

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
Chhatrapati Sambhajanagar.



CIRCULAR /SU/CM/Basket/NEP-2020/College/106/2024

It is hereby inform to all concerned that, on recommendation of the Dean, Faculty of Commerce & Management; **the Academic Council at its meeting held on 08.04.2024 has accepted the “Basket of Generic/Elective Courses (For the Students of other Faculties)” as per direction by the state government letter dated on 13 March 2024 and Norms of National Education Policy-2020** under the Faculty of Commerce & Management **run at the all Affiliated Colleges, Dr. Babasaheb Ambedkar Marathwada University as per appended herewith.**

This is retrospective effect from the Academic Year 2024-25 and Onwards as per appended herewith.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action

University Campus,
Aurangabad-431 004.

REF.NO. SU/COM/2024-25/213-22

Date:- 04-06-2024.

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*Deputy Registrar,
Academic Section
Syllabus unit.*

Copy forwarded with compliments to :-

- 1] **The Principal all concerned affiliated colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Director, University Network & Information Centre, UNIC, with a request to upload this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

**Dr. Babasaheb Ambedkar Marathwada University,
Chhtrapati Sambhajinagar.**



Student from faculty of Commerce & Management will be selecting GE/OE from the Basket II of other three faculties.

- I. Faculty of Science & Technology
- II. Faculty of Humanities
- III. Faculty of Interdisciplinary-Studies

Student from other three Faculties i.e. Faculty of Science & Technology, Faculty of Humanities, Faculty of Interdisciplinary-Studies may select GE/OE from the following list of subject.

**Basket for GE/OE
Faculty of Commerce & Management**

SEM	GE/OE
I	
	Basic of Accounting
	Basic of Finance
	Basics of Entrepreneurship
	E-Business
	Personal Wealth Management
	Office Organization and Management
	Digital Electronics
	Tally
	Entrepreneurship Development
	Operating System
	Computer Hardware
II	Basics of Marketing
	Fundamentals of Stock Marketing
	E-Retailing
	E-Advertising
	Personnel Administration
	Financial Literacy
	Fundamental of Banking
	Fundamental of E-Commerce
	DSS & MIS

Total Credit : 02
Maximum Marks : 50

Total Contact Hours : 30 Hrs

GE/OE-01 : Basics of Accounting		
Total Credit : 02 Maximum Marks : 50		Total Contact Hours : 30 Hrs
Learning Objectives of the Course 1) Give the basic subject knowledge to the students about Basics of Accounting. 2) To acquaint the students with Basic Accounting concepts, and its application in the company. 3) To make the students aware about Accounting job opportunities in the corporate sector. Course Outcomes (COs): 1) Students understand concept of Basic Accounting and apply the knowledge in own business. 2) Students get the job opportunities in the company due to the knowledge of Basics of Accounting. 3) Students demonstrate ability to work at all sectors and stand in the professional life.		
Module No.	Topics / Actual contents of the Syllabus	Contact Hours
I	Introduction; Basic Accounting concepts, Accounting rules, kinds of Accounts, double entry systems, keeping the all books.	10 Hrs
II	Recording of Transactions. Billing, Vouching, preparation of Journal entries, ledger posting, and balance of ledger for trial balance for final accounting process, and preparation of financial statements and Final Accounts.	10 Hrs
II	Maintaining the subsidiary Books: Cash Book,, Purchase Book, Sales Book, Inventory records, Tax Excise and other statutory financial liabilities, Filing the various returns etc.	10 Hrs
Total Weightage : : 50 Marks		
Semester End Examination (S.E.E.) : 30 Marks		
Continuous Internal Evaluation (C.I.E.) : 20 Marks		

REFERENCE BOOKS:

- 1) Grewal, T.S. : Double Entry Book Keeping,
- 2) Gupta and Radhaswamy : Advanced Accountancy,
- 3) Gupta R.L. Advanced Accountancy,
- 4) Jain & Narang : Advanced Accountancy,
- 5) Shukla & Grewal : Advanced Accountancy

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B.Com First Year Semester I
Syllabus as per NEP 2020 w.e.f. Academic Year 2024-25

GE/OE-1: Basics of Finance

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
2	30 Hours	2
CO 1: To understand the Fundamental Concepts and Principles of Finance.		
CO 2: To Develop Basic Financial Management Skills for Personal and Business Purpose		
Unit No.	Contents	No. of Hours
I	Introduction to Finance: Definition, Nature and Scope of Finance, Role of Finance in Business & Personal Life, Goals of Financial Management, Time Value of Money: Future Value and Present Value Concept, Calculation of Compound Interest.	10
II	Investment Decision-Making: Evaluating Investment Opportunities, NPV, IRR, Risk and its Types. Relationship Between Risk and Return	10
III	Financial Management: Cost of Capital. Capital Structure. Working Capital Management, Understanding Financial Statements, Financial Markets and Institutions.	10
Total Weightage : 50 Marks		
Semester End Examination (S.E.E.) : 30 Marks		
Continuous Internal Evaluation (C.I.E.) : 20 Marks		
Suggested Readings: 1. Imran, Ahsan Jamil, Azharuddin. Basic Finance, Shabdadana Publication. 2. Amit Kumar Singh, Rohit Kumar Shrivastav. Finance for Everyone. Taxmann Publication 3. Vanita Tripathi. Basic Financial Management. Taxmann Publication		

Dr. Ubaid Memon

Dr. L. D. Puri
 DR. V. S. Puri

Dr. G. N. Kathar

GE/OE-1©: Basics of Entrepreneurship

Total Credits: 2
Maximum Marks: 50

Total Contact Hours: 30 Hrs

Learning Objectives of the Course:

- i) To Create Awareness Amongst Students about Entrepreneurship
- ii) To provide knowledge about setting up an enterprise.
- iii) To provide information about institutional support for entrepreneurship development.

