconomics. Shaum series, McGraw Hill Education. 10) Mithani D.M. (2011) Managerial Economics. Himalaya Publishing House, New Delhi 11) Seth M. L. (1996).Micro Economics. Lakshmi NarainAgarwalEdn. Publishers, Agra.			

Subject:- Emerging Trends in Information Technology

Paper Code- M-18-105

Objective of Syllabus

1) Objectives-To impart the knowledge of Emerging Trends in IT and its application areas .

Course Outcomes:

Students who complete this course should be able to:

1. **Make use of** social media for the different functional areas in the business.
2. **Explain** the design and architecture of mobile based applications for the business.
3. **Determine** the role of Expert Systems and Big Data Management for the Business Intelligence.
4. **Examine** Cloud Computing Architecture for transformation, development and agility in the business.

Sr. No .	Syllabus Unit (Under autonomy)	Learning Outcomes	Teaching Methods	Teaching Hours
1	Social Networking a) Theory-Social Networking: Definition, Types of Social Networking Sites, Examples of Social Networking Sites: Facebook, Twitter, WhatsApp, Social Networking Analysis: Attributes and Metrics of Social Networking, Social Networking Models, Security and Privacy Issues of Social Networking Sites, Business Applications: Marketing and HR, Educational Applications, Social and Political Applications	Students will be aquatinted concepts of Social Networking.	Lecture, PPT, Interactive .	10

	b).) Practical- Case Study on usage of Social networking for Marketing with special reference to Facebook and Twitter.		Practical Methods	05
2	MOBILE COMPUTING a) Theory- Mobile Computing Applications: Characteristics of Mobile computing, Structure of Mobile Computing Application. Mobile Computing Platforms: Special Constrains & Requirements, Commercial Mobile Operating Systems: iOS, Android, BlackBerry, Windows M.Commerce Applications: Structure, Pros & Cons, Mobile Banking Services, Mobile Payment Systems, Security Issues in M.Commerce.	Students will familiar with Mobile Computing.	Lecture, PPT, Interactive Methods	10
	b) Practical- Case Study to explain Mobile Payment system with special reference to Paytm and mPesa		Practical Methods	05
3	DATA ANALYTICS a) Theory- Business Intelligence- Introduction to Artificial Intelligence and Expert System, Components of Expert System, Implementing Expert System for Banking and Finance sector. Introduction to Big Data: Definition, Sources of Big Data, Characteristics of Big Data, Applications of Big Data	Students will familiar with Data Analytics.	Lecture, PPT, Interactive Methods	10

	Big Data Analytics: Introduction to Hadoop, Features, Architecture, Components of Hadoop, Map-Reduce Architecture, Examples of Map-Reduce.			
	b) Practical- Case Study to determine the role of Expert System with special reference to Credit Risk Analysis for Banking and Finance Sector.		Practical Method	05
4	<p>a) Theory-Cloud Models: NIST Cloud Computing Reference Architecture, IaaS, PaaS, SaaS, Public v/s Private Cloud,</p> <p>Basics of Virtualization: Types of Virtualization, Implementation Levels of Virtualization, Virtualization for Data-center,</p> <p>Programming Support: Google App Engine, Amazon AWS,</p> <p>Security in the Cloud: Data Security, Application Security, Virtual Machine Security</p>	Students will be familiar with Cloud Computing.	Lecture, PPT, Interactive Methods	10
	b) Practical- Case Study to examine SaaS Applications for Business with special reference to Business Productivity tool of Amazon AWS.		Practical Methods	05

Reference Book

1. KarabiBandopadhyay, Mobile Commerce, PHI-2013
2. ShuenShroff, Web 2.0: A Strategy Guide, O'Reilly
3. Eva Foucher , Social Networking: The Top Social Networking Websites That Help

4. You Build an Online Presence Quickly, CreateSpace Independent Publishing Platform
5. John W.Rittinghouse and James F.Ransome, "Cloud Computing: Implementation, Management, and Security", CRC Press, 2010.
6. Toby Velte, Anthony Velte, Robert Elsenpeter, "Cloud Computing, A Practical Approach", Tata MacGraw Hill, 2009.
7. JyLiebowitz, "Big Data and Business analytics",CRC press, 2013.
8. Tom White, Hadoop: The Definitive Guide, O'Reilly, 3rd edition
9. Decision Support Systems and Data Warehouse, B. Ravinath, New Age International Publishers

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Subject:- Computer Networking

Paper Code- M-18-107

Objective of Syllabus

1) Objectives- To impart the knowledge of Computer Networks and its application areas .