Course Outcomes (COs):

After completion of the course, students will be able to-

- i) To select a business idea
- ii) To prepare a project report
- iii) To register a unit (Udyog Aadhar Number)

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Concept of Entrepreneur Definition, Characteristics and functions of entrepreneur. Concept of Entrepreneurship Definition, importance, challenges, and barriers of entrepreneurship	Hrs
II	Setting up a Venture: Business idea generation, Selection of business idea, preparation of project report, Registration of a unit (Udyog Aadhar Number)	Hrs
III	Institutional Support for entrepreneurship Development: Central Level: NISESBUD, SIDBI, EDII, KVIC, State Level : DIC, MIDC, MCED, Role of Commercial Banks, Incubation Centers.	Hrs

Internal Assessment: Case Studies of Successful entrepreneurs, Preparation of Project report,

Reference Books:

1. Dr. S.S. Khanka, "Entrepreneurship Development" S. Chand Publication, 2016.
2. E. Gordon K. Natarajan, "Entrepreneurship Development", Himalaya Publishing House, 2016.
3. G.S. Sudha, "Fundamentals of Entrepreneurship" Ramesh Book Depot.
4. Entrepreneurship Management: Vasant Desai, Himalaya Publications, 2011
5. Makarand Upadhyaya and Saveeta Pawar, "Entrepreneurship" New Century Publications, New Delhi, 2022

G. Khanka

E. Gordon K. Natarajan

G.S. Sudha

Vasant Desai

GE/OE-1: (A) E-BUSINESS

Course Code: ECOM106T(A)

Total Credits: 02

Total Contact Hours: Th-30 Hrs

Maximum Marks: 50

Learning Objectives of the Course:

1. To equip students with understanding of various e-business models
2. To analyse the role and relevance of e-marketplaces
3. To equip students with knowledge of e-Auctions

Course Outcomes (COs):

After completion of the course, students will be able to-

1. Recognize and describe the concepts of e-Business models, e-marketplaces, and e-Auctions
2. Explain the key characteristics of e-markets
3. Recognize and critically discuss the ethical and social issues in online and e-Business.
4. Design e-Business applications to handle the general operations and management of an online business.

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Introduction to E-Business: Concepts of e-Commerce and e-Business, Types of EC transactions, e-Business Models, Elements of e-Business Models, Internet Marketing and e-Tailing, Mobile Commerce	12 Hrs
II	E-Marketplaces: Concept of e-Marketplace, Functions, types and their features.	08 Hrs
III	e-Auctions: Concept, characteristics, benefits, limitations and impacts of E-auctions. E-Commerce in the wireless environment.	10 Hrs

Text Books:

1. Chaffey, Dave, Digital Business and E-Commerce Management: Strategy, Implementation and Practice, 6th Edition, Pearson, 2014.
2. Kalakota, R. and Whinston, A., Frontiers of Electronic Commerce, Pearson, 2011.
3. R. G. Saha, E-Business, IIPM, 10th Edition

Reference Books:

1. Laudon, Ken and Traver, Carol Guercio, E-Commerce 2016, 12th Edition, Pearson, 2016.
2. Schneider, Gary, Electronic Commerce, 12th Edition, Course Technology, 2016.
3. Strauss, Judy and Frost, Raymond D., E-Marketing, 7th Edition, Routledge, 2013.

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GE/OE-1: (B) PERSONAL WEALTH MANAGEMENT

Course Code: ECOM106T(B)

Total Credits: 02

Total Contact Hours: Th- 30 Hrs

Maximum Marks: 50

Learning Objectives of the Course:

1. To acquaint students with principles of personal finance and planning.
2. To develop skills in budgeting, saving, investment and managing debt.

Course Outcomes (COs):

After completion of the course, students will be able to-

1. Understand the need and relevance of planning of personal finances
2. Orient students with basic concepts of saving, investment,
3. Effectively use modern office automation tools,

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Introduction Definition and importance of personal wealth Financial goal setting and decision making Assessing personal wealth wellness	6 Hrs
II	Budgeting and Expense Management Creating a personal budget Tracking expenses and identifying spending patterns Strategies for reducing expenses and increasing savings	8Hrs
III	Saving, Investment and Emergency Funds Importance of saving for emergencies and future goals Types of savings accounts and investment avenues Establishing and maintaining an emergency fund Tax relief giving investment avenues	8 Hrs
IV	Debt Management Understanding different types of debt (e.g., credit card debt, student loans) Debt repayment strategies and consolidation options Avoiding and managing debt effectively	8 Hrs

Text Books:

1. Sinha M. Financial Planning
2. Madura J., Personal Finance

OPEN ELCTIVE GE/OE-1 OFFICE ORGANISATION AND MANAGEMENT

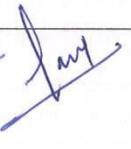
Subject Title	Office Organisation and Management			
Subject Ref. No.	GE/OE 1	No. of Credits		2
		No. of Periods / Week		2
		Assignments / Sessional		20
		Semester Examination		30
Course Objectives At the end of the course, students will be able to:				
1)	Student will be able to explain the meaning, importance and functions of office work with other departments			
2)	Student will be able to understand the different office working environment			
3)	Students would be able to elaborate the importance of office records.			

Pre Requisite	The students are expected to know about the basics of organizational office Environment.	Number of Lectures
Unit – I	Office management – meaning importance, function and relations of the office with other departments. Office organization – Centralization and decentralization of office services – merits and demerits, allocation and distribution of office work. Office accommodation and layout – office location office layout, office building – their objectives and principles.	10
Unit-II	Office organization and environment – Nature objectives internal and external environment, working facilities – lighting, seating, recreational facilities, safety and sanitary arrangement and pollution control etc. Office correspondence – incoming and outgoing correspondence procedures and types of office post. Office communication – meaning, importance, types, internal and external communication.	10
Unit – III	Records and maintenance – meaning, significance essentials of a good filing system, traditional and modern filing methods and equipment. Index – meaning, objectives and methods. Office forms – meaning, significance, types and essentials of form designing.	10

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Recommended Books	• Office Management and Procedure by RK Sharma, Shashi Gupta and Sushil Nayar; Kalyani Publication, Ludhiana. • Office Management by PK Gupta. • Office Management by Ghosh and Aggarwal. • Office Management by Gupta, Bansal, Jain and Malik. • Modern Office Management by Dr. IM Sahai. • Office Management and Procedure by Singh and Chhabhria; Dhanpat Rai and Sons, New Delhi • Manual of Office Management and Correspondence by BN Tondon; S Chand and Co., Ram Nagar, New Delhi.	
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Generic Elective / Open Elective
Select any one from BCM107T (A) to BCM107T (C)

Subject Title	Digital Electronics		
Subject Ref. No.	BCM104T (A)	No. of Credits	2
		No. of Periods / Week	30 / 2
		Assignments / Sessional	20
		Semester Examination	30

Course Objectives

The main objective of this course is To acquire the basic knowledge of digital logic levels and application of knowledge to understand digital electronics circuits.

Course Outcomes (COs)

At the end of the course, students will be able to:

CO-1	Examine the structure of number systems and perform the conversion among different number systems
CO-2	Became familiar with the digital signal, positive and negative logic, Boolean algebra, logic gates, logical variables, the truth table,
CO-3	Illustrate reduction of logical expressions using Boolean algebra, k-map and tabulation method and implement the functions using logic gates
CO-4	realize combinational circuits for given application

Pre Requisite	There is no prerequisites for attending this course	No of Lecture
Unit – I	Number Systems Analogue versus Digital ,Number Systems , Decimal Number System, Binary Number System, Octal Number System, Hexadecimal Number System, 1's Complement & 2's Complement subtraction, Conversion Binary - Decimal, Octal-Decimal, Hexadecimal-Decimal, Decimal-Binary, Decimal-Octal, Decimal-Hexadecimal, Binary - Octal, Octal - Binary, Hex - Binary, Binary - Hex, Hex - Octal and Octal - Hex. Binary Codes & Digital Arithmetic Binary Coded Decimal (BCD), BCD-to-Binary, Binary-to-BCD Conversion, ASCII code, Basic Rules of Binary Addition and Subtraction, Binary Addition, Multiplication, Subtraction Using 1's & 2's Complement, Binary Division	10

Unit – II	Logic Gates & Boolean Algebra Positive and Negative, Truth Table, Logic Gates, OR Gate, AND Gate, NOT Gate, EXCLUSIVE-OR Gate, NAND Gate, NOR Gate, EXCLUSIVE-NOR Gate, Universal Gates. Introduction to Boolean Algebra, Postulates of Boolean Algebra, Theorems of Boolean Algebra, Simplification Techniques Sum-of-Products Boolean Expressions, Product-of-Sums Expressions, Σ and Π Nomenclature, Karnaugh Map Method, Construction of a Karnaugh Map, K Map for 2, 3 & 4 variables, rolling & Overlapping, Don't care condition	12
Unit – III	Arithmetic Circuits Combinational Circuits, Implementing Combinational Logic, Arithmetic Circuits Basic Building Blocks, Half-Adder, Full Adder, Half-Subtractor, Full Subtractor, Adder-Subtractor, Arithmetic Logic Unit (ALU).	08
	Total – Lecture	30
Text Books	1) Digital Electronics Principles, Devices and Applications By Anil K. Maini, John Wiley & Sons, Ltd 2) Digital Electronics & Micro- Computer R.K Gaur Dhanpat Rai Publication 3) Modern Digital Electronics By R.P Jain MC Graw Hill Publication	
Additional Reference Books	Digital Fundamentals by Thomas L. Floyd, Pearson Education Limited	



Subject Title	Tally		
Subject Ref. No.	BCM107T – (B)	No. of Credits	2
		No. of Periods / Week	30 / 2
		Assignments / Sessional	20
		Semester Examination	30
Course Objectives The main objectives of this course is to understand the concepts of computerized accounting , perform financial transactions , generate financial reports and prepare GST compliance using Tally			
Course Outcomes (COs) At the end of the course, students will be able to:			
CO-1	Understand the fundamentals of Computerised Accounting		
CO-2	Use Tally to create and maintain company data		
CO-3	Record Financial Transactions and generate Reports in Tally		
CO-4	Use Tally for GST Compliances and other functions		
Pre Requisite	None		Number of Lecture
Unit – I	Introduction to Computerised Accounting Accounting Softwares, Customised& Prepackaged, Codification & Classification Accounting in Tally Creation of company, setting up chart of accounts, creating inventory masters		10
Unit – II	Accounting Records in Tally Creating vouchers, posting transactions, and generating invoices and other financial reports GST Compliance in Tally Prime Creating GST masters, registering for GST, and filing GST returns		10
Unit – III	Other functionalities of Tally Payroll and other HR functions of Tally, Credit &Cashflow Management, Forecasting & Budgeting using Tally		10
	Total Lectures		30
Text Books	1. Asok K Nadhani, “Mastering Tally PRIME”, BPB Publications		
Additional Reference Books	1. Tally Prime User Guide 2. Tally Prime GST Guide 3. Tally Prime for Beginners		

Subject Title	Entrepreneurship Development		
Subject Ref. No.	BCM107T – (C)	No. of Credits	2
		No. of Periods / Week	30 / 2
		Assignments / Sessional	20
		Semester Examination	30

Course Objectives:

1. To impart the knowledge of Entrepreneurship Development among students.
2. To understand the basic concepts of Entrepreneurship development.
3. To understand the Government policies on entrepreneurship.
4. Understanding of Start-Ups, New Ventures in Business.