Course Outcomes:

The students will be able to :

1. Visualize the different aspects of networks, protocols and network design models.
2. Analyze and compare different LAN protocols.
3. Examine various Data Link layer design issues and Data Link protocols.
4. Compare and select appropriate routing algorithms for a network.

Examine the important aspects and functions of different layers in internetworking

Sr. No.	Syllabus Unit (Under autonomy)	Learning Outcomes	Teaching Methods	Teaching Hours
1	a)Theory-Basics of Data communication Data Communication concept - Components-sender, receiver, message, transmission media, Data Flow- simplex, half-duplex, or full-duplex, Networks- Definition, Advantages and disadvantages, Categories of Networks- LAN, WAN. MAN, Network Architecture-Client-Server and Peer to peer, Multiplexing – Frequency Division Multiplexing, Wavelength-Division Multiplexing, Time-Division Multiplexing, switching -Circuit switching, Packet Switching, Message Switching.	Students will be acquainted with Basic concepts Computer Networks	Lecture, PPT, Interactive Methods	10
	b) Practical- Case study on Network topology		Practical Method	05
2	a)Theory- Transmission media and Reference Models	Students will		

	<p>Transmission Media: Guided Media - Twisted-Pair Cable, Coaxial Cable, Fiber-Optic Cable, Unguided Media: Radio Waves, Microwaves, Infrared, satellite communication</p> <p>Transmission Modes- Parallel and Serial -(Asynchronous, Synchronous) Reference Models- OSI reference model, TCP/IP reference model, Comparison of OSI and TCP/IP reference model, Protocol Standards, IP address scheme and characteristics of IP address.</p>	familiar with Transmission Media.	Lecture, PPT, Interactive Methods	10
	b) Practical- Case study on network components		Practical Method	05
3	<p>a)Theory- Data link, Network and Transport layer</p> <p>Data link Layer- Design issues, Framing, error detection and correction, Network layer- design issues of network layer, , Classless and Classfull Addressing, Routing algorithm (shortest path, Flooding, distance vector), Congestion control, Transport layer - Transport Layer Primitives: listen, connect, send, receive, disconnect, Protocols: TCP, UDP.</p>	Students will familiar with Network Layers.	Lecture, PPT, Interactive Methods	10
	b) Practical- Case study on structure of different IP address scheme.		Practical Methods	05
4	<p>a)Theory-Session, Presentation and Application layer</p> <p>Session layer: Services- dialog</p>	Students will	Lecture, PPT,	10

	management, synchronization, activity management, exception handling, Remote procedure calls, Presentation layer:- Services: Translation, compression, encryption, Cryptography: concept, symmetric key & asymmetric key cryptography, Application layer: Functions, DNS, SMTP, SNMP, FTP, HTTP	be familiar with Network Layers.	Interactive Methods	
	b)Practical- Study of different application layer protocols		Practical Methods	05

Reference Books :

1. Behrouz A. Forouzan: Data Communications and Networking, 4th Edition, Tata McGrawHill, 2006.
2. William Stallings: Data and Computer Communication, 8th Edition, Pearson Education, 2007.
3. Larry L. Peterson and Bruce S. David: Computer Networks - A Systems Approach, 4th Edition, Elsevier, 2007.
4. Andrew S. Tanenbaum: Computer Networks, 4th Edition, PHI.
5. Internetworking With TCP/IP, Douglas Comer, volume 1, Prentice-Hall Publisher, 2005
6. Nader F. Mir: Computer and Communication Networks, Pearson Education, 2007
7. Black, Data & Computer Communication, PHI
8. Miller, data Communication & Network, Vikas

Subject:- Data warehouse & Data mining

Paper Code- M-18-106

Objective of Syllabus

1) Objectives- To impart the knowledge of Data Warehouse & Data mining and its application areas .