Course Outcomes (COs)

At the end of the course, students will be able to:

CO-1	Students will be able to identify, analyze and express one's own stance on social responsibility and ethics of business circumstances.
CO-2	Students will be able to cogitate on evolution, functions and principles of Management, and comprehensively grasp managers' tasks such as planning, decision-making, directing, negotiating and problem-solving.
CO-3	This subject will help to develop cognizance of the importance of human behavior and analyze the complexities associated with management of the group behavior in the organization.
CO-4	Students will be able to understand the traits, dimensions, and styles of effective leaders and, the relationship between strategic, tactical, and operational plans for effective Management

Pre Requisite	None	Number of Lecture
Unit – I	Entrepreneur: meaning- Importance, Qualities, nature, types, traits, culture, similarities and economic and differences between Entrepreneur and Intrapreneur. Entrepreneurship development-its importance- Role of Entrepreneurship -Entrepreneurial environment	10
Unit – II	Entrepreneurship Development and Government: Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available.	10
Unit – III	Challenges to Woman Entrepreneurs, Achievements of Woman Entrepreneurs, Role Models of Woman Entrepreneurs, Women Entrepreneurs Problems and Prospects Creating and starting the venture - Steps for starting a small industry -	10



	selection of types of organization - International entrepreneurship opportunities. MSMEs: Small Business: Concept & Definition, Role of Small Business in the modern Indian Economy, Small entrepreneur in International business	
	Total Lectures	30
Text Books	1.Vasanth Desai "Dynamics of Entrepreneurial Development and Management Himalaya Publishing House ISBN 81-7014-619-4 2. 2. N.P.Srinivasan&G.P.Gupta," Entrepreneurial Development ", Sultanchand&Sons. ISBN: 8185386196.	
Additional Reference Books	1.Robert D.Hisrich, Michael P.Peters, "Entrepreneurship Development, Tata McGraw Hill edition ISBN : 1259001636.	



Dr. Babasaheb Ambedkar Marathwada University, Unnatrapau
Sambhajinagar
Faculty of Commerce & Management
Bachelor of Computer Applications (BCA) Honours

GENERIC / OPEN ELECTIVE LIST with Syllabus
Academic Year 2024-2025

SYLLABUS

GE-1/ OE-1 Semester – I (Operating System)

Subject Title	Operating System													
Subject Ref. No.	:	No. of Credits		2										
		No. of Periods / Week		30 / 2										
		Assignments / Sessional		20										
		Semester Examination		30										
Course Objectives The main objective of this course to provide role & basic operations of operating system, memory management & types of Operating System Course Outcomes (COs) At the end of the course, students will be able to: <table><tr><td>CO-1</td><td>Understand the main components and Structure of Operating System& their functions.</td></tr><tr><td>CO-2</td><td>Analyze various ways of Process Management& CPU Scheduling Algorithms.</td></tr><tr><td>CO-3</td><td>Evaluate various device and resources like Memory, Time and CPU Management techniques in distributed systems.</td></tr><tr><td>CO-4</td><td>Apply different methods for Preventing Deadlocks in a Computer System.</td></tr><tr><td>CO-5</td><td>Execute basic operations over the UNIX operating system.</td></tr></table>					CO-1	Understand the main components and Structure of Operating System& their functions.	CO-2	Analyze various ways of Process Management& CPU Scheduling Algorithms.	CO-3	Evaluate various device and resources like Memory, Time and CPU Management techniques in distributed systems.	CO-4	Apply different methods for Preventing Deadlocks in a Computer System.	CO-5	Execute basic operations over the UNIX operating system.
CO-1	Understand the main components and Structure of Operating System& their functions.													
CO-2	Analyze various ways of Process Management& CPU Scheduling Algorithms.													
CO-3	Evaluate various device and resources like Memory, Time and CPU Management techniques in distributed systems.													
CO-4	Apply different methods for Preventing Deadlocks in a Computer System.													
CO-5	Execute basic operations over the UNIX operating system.													

Pre Requisite		Number of Lecture
Unit – I	Introduction: What Operating Systems do, Computer system organization, Computer system architecture, Operating system structure? System Structure: Operating system services, User operating system interface, System Calls, Types of System Calls, Overview of UNIX Operating System, Basic features of Unix operating	10

	system.	
Unit – II	Process Concept: Process Concept, Process Scheduling, Operation on Process. Process Scheduling: Basic Concepts, Scheduling Criteria, Scheduling Algorithms. Synchronization: Background, The critical section problem. Semaphores: Usage, Implementation, Deadlocks and Starvation, Classic problems of synchronization. Deadlocks: Deadlock Characterization, Deadlock Prevention	8
Unit – III	Memory Management: Background, Basic hardware, Address Binding, Swapping, Contiguous memory allocation, Paging: Basic Method, Hardware Support, Protection, and Memory Management in UNIX. Files and Directories in UNIX, File Structure, File System Implementation of Operating System Functions, File permission, Basic Operation on Files.	12
	Total Lectures	30
Text Books	1. Operating system Concepts: Abraham Silberschatz, Peter B. Galvin, Greg Gagne, 8th Edition, Wiley. 2. Unix and shell Programming by B.M Harwani, OXFORD University Press.	
Additional Reference Books	1. Principles of Operating Systems by Naresh Chauhan, OXFORD University Press . 2. Unix Concept and application- Sumitabhadas 3. Unix Shell Programming-YashwantKanetkar	



GE-1/ OE-1 Semester – I (Computer Hardware)

Subject Title	Computer Hardware		
Subject Ref. No.		No. of Credits	2
		No. of Lectures / Week Theory	30/ 2
		Assignments / Sessional	20
		Semester Examination	30

Course Objectives

Indicate the names and purposes of hardware ports and motherboard components.
Identify the names and distinctive characteristics of various types of input and output devices.
Describe how the CPU processes data and instructions while controlling the operation of all other devices.

Course Outcomes (COs)

CO-1	Identify and describe the functions of essential computer components:
CO-2	Assemble and repair Desktop Computer with all its hardware components, Troubleshoot common computer hardware problems
CO-3	Install different Operating System and all other application software, Customize Operating System and maintenance of system application software
CO-4	Install Printer, Scanner and troubleshoot their faults.

Prerequisite	No prerequisite knowledge required.	Number of Lecture
Unit – I	History and Generations of Computer, Architecture of the Computer, Description of Different parts of a compute, System Software and Application Software.AC and DC, functions of various computer hardware components, CPU, Motherboard, Memory, Storage Devices, input / output devices, SMPS Features, Functions, Types of SMPS, Introduction to BIOS/CMOS Setup, Demonstration of BIOS/CMOS Configuration (Date, Time, Enable/Disable Devices), , Booting Sequence/Boot Order	10

Unit – II	Definition and types of Operating Systems. Functions & Features of OS, Installation of Windows 8.1, 10, 11 Activation and Automatic Updating procedures, Disk Management, Defragmentation. Partitioning of Hard Drive/ SSD - Primary, Extended, Logical partitions using Partition Tools in Windows, Definition of CPU, Architecture, different generation CPU, Introduction to RAM, ROM, Cache Memory, Buffer Memory, Virtual Memory, Introduction to HDD & SSD, Types, Functioning of HDD, Install & connect accessories like optical drive, keyboard, mouse, monitor, Printer and troubleshoot them	10
Unit – III	Identify the front and rear panel controls and ports on a PC. Power Supply Connections. Motherboard Connections. Motherboard Components, Installation of a PC–Removing and Installing Power Supply, the Processor, the Motherboard, RAM, ROM, Hard Drive, Fans, Video Card, Expansion Cards, a CPU Cooler. Troubleshooting, About SMPS and its cable, Connector and Servicing Procedure, Crimping practice with straight and cross CAT 5 cables. Punching practice in IO Box and patch panel. Crimping and making cables.	10
	Total Marks	30
Text Books	1. Modern Computer Hardware Course Paperback – 1 December 2006, by <u>Manahar Lotia</u> (Author) 2. Computer Hardware Perfect Paperback 3. Essential Computer Hardware Second Edition: The Illustrated Guide to Understanding Computer Hardware (Computer Essentials)	
Additional Reference Books	1. <u>Upgrading and Repairing PCs</u> (Hardcover) by <u>Scott Mueller</u> (shelved 6 times as computer-hardware) 2. The Elements Of Computing Systems: Building A Modern Computer From First Principles <u>Noam Nisan</u>	

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Total Credit : 02
Maximum Marks : 50

Total Contact Hours : 30 Hrs

GE/OE-02 : Basic Marketing		
Total Credit : 02 Maximum Marks : 50		Total Contact Hours : 30 Hrs
Learning Objectives of the Course 1) Give the basic subject knowledge among the students about marketing 2) To acquaint the students with marketing concepts, consumer behavior and marketing information systems 3) To make the students aware marketing opportunities in the market. Course Outcomes (COs): 1) Students understand fundamental concept of marketing and develop the plan for own business 2) Students gets the job opportunities due to the knowledge of marketing management. 3) Students demonstrate ability to work well with others communication skill		
Module No.	Topics / Actual contents of the Syllabus	Contact Hours
I	Introduction: Concept, Nature, Scope and importance, Marketing Evolution Marketing mix, Strategic marketing.	10 Hrs
II	Consumer Market & buying behavior. Factors influencing buyer's behaviors. Buying motives, buying decision process. Indian consumer, profile and classification. Business buyer and its buying motives, buying decision process. Institutional and Government markets.	10 Hrs
II	Marketing information systems. Internal record system. Marketing Intelligence system. Marketing Decision Support Systems, Market Records in India.	10 Hrs
Total Weightage : : 50 Marks		
Semester End Examination (S.E.E.) : 30 Marks		
Continuous Internal Evaluation (C.I.E.) : 20 Marks		

REFERENCE BOOKS:

1. Enis, BM Marketing Classics: A Selection of Influential Articles, New York, McGraw Hill 1991
2. Kotler, Philip and Marketing Management, Planning, Implementation and Control, New Delhi, Prentice Hall of India 1994.
3. Ramaswamy, V S and Namakumari, S. Marketing Management, Planning Control, New Delhi, macmillan 1990.
4. Station William, J. Fundamentals of Marketing, New York, McGraw Hill 1994.
5. Nelamegham, S. Marketing in India: Cases and Readings, New Delhi, Vikas, 1988.
6. Fundamental of Marketing, Station William j. New York, McGraw Hill 1994.

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**B. Com Frist Year
Fundamentals of Stock Market
II Semester
Syllabus**

Course Outcome :

- 1. To develop the student's ability to deal with Practical Approach towards Stock Market Operations.**
 - 2. To enable the use of Study Chart Plans & Candlestick Patterns.**
 - 3. To have a proper understanding of Future & Options Trading**
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Unit -1 Introduction to Stock Market

- 1.1 Introduction to Different Market Platforms-Primary & Secondary Market
- 1.2 IPO, FPO, Bonus & Buy Back of Shares
- 1.3 Mutual Fund Investment-SIP, ETFs
- 1.4 BSE, NSE

Unit -2 Procedure of Opening De-mat Account

- 2.1 Depository Participant's- CDSL, NSDL
- 2.2 Part Time Brokers, Full Time Brokers
- 2.3 Meaning Of De-mat Account & Trading Account
- 2.4 Procedure to open De-mat Account

Unit-3 Trading in Equity, Commodity & Forward Market

- 3.1 Trading & Investment in Equity Market
- 3.2 Trading in Future & Option
- 3.3 Trading in Commodities
- 3.4 Forward Market