Course Outcomes:

Students who complete this course should be able to:

1. Understand concept and components of data warehouse.
2. Illustrate data warehouse applications in business.
3. Understand process and importance of data processing in data mining.
4. Learn implementation and application of data mining techniques.

Sr. No.	Syllabus Unit (Under autonomy)	Learning Outcomes	Teaching Methods	Teaching Hours
1	a) Theory- Data Warehouse: Basic Concepts and Definition, Need and significance of Data Warehouse, Component architecture of Data Warehouse. Data Warehousing: Concept, Dimensional data Modeling-Star and Snowflake schema, Data Cube, OLAP.	Students will be acquainted with Basic concepts of Data Warehousing	Lecture, PPT, Interactive Methods	15
	b) Practical- Case study on Data warehouse for Bank and Insurance company		Practical Method	05
2	a) Theory- Data Warehouse Design and Usage: A Business Analysis Framework for Data Warehouse Design, Data Warehouse Design Process, Data	Students will familiar with Data	Lecture, PPT, Interactive	10

	Warehouse Usage for Information Processing, Data Warehouse Implementation.	Warehouse Design and Usage.	Methods	
	b) Practical- Case study on Data warehouse design for manufacturing business unit and finance ministry of state government		Practical Method	05
3	<p>a) Theory- Data Mining: Introduction to Data Mining, Data Mining Functionalities, Classification of Data Mining Systems, Major Issues in Data Mining. KDD.</p> <p>Getting to know your data: Data Objects and Attribute Types, Basic Statistical Descriptions of Data, Measuring Data Similarity and Dissimilarity.</p> <p>Data Preprocessing: An Overview, Data Cleaning, Data Integration, Data Reduction, Data Transformation</p>	Students will familiar with Data Mining	Lecture, PPT, Interactive Methods	10
	b) Practical-DM Applications in Customer Relationship Management (CRM), Retail, Telecommunication		Practical Method	05
4	<p>a) Theory-Data Mining techniques – Classification, Clustering, Decision Trees, Association Rule Mining, Sequence Mining Benefits of Data mining.</p>	Students will be familiar Data Mining techniques.	Lecture, PPT, Interactive Methods	10
	b) Practical- DM Applications in		Practical Method	05

	Banking and Finance etc			
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Reference Books:

- 1.Data Mining : Concept and Techniques Han Elsevier ISBN : 978938031913
2. Margaret H. Dunham , S. Shridhar Data Mining- Introductory and advanced topics Pearson education
- 3.Tom Mitchell- machine learning McGraw hill 1997
- 4.Data Mining Techniques-Arun k Pujari,2nd edition ,Universities Press.
- 5.Data Warehousing in the Real Wor;ld-Sam Aanhory & Dennis Murray Pearson Edn Asia.
6. Pang-Ning Tan, Michael Steinback, Vipin Kumar, “Introduction to Data Mining”, Pearson Education, 2008.
7. M.Humphires, M.Hawkins, M.Dy,“Data Warehousing: Architecture and Implementation”, Pearson Education, 2009.
8. Anahory, Murray, “Data Warehousing in the Real World”, Pearson Education, 2008.
9. Kargupta, Joshi,etc., “Data Mining: Next Generation Challenges and Future Directions”, Prentice Hall of India Pvt Ltd, 2007

Subject:- Advanced Web Technology .

Paper Code-M-18-108

Objective of Syllabus

1) Objectives- To impart the knowledge of Web Technology and its application areas .

Course Outcomes:

Students who complete this course should be able to:

1. Understand working of .Net framework.
2. Demonstrate concept of object oriented programming using C#.
3. Understand web controls and develop web application using ASP.Net.
4. Develop web based application using ADO.Net.

Sr. No.	Syllabus Unit (Under autonomy)	Learning Outcomes	Teaching Methods	Teaching Hours
1	a)Theory- Introduction to .Net Framework : Overview, Architecture, Features of .NET , Meta data, CLR, Managed and unmanaged code, CTS, CLS, .NET base classes, Introduction to Visual Studio .NET IDE, Types of JIT compiler.	Students will familiar with .NET framework	Lecture, PPT, Interactive Methods	10
	b) Practical- Practical based on DLL and exe.		Practical Method	05
2	a)Theory- Introduction to C#: Introduction to C#, program using command line arguments, Decision making statements, Looping statements, Global stack and heap memory, reference type and data type, casting implicit and explicit, Boxing and unboxing, pass by reference	Students will familiar with C#	Lecture, PPT, Interactive Methods	10

	and out parameters.			
	b) Practical- C# programs on – Even odd No, Prime No, Factorial, Swapping, program using out parameter.		Practical Method	05
3	a) Theory- Web development through ASP.Net: Understanding role of WEB server and WEB browser, HTTP request and response structure, Introduction to ASP, Types of server controls, Validation controls, Web forms life cycle, ASP.NET state management, deployment of web application through IIS.	Students will familiar with web development through ASP.NET.	Lecture, PPT, Interactive Methods.	10
	b) Practical- Implementation of web controls, web form validation		Practical Method	05
4	a) Theory- Database Connectivity through ADO.Net: Introduction to ADO.Net, Architecture of ADO.Net- Connected and Disconnected, DataReader, DataAdapter, DataSet, Connection, Command. Connectivity between ASP.Net and MS.Sql Server database.	Students will get the knowledge of Database Connectivity.	Lecture, PPT, Interactive Methods	10
	b) Practical- Database connectivity between ASP.Net and MS.Sql Server database and perform insert, update, search, delete operations on data.		Practical Method	05

Reference Books: •

1. B.M. Harwani, “Practical ASP.NET Projects”, SPD Publication
2. .NET programming Black Book, DreamTech Press
3. Beginning ASP.NET 4.5.1 in C# and VB Spaanjaars

Semester	I	Course	Web Designing and management Part I
Subject Name	Computer Fundamentals		
Subject Code			

Course Objective	
1.	Computer Fundamentals covers a foundational understanding of computer hardware, software, operating systems, peripherals etc. along with how to get the most value and impact from computer technology.
2	To learn the basic concept of C Programming
3	To understand how to use programming.
4	Student should be understand object oriented concept through C++

Sr.No.	Unitwise Content	Teaching methods	Teaching hrs
Unit I	Introduction to Computer 1.1 Introduction, Characteristics 1.2 History & Evolution 1.3 Organization of Computer 1.4 Generations & Types of computer 1.5 Computer Languages 1.6 Language Translators 1.7 Input Devices-KeyBoard, Mouse, Touch Screen 1.8 Output Devices-Monitor ,Screen Image Projector, Printer & its Types 1.9 Scanning Devices-Scanner, OMR, OCR, MICR. 1.10 Use of computer applications in current market	Lecture, ICT Based, Interactive	15
Unit II	Operating System 2.1 Definition, Types of O.S. 2.2 History and development of Windows /Ubuntu O.S. 2.3 Structure of O.S 2.4 Concept of shell, kernel, kernel-shell relationship 2.5 Windows DOS/Ubuntu Linux- Commands 2.6 Difference between Windows and Ubuntu O.S 2.7 Windows O.S. /Ubuntu Linux - Desktop Layout 2.8 Introduction to MS Office / Libre Office Components	Lecture, ICT Based, Interactive	15
Unit III	Beginning with Programming 3.1 Software Evolution 3.2 Difference between Procedure level programming& Object oriented programming 3.3 Object oriented programming paradigm 3.4 OOP's-Basic concepts 3.5 Benefits of OOPs 3.6 Applications of OOP's	Lecture, ICT Based, Interactive	15

Unit IV	Advanced Object Oriented Programming 4.1 Introduction to C++ 4.2 Tokens, Keyword, Operators& it's precedence 4.3 Control Structures 4.4 Array, Function & Pointer 4.5 Class, Object 4.6 Member Functions and Data members, Access specifiers	Lecture, ICT Based, Interactive	15
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	4.7 Constructor, Destructors 4.8 Inheritance- Definition, its types 4.9 Polymorphism-Definition, its types 4.10 Introduction to file handling, GUI, Templates		
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Reference Books:	
1.	Computer Fundamentals by P.K.Sinha and Priti Sinha.
2	Computer fundamentals by Rajaraman
3	The C programming Language by Ritchie and Kernighan.
4	let us C by Y.C. Kanetkar
5	C Programming by venugopal.
6	Object oriented programming with C++ - by E Balagurusamy
7	Object Oriented Programming with C++ by Robert Lafore.