Unit-4 Practical Approach to Stock Market

- 4.1 Intra Day Trading Strategy

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4.2 Delivery & Settlement Procedure

4.3 Study Chart Plans

4.4 Candlestick Patterns

4.5 Other Technical Tools for Analysis of Stock Market Operations

References:

1. <http://www.youtube.com/c/pranjalkamra>
2. <http://www.youtube.com/c/SIDDHARTHBH>
3. <http://www.tradingview.com/chart>
4. <http://bit.ly/2FH6b7z>

GE/OE-2: E-RETAILING

Course Code: ECOM206T(A)

Total Credits: 02

Maximum Marks: 50

Total Contact Hours: 30 Hrs

Learning Objectives of the Course:

- i) To provide an overview of electronic retailing, its importance, and its evolution, especially within the Indian context.
- ii) To understand the strategies and technologies that drive e-retailing, focusing on customer experience, digital marketing, and logistics.
- iii) To delve into the operational and managerial aspects of e-retailing, including legal, ethical, and sustainability issues.
- iv) To provide the foundation for 360 degree dimensional platform of technology and business integration so that it would open vistas for profession, startup, entrepreneurship, business or career.

Course Outcomes (COs):

After completion of the course,

- Students can gain comprehensive knowledge about e-retailing from both theoretical and practical perspectives, equipped with insights from Indian market dynamics.
- Students will gain comprehensive understanding of E-Retailing, aligning with the NEP 2020's emphasis on multidisciplinary and practical learning approaches.

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Overview of E-Retailing: Definition and Scope of Retailing, Evolution of Retailing: Advantages and Disadvantages of Retailing, The Role of Internet and Mobile Technologies in Retailing,	10 Hrs
II	E-Retailing and Marketing Concept of E-retailing, Digital , Marketing in E-Retailing: SEO, SEM, Social Media, and Email Marketing, E-Retailing Business Models: B2B, B2C, C2C, and C2B, E-Retailing Platforms and Security and Privacy Issues in E-Retailing	10 Hrs
III	E-Retailing Operations and Management: Inventory Management in E-Retailing, Eco-Friendly Practices and Green Logistics, Fraud and Risk Management in E-Retailing, Managing Returns and Reverse Logistics, Future Trends in E-Retailing,	10 Hrs

Assignments

- Set up a e-retailing Business Model
- Group Project on Digital Marketing Strategy

Text Books:

1. E-Retailing Challenges and Opportunities in the Global Marketplace by S. Dixit and Prakash, Business Science Reference - IGI Global, 2016
2. E-Commerce, Fundamentals and Applications, Henry Chan, Raymond Lee, Wiley India, Reprint 2008.
3. "E-Commerce: Concepts, Models, Strategies" by C.S.V. Murthy, Himalaya Publishing House, 2015
4. E-COMMERCE : AN INDIAN PERSPECTIVE, Joseph, P.T., S.J., Edition : Seventh Ed.

GE/OE-2: E-ADVERTISING

Course Code: ECOM206T (B)

Total Credits: 02

Maximum Marks: 50

Total Contact Hours: 30 Hrs

Learning Objectives of the Course:

- Understand the fundamentals of electronic advertising. Identify different forms of electronic advertising.
- Develop strategic thinking in electronic advertising. Explore various tools and platforms used in electronic advertising.
- Understand the ethical considerations in electronic advertising.
- Develop a critical perspective on privacy and consumer protection issues.
- Develop skills in using advertising tools for creating and managing campaigns.
- Explore future trends and technologies in electronic advertising.

Course Outcomes (COs):

After completion of the course, students will be able to-

It will provide a comprehensive understanding of electronic advertising, combining theoretical knowledge with practical skills, in line with the NEP 2020's emphasis on skill development and application-based learning.

Module No.	Topics/actual contents of the syllabus	Contact Hours
I	Fundamentals of Advertising: Definition, and Importance of Advertising in Indian Market and impact in the digital era, Evolution and growth of advertising, Advantages and limitations .	10 Hrs
II	Electronic Advertising: Concept of E – Advertising , Types of Electronic Advertising :Display ads, video ads, social media ads, search engine marketing, email marketing, Identifying target audiences, Introduction to SEO	10 Hrs
III	Ad Creation and Design: Basic principles of effective ad design, Tools and software for creating ads (e.g., Canva, Adobe, coral draw), Future Trends in Electronic Advertising, AI and machine learning in advertising	10 Hrs

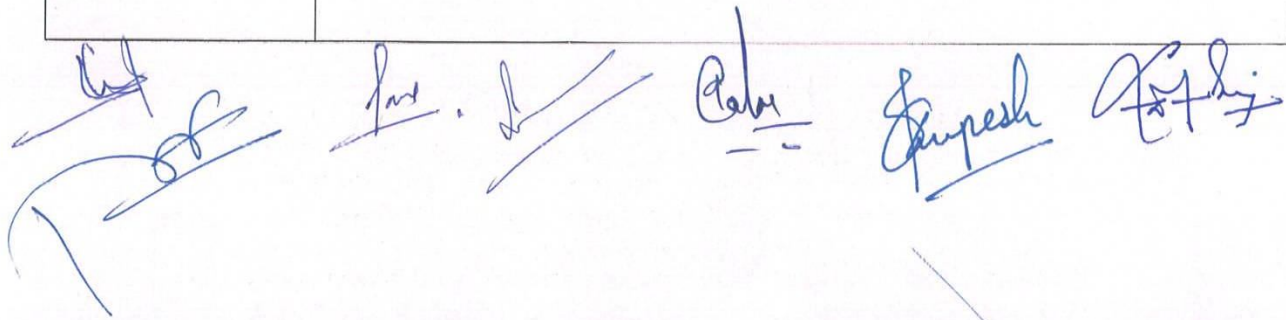
Text Books:

- Digital Marketing: Concepts and Cases" by Vandana Ahuja
- "Marketing Analytics: A Practitioner's Guide to Marketing Analytics and Research Methods" by Ashok Charan , world scientific publishing Co.
- "Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know" by Mark Jeffery, wiley publishing, 2010

GE/OE 2(GENERIC ELECTIVE/ OPEN ELECTIVE) PERSONNEL ADMINISTRATION

Subject Title	Personnel Administration						
Course Code.	GE/OE2	No. of Credits	2				
		No. of Periods /Week	2				
		Assignments / Sessional	20				
		Semester Examination	30				
Course Objectives At the end of the course, students will be able to: <table><tr><td>1)</td><td>Students will be able to understand the key terms related to personnel policy.</td></tr><tr><td>2)</td><td>Students will be able to explore the concepts of personnel procedures, drafts and practice the use of legal communications in personnel department</td></tr></table>				1)	Students will be able to understand the key terms related to personnel policy.	2)	Students will be able to explore the concepts of personnel procedures, drafts and practice the use of legal communications in personnel department
1)	Students will be able to understand the key terms related to personnel policy.						
2)	Students will be able to explore the concepts of personnel procedures, drafts and practice the use of legal communications in personnel department						

Pre Requisite		Number of Lectures
Unit – I Designing Personnel Policy	Elements of Personnel Policy, Role of Time office, Methods & Elements of Time Office, Leave Records, Statutory Registers	12
Unit – II Drafting communication in personnel department and Legalization	Letter of Appointment – Probationary & Contract Employee, IT Employee, Letter of promotion and transfer. Designing of salary structure – Manufacturing Employee/Service Sector Employee & IT Employee. Drafting of Legal Communications Memo, Warning, Show- Cause Notice, Charge Sheet Elements of Domestic Enquiry	18
Suggested Text Books Additional Reference Books	- Personnel Management – Edwin Flippo , 4th Edition, - Guide on Labour Management forms and precedents (Law, Practice and Procedure) by S.D. Puri (Snow white publications) - Personnel/ Human Resource Management by David DeCenzo, Stephen Robbins, Prentice Hall of India, 2008, 3rd Edition	



Generic/Open Elective (Choose any one)

Subject Title	Financial Literacy			
Subject Ref. No.	BCM207T	No. of Credits		2
		No. of Periods / Week		30 / 2
		Assignments / Sessional		20
		Semester Examination		30
Course Objectives The course aims at making the students familiar with the different aspects of financial literacy such as savings, investments, taxation & insurance helpful in promotion of financial well -being.				
Course Outcomes (COs) At the end of the course, students will be able to:				
CO-1	Develop proficiency for personal & family financial planning,			
CO-2	Apply the concept of investment planning.			
CO-3	Analyze banking & insurance products.			
CO-4	Do Personal Tax Planning .			

		Number of Lecture
Unit – I	Financial Planning & Financial Products -Introduction to Saving -Time Value of Money - Management of Spending & Financial Discipline	10
Unit – II	Banking & Digital Payments -Banking Products & Services -Digitization of financial transactions: Debit & Credit Cards, Net banking and UPI & Digital wallets - Security & Precautions against Ponzi Schemes, Online Frauds etc	10
Unit – III	Investment Planning, Management & Personal Tax -Investment Opportunity & Financial Products -Insurance Planning: Life & Non -Life, Medical Insurance Schemes -Introduction to basic Personal Tax Structure in India -Aspects of Personal Tax planning	10

	-Exemptions & Deductions for Individuals - e-filing of Tax Returns	
	Total Lectures	30
Text Books	-Sinha, Madhu. Financial Planning; Tata Mc Graw Hill. -Introduction to Financial Planning- Indian institute Of Banking & Finance	
Suggested Readings	-Halan, Monika, Lets Talk Money : You've Worked Hard for it, Now Make It Work for You, Harper Business - Pandit Amar, The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd	





Subject Title	Fundamentals of Banking			
Subject Ref. No.	BCM207T – (B)	No. of Credits		2
		No. of Periods / Week		30 / 2
		Assignments / Sessional		20
		Semester Examination		30

Course Objectives

The main objectives this course is to enable the students in developing an understanding about the banking perspectives' and to acquaint students with the knowledge about various aspects of banking regulations

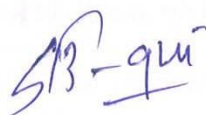
Course Outcomes (COs)

At the end of the course, students will be able to:

1)	Demonstrate a critical understanding of the Fundamentals of Banking.
2)	Understand the nuances of Relationship Management In Banking Sector.
3)	Enable students to gain insights about types of Banking Instruments.
4)	Prepare students for future trends in Banking Sector.

Pre Requisite		Number of Lecture
	Basic awareness of Banking Sector.	
Unit – I	Introduction: Meaning & Origin of the word Bank- Evolution of Banking in India- Banking System, Structure, Types of Banks in India- Functions of Commercial Banks- RBI Regulations & Control of Commercial Banks. Banker & Customer Relationship: Banker & Customer: Meaning, General & Special Relationship – Types of Customers & Account Holders: Procedure & Practice in opening & conducting of Individual, Minor, Joint ,Partnership Firms, Joint Stock Company ' Trust, Clubs, Associations & Joint Hindu Family Accounts- KYC Norms	10
Unit – II	Negotiable Instruments: Introduction- Meaning & Definition- Kinds& Features –Endorsements- Meaning, Essentials & Kinds of Endorsement. Paying Banker & Collecting Banker: Paying Banker: Meaning, Precautions, Statutory Protection to the Paying Banker- Dishonour of Cheques: Grounds & Consequences of Dishonour	8