Semester	I	Course	Web Designing and management Part I
Subject Name	Internet Programming		
Subject Code			

Course Objective	
1.	Course enables student to understand concept of Internet programming a
2	Course helps to develop web based applications using HTML, CSS, Java Script.

Sr.No.	Unitwise Content	Teaching methods	Teaching hrs
Unit I	Introduction to Internet Programming 1.1. Overview- HTTP Basics, Client Request, Server Response: HTTP Headers: 1.2. Session Management – Persistent connections. Cookies, General concepts on web server: Configuration and Administration : virtual hosting 1.3. General concepts of caching proxy server Web security , Digital signature ,Digital Certificates, Encryption and Authentication	Lecture, ICT Based, Interactive	10
Unit II	HTML 2.1. What is Markup language?, Basic Structure of HTML, Head Section and Elements of Head Section 2.2. Meta Tags, Css Tags, Script Tag, Table Tag, Div Tag, 2.3. Header Tags, Paragraph, Span, Pre Tags, Anchor Links and Named Anchors 2.4. Image Tag Object Tag, Iframe Tag 2.5. Forms, Form Tag, Attributes of Form 2.6. POST and GET Method, Fieldset and Legend 2.7. Text input, Text area, Checkbox and Radio Button, Dropdown, List and Optgroup 2.8. File Upload and Hidden Fields, Submit, Image, Normal, Reset Button 2.9. Creating a Live Website Form, HTML Validators 2.10. Introduction to HTML5 - Features of HTML5, HTML5 DocType, New Structure Tags, New Media Tags- Audio Tag, Video Tag, Introduction to HTML5 Forms, New Attributes, new types 2.11. Introduction to XML	Lecture, ICT Based, Interactive	30

Unit III	CSS 3.1. Introduction to Cascading Style Sheets 3.2. Types of CSS, CSS Selectors, Universal Selector, ID Selector, Tag Selector, Class Selector, Sub Selector, Child Combinatory Selector, 3.3. Adjacent Sibling Selector, Attribute Selector, Group selector, First-line and First-letter selector, Before and After Selector, CSS Properties, 3.4. Type Properties, Background Properties, Block Properties, Box Properties, List Properties, Border Properties, Positioning Properties,	Lecture, ICT Based, Interactive	30
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	<p>3.5. Real-time Implementation, Conversation of Table to CSS Layout, CSS Menu Design (Horizontal, Vertical), Form Designing</p> <p>3.6. CSS 3 - Introduction to CSS 3, New CSS 3 Selectors, New CSS3 Properties, CSS Gradients, CSS Multiple backgrounds, CSS Media Queries, Using CSS3 in Practical Layout</p>		
Unit IV	<p>Java Script</p> <p>4.1. Introduction to Client Side Scripting, Introduction to JavaScript, JavaScript Types, Variables in JS, Operators in JS</p> <p>4.2. Conditional Statements, Java Script Loops, JS Popup Boxes, JS Events, JS Arrays, Working with Arrays, JS Objects, JS Functions, Using Java Script in Real time, Validation of Forms, JS Animation , JS Image Maps, JS Timing, JS Create Object</p> <p>4.3. Related Examples</p>	Lecture, ICT Based, Interactive	20

Reference Books:	
1.	Javascript Bible" Danny Goodman, Michael I r "HTML the complete reference" Thomas A.
2	HTML, JavaScript, DHTML and PHP, Ivan Bayross, BPB publications, 2010 Edition
3	HTML Black Book, Steven Holzner, DreamTech Press, 2009 Edition
4	Web Technologies Black Book, Kogent Learning Solutions Inc., Dreamtech press, 2011 Edition

Semester	I	Course	Web Designing and management Part I
Subject Name	Practical based on Computer Fundamentals		
Subject Code			

Sr.No.	Content
1	Programs based on Libre Office/MS-Office.
2	Implement various display properties by right clicking on the Ubuntu Desktop.
3	Adding and removing software and hardware
4	Setting date and time, Screen saver and appearance.
5	Search file
6	DOS OS/Ubuntu Linux-Commands
7	using printf(), scanf() statement in C++ and using cin ,cout statement in C++
8	Programs based on control statements.
9	Programs based on Operators
10	Program based on Array.
11	Program based on Function.
12	Program based on Pointer.
13	Programs based on Class.
14	Programs based on Constructor, destructor.
15	Program based on Inheritance.

Semester	I	Course	Web Designing and management Part I
Subject Name	Practical based on Internet Programming		
Subject Code			

Course Objective	
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Sr. No.	Unitwise Content
Unit I	1. Programs based on singular and paired tags, formatting tags, list tags, 2. Programs based on marquee, hyperlink, image maps 3. Program based on frame tags 4. Programs based on CSS, cross browser testing
Unit II	1. Programs based on creating forms, inputting values 2. Programs based on drop down and list box, text area, password 3. Program based on action buttons, radio, checkbox 4. Programs based on control statements 5. Programs based on event handling and built in functions 6. Programs based on HTML5 new tags, attributes, types
Unit III	1. Program based on validations 2. Programs based on control statements (branching and looping) 3. Programs based on GET and POST method 4. Programs based on database handling 5. JS Popup Boxes, JS Events, JS Arrays, JS Objects, JS Functions
Unit IV	Mini Project

Semester	I	Course	Web Designing and management Part I
Subject Name	Personality Development		
Subject Code			

Course Objective	
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Sr.No.	Unitwise Content	Teaching methods	Teaching hrs
Unit I	SELF ANALYSIS (T)		
Unit II	CREATIVITY (T)		
Unit III	ATTITUDE (T)		
Unit IV	MOTIVATION (T&P)		
Unit V	GOAL SETTING (T)		
Unit VI	INTERPERSONAL SKILLS (T&P)		
Unit VII	LEADERSHIP AND STRESS MANAGEMENT(T&P)		
Unit VIII	CONFLICT RESOLUTION AND DECISION MAKING(T&P)		

Reference Books:	
1	SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications.
2	Covey Sean, Seven Habit of Highly Effective Teens, New York, Fireside Publishers, 1998.
3	Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998
4	Thomas A Harris, I am ok, You are ok , New York-Harper and Row, 1972
5	Daniel Goleman, Emotional Intelligence, Bantam Book, 2006
6	Dorch Patricia. What are Soft Skills? New York: Exe.Dress Publishers,2013
7	Kamin Maxine.Soft Skills Revolutions: A Guide for Connecting with Compassion for Trainers,Teams and Leaders.Washington,D.C: Pfeiffer and Company,2013

Semester	I	Course	Web Designing and management Part I
Subject Name	Management Information System		
Subject Code			

Course Objective	
1.	To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business
2	To learn to use Information Technology to gain competitive advantage in business

Sr.No.	Unitwise Content	Teaching methods	Teaching hrs
Unit I	<p>1.1 Management Information Systems: Need, Purpose and Objectives - Data, Information, Knowledge – Types of Information Systems - Information as a strategic resource - Use of information for competitive advantage</p> <p>1.2 Information, Management and Decision Making– Models of Decision Making - Classical, Administrative and Herbert Simon's Models - Attributes of information and its relevance to Decision Making - Types of information</p>	Lecture, ICT Based, Interactive	15
Unit II	<p>2.1 Information Technology Infrastructure– Information Systems Architecture – Mainframe, Client Server, Web Based, Distributed, Grid, Cloud - Overview of Hardware, Software, Storage and Networking Devices – Networks Types - Topologies of Networks</p> <p>2.2 Data Base Management Systems – Data Warehousing and Data Mining, Web Mining</p> <p>2.3 Digital firm Perspective: MIS Model for a digital firm – Organization Structure for digital firm – e-Business Models and Applications – Mobile computing, Call Centres, BPO</p>	Lecture, ICT Based, Interactive	15

Unit III	<p>3.1 Systems Analysis and Design – Systems Development Life Cycle - Alternative System Building Approaches - Prototyping - Rapid Development Tools - CASE Tools – Object Oriented Systems (Only introduction to these tools & techniques)</p> <p>3.2 Decision Support Systems – Group Decision Support Systems - Executive Information Systems - Executive Support Systems - Expert Systems and Knowledge Based Expert Systems - Artificial Intelligence</p> <p>3.3 Management Issues in MIS – Information Security and Control - Quality Assurance - Ethical and Social Dimensions - Intellectual Property Rights as related to IT Services / IT Products - Managing</p>	Lecture, ICT Based, Interactive	15
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	Global Information Systems		
Unit IV	4.1 Applications of MIS Applications of MIS in functional areas as well as in the service sector should be covered with the help of minimum 5 case studies	Lecture, ICT Based, Interactive	15