	Collecting Banker: Meaning, Duties, Responsibilities & Statutory Protection to Collecting Banker.	
Unit – III	Principles of Bank Lending: Types of Bank Lending: Loans, Cash Credit, Overdraft, Bills Purchased, Bills Discounted, Letters of Credit etc- Modes of creating Charge- Mortgage, Pledge, Lien & Hypothecation- Types of Securities- Bad Loans- Sound Principles of Bank Lending	12
	Total Lecture	30
Reference Books:	1. Banking Theory: Law & Practice, KPM Sundaram& VL Varshney 2. Banking Theory: Law & Practice, B.Santhanam, Margam Publications 3. Introduction to Banking, VijayaRaghavan 4. Indian financial System, M.Y. Khan	


Subject Title	Fundamentals of E-commerce		
Subject Ref. No.	BCM207T – (C)	No. of Credits	2
		No. of Periods / Week	30 / 2
		Assignments / Sessional	20
		Semester Examination	30

Course Objectives

To understand the basic concepts of E-commerce, e-payments

Course Outcomes (COs)

At the end of the course, students will be able to:

CO-1	Understand the basic concepts of E-commerce
CO-2	Learn basic concepts of Internet Technology
CO-3	Create an awareness of e-shopping and E-payment
CO-4	Understand the different securities issues with e-commerce

		Number of Lecture
Unit – I	E-commerce meaning & concept , Need & advantages of e-commerce, traditional commerce, types of e-commerce, requirement of e-commerce, consumer Buying through E-platforms such as Flipcart, Amazon, Ebay, Snapdealetc Internet : Concepts , FTP, WWW, intranet & Extranet, Search Engines	
Unit – II	Electronic Payment System : E-cash, e-cheque, credit cards, debit cards, smart cards EDI : introduction , networking infrastructure of EDI, functions and Components of EDI, File types of EDI, Payment through UPI, Mobile Wallet, Phone Banking, Net Baking	
Unit – III	Securities Issues of e-commerce : Firewall, E-locking , Encryption , Introduction of PKI (Public Key Infrastructure), Payment Getaways, Visa, Rupay and Mastercards	
Total Marks		30
Text Books	1. Fundamentals of E-Commerce By Dr. Mukesh Chansoriya, Dr. Ashish khare, Dr. Rajeev Sharma 2. E-COMMERCE : AN INDIAN PERSPECTIVE Paperback – 10 October 2019 by S.J.P.T Joseph 3.	
Additional Reference Books		
Website	https://www.coursera.org/courses?query=e-commerce https://www.udemy.com/topic/e-commerce/	

Vocational Skill Courses (VSE) (Choose any one)

Select any one from BCM208p– (A) to BCM208p – (B)

Subject Title	Advance Web Development Technology			
Subject Ref. No.	BCM206T - (A)	No. of Credits		2
		No. of Periods / Week Theory		15 / 1
		No. of Periods / Week Practical		30 / 1
		Assignments / Sessional		20
		Semester Examination		30
Course Outcomes (COs) At the end of the course, students will be able to:				
CO-1	Understand the different types of CSS.			
CO-2	Apply CSS to different HTML elements.			
CO-3	Write code using JavaScript with HTML.			
CO-4	Write program for form validation.			
Pre Requisite	Basic knowledge of HTML tags.			Number of Lecture
Unit – I	Basics of CSS Introduction To Style sheet, types of style sheets- Inline, External, Embedded CSS, text formatting properties, CSS Border, margin properties, Positioning Use of classes in CSS, color properties, use of <div>& Advance CSS Styling Backgrounds • Styling Text • Styling Fonts • Styling Links • Styling Lists • Styling Tables CSS Box Model • CSS Border • CSS Outline • CSS Margin • CSS Padding • CSS Dimension • CSS Display • CSS Positioning • CSS Floating • CSS Navigation Bar • CSS Image Gallery • CSS Image Opacity • CSS Align			08
Unit – II	CSS3			

GE-2/ OE-2 Semester – II (DSS & MIS)

Subject Title		DSS & MIS											
Subject No.	Ref.	:	No. of Credits	:	2								
			No. of Periods / Week	:	30 / 2								
			Assignments / Sessional	:	20								
			Semester Examination	:	30								
Course Objectives To describe the role of information technology and decision support systems in business, for solving business challenges. To present the fundamental ideas of computer-based information system analysis and design tools. To enable students understand the various knowledge representation methods and different expert system Course Outcomes (COs) At the end of the course, students will be able to: <table><tr><td>CO-1</td><td>Understand the fundamental principles of information systems</td></tr><tr><td>CO-2</td><td>Describe the types of management and decision making</td></tr><tr><td>CO-3</td><td>Demonstrate different types of IS used in business.</td></tr><tr><td>CO-4</td><td>Explain various applications of MIS</td></tr></table>						CO-1	Understand the fundamental principles of information systems	CO-2	Describe the types of management and decision making	CO-3	Demonstrate different types of IS used in business.	CO-4	Explain various applications of MIS
CO-1	Understand the fundamental principles of information systems												
CO-2	Describe the types of management and decision making												
CO-3	Demonstrate different types of IS used in business.												
CO-4	Explain various applications of MIS												
Prerequisite	No prerequisite knowledge required.				No. of Lectures								
Unit I	Introduction to Information System & Decision Making • Introduction to systems- definition, need, types, characteristic • Definition of Information • Classification of Information • Need and importance of information system • Definition and Characteristics of information system • Role of information system in business Decision Making : Decision Making Concepts, and Process, Types of Decisions , Behavioral Concepts in Decision Making, Organizational Decision-Making, MIS and Decision Making				10								
Unit II	Types of Information System • Introduction • Operational and Knowledge Level- TPS (Transaction Processing System), OAS (Office Automation System),KWS (Knowledge Work System) • Management and Strategic Level- • MIS (Management Information System-need characteristics, • DSS (Decision Support System)-need, characteristics,				10								