Reference Books:	
1.	James A O'Brien, "Management Information Systems", Tata McGraw Hill, Fourth Edition, 1999.
2.	Effy Oz, "Management Information Systems", Vikas Publishing House, Third Edition, 2002.
3.	Kenneth C Laudon and Jane P Laudon, : Management Informatio System:, 9th Edition, PHI,New Delhi, 2006.
4.	Waman S Jawadekar, “ Management Information System Text and cases”, Third Editions, Tata Mc Graw-Hill, 2007.
5.	R.Srinivasan, Strategic Management, II edition, Prentice Hall of India, New Delhi.
6.	Senthil, M. Management Information System, 2003.

Semester	I	Course	Web Designing and management Part I
Subject Name	System Analysis & Design		
Subject Code			

Course Objective	
1.	This course enables students to understand system concepts and its application in Software development.

Sr.No.	Unitwise Content	Teaching methods	Teaching hrs
Unit I	Introduction to System 1.1 Introduction – System Concepts 1.2 System Definition 1.2 Characteristics of System 1.3 Types of System 1.4 Needs for Software Engineering 1.5 Software Characteristics 1.6 Software Qualities	Lecture, ICT Based, Interactive	15
Unit II	Requirement Analysis 2.1 Introduction – Requirement Analysis 2.2 Role of System Analyst –Skills 2.3 Feasibility Study 2.4 SDLC 2.5 Fact Finding Techniques 2.6 User transaction & decision requirement 2.7 Software requirement specification	Lecture, ICT Based, Interactive	15
Unit III	System Design& CASE Tools 3.1 Introduction - System Design 3.2 Input Design – Guidelines for input design, Making data entry screens 3.3 Output Design – Guidelines for output design , Making Reports & its types 3.4 Introduction- Structured System Design 3.5 FDD,DFD & ERD 3.6 Introduction to UML- -Class ,Object, Activity, Sequence, Use Case diagram 3.7 CASE Tools 3.8 Case Study on- Library Management System, College Management System	Lecture, ICT Based, Interactive	15
Unit IV	Software Testing & Maintenance 4.1 Introduction - Software Testing, Definition-Testing, Needs for testing 4.2 Types of testing 4.3 Testing Documentation 4.4 Introduction - Maintenance 4.5 Types of Maintenance 4.6 Cost of Maintenance 4.7 Maintenance Activities 4.8 Software Re-engineering	Lecture, ICT Based, Interactive	15

Reference Books:

1.	Software Engineering – K K Agrawal New Age International Publishers
2	Software Engineering – Rajib Mall, PHI Publication
3	System Analysis and Design - Elias M. Awad
4	Engineering MIS for Strategic Business Process - Arpita Gopal
5	Analysis and Design of Information System - James A Sen.

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Semester	I	Course	Web Designing and management Part I
Subject Name	PHP using MYSQL		
Subject Code			

Course Objective	
1	To learn basic knowledge of PHP programming.
2	To learn object oriented programming.
3	To learn server side scripting.
4	To learn basic concept of MYSQL database

Sr.No.	Unitwise Content	Teaching methods	Teaching hrs
Unit I	Introduction to PHP 1.1 History, Basic of PHP 1.2 Web Browser, Web Server Installation -Wamp, Xampp, MYSQL Database- Definition Database 1.3 Handling HTML and PHP Page, ECHO statement 1.4 PHP Fundamentals- Variables ,Data types, Operators, Comments, Control structure 1.5 Arrays - Creating arrays ,Types of arrays 1.6 Functions - Function Definition & its types, arguments and return values, Internal function, Static variables 1.7 String - Introduction to String ,String functions –String Pattern, Matching, Extracting, Searching, Replacing	Lecture, ICT Based, Interactive	25
Unit II	Object Oriented Concept in PHP 2.1 Getting started 2.2 Concept of class and object 2.3 Implementing inheritance 2.4 Method Overriding 2.5 Magic function	Lecture, ICT Based, Interactive	15
Unit III	File Handling & Advanced Features in PHP 3.1 Introduction to File 3.2 Opening files, Closing files 3.3 Reading files Writing files 3.4 Locking files 3.5 File upload & download 3.6 Advanced Features-Date, Include, Email, Secure email, Error 3.7 PHP exception , PHP filter	Lecture, ICT Based, Interactive	25
Unit IV	Working with forms in PHP and MYSQL Database 4.1 Global and environmental variable 4.2 Script to accept user input 4.3 State Management -Session, Cookies 4.4 GET and POST method 4.5 MYSQL Database- Database concept, Databases connection 4.6 Data types, Command -DML,DDL ,constraints, clause-Select, OrderBy, GroupBy,Having,limit,Functions,Joins	Lecture, ICT Based, Interactive	25

Reference Books:	
1.	PHP Reference: Beginner to Intermediate PHP5- Mario Lurig
2	PHP: A Beginner's Guide - Vikram Vaswan
3	PHP Object – Oriented Solutions - David Powers
4	Learning PHP 5- David Sklar
5	Build Your Own Database Driven Web Site Using PHP & MySQL - Kevin Yank
6	Modern PHP: New Features and Good Practices - Josh Lockhart
7	PHP: Learn PHP in 24 Hours or Less – A Beginner's Guide To Learning PHP
8	Programming Now - Robert Dwight
9	Website: https://www.w3schools.com/
10	Website: https://www.devguru.com/

DDGC

Semester	I	Course	Web Designing and management Part I
Subject Name	Bootstrap		
Subject Code			

Course Objective	
1.	To learn how to beautify your website by using in build modules
2	To gain the knowledge to create web pages common to all web applications, and implement the most frequently used components and classes provided by Bootstrap

Sr.No.	Unitwise Content	Teaching methods	Teaching hrs
Unit I	Introduction 1.1. history 1.2. why bootstrap 1.3. packages in bootstrap 1.4. file structure 1.5. html template 1.6. bootstrap source code	Lecture, ICT Based, Interactive	20
Unit II	Grid system 2.1. what is grid 2.2. about bootstrap grid system 2.3. grid options, grid structure 2.4. stacked to horizontal 2.5. medium and large device - mobile, tablet, desktop 2.6. offset columns, nesting columns 2.7. Bootstrap css 2.8. Typography 2.9. headings, tables, forms, buttons, images, icons	Lecture, ICT Based, Interactive	25
Unit III	Bootstrap components 3.1. Dropdown 3.2. navigation elements 3.3. pagination 3.4. pager 3.5. labels 3.6. badges 3.7. Breadcrumb 3.8. Thumbnail	Lecture, ICT Based, Interactive	20
Unit IV	Bootstrap javascript plugins 4.1. modal 4.2. dropdown methods 4.3. scrollspy 4.4. toggle tabs 4.5. tooltips 4.6. popover 4.7. alerts	Lecture, ICT Based, Interactive	25

Reference Books:	
1.	Riwanto Megosinarso, "Step by Step Bootstrap 3: A Quick Guide to Responsive Web Development Using Bootstrap 3", PACKT publication
2	Snig Bhaumik, "Bootstrap Essentials", PACKT publication, 2015
3	Jake Spurlock, "Bootstrap", O'Reilly Publication, 2013
4	https://getbootstrap.com/docs/4.1/getting-started/introduction/

Semester	I	Course	Web Designing and management Part I
Subject Name	Practical based on PHP using MYSQL		
Subject Code			

Sr.No.	Unitwise Content
1	Installation Wamp and Xampp server
2	Simple Program Using HTML file and PHP
3	Program based on Control Statement
4	Program based on Array
5	Program based on functions
6	Program based on String
7	Program based on OOP's concept
8	Program based on file handling
9	Program based on E-mail
10	Program based on Error
11	Program based on exception handling
12	Program based on PHP filter
13	Program based on Session, Cookies
14	Program based on GET,POST method
15	Program based on Handling MYSQL Database
16	Program based on DDL & DML
17	Program based on Constraints, Clauses
18	Program based on joins
19	Mini Project