

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

Revised Syllabi to be implemented from Academic Year 2019-20

B. COM SEMESTER – III, IV, V and VI					
COMPULSORY					
Sr. No	Computer Code	Name of the paper	New Code	Name of the paper	Revised with Effect from
1	540505	Economics – Paper V Public Finance (Old)	545505	Economics – Paper V Public Finance & Banking (New)	2019-20
2	640605	Economics – Paper VI Indian Economy (Old)	645605	Economics – Paper VI Issues in Indian Economy (New)	2019-20
3	540506	Commerce – Paper V Modern Finance (Old)	545506	Commerce – Paper V Modern Finance (New)	2019-20
4	640606	Commerce – Paper VI Financial Markets (Old)	645606	Commerce – Paper VI Financial Markets (New)	2019-20
SPECIALIZATION					
5	550113	Banking and Finance – Paper I Banking in India Principles and Operations (Old)	555113	Banking and Finance – Paper I Banking in India Principles and Operations (New)	2019-20
6	550213	Banking and Finance – Paper II Banking System in India (Old)	555213	Banking and Finance – Paper II Banking System in India (New)	2019-20
7	550313	Banking and Finance – Paper III Comparative Foreign Banking (Old)	555313	Banking and Finance – Paper III Comparative Foreign Banking (New)	2019-20
8	650413	Banking and Finance – Paper IV (Old)	655413	Banking and Finance – Paper IV Principles and Operations (New)	2019-20
9	650513	Banking and Finance – Paper V Banking System in India (Old)	655513	Banking and Finance – Paper V Banking System in India (New)	2019-20
10	650613	Banking and Finance – Paper VI Comparative Foreign	655613	Banking and Finance – Paper VI Comparative Foreign	2019-20

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

		Banking (Old)		Banking (New)	
11	550118	Computer Studies – Paper I Computer Fundamentals (Old)	555118	Computer Studies – Paper I Computer Fundamentals (New)	2019-20
12	550218	Computer Studies – Paper II Computerised Accounting and Business Applications (Old)	555218	Computer Studies – Paper II Computerised Accounting and Business Applications (New)	2019-20
13	550318	Computer Studies – Paper III Advanced Computerised Accounting and Business Applications (Old)	555318	Computer Studies – Paper III Advanced Computerised Accounting and Business Applications (New)	2019-20
14	650418	Computer Studies – Paper IV System, DTP and Networking (Old)	655418	Computer Studies – Paper IV System, DTP and Networking (New)	2019-20
15	650518	Computer Studies – Paper V Computer Hardware and Maintenance (Old)	655518	Computer Studies – Paper V Computer Hardware and Maintenance (New)	2019-20
16	650618	Computer Studies – Paper VI Advanced Systems- Computer Language and Programming (Old)	655618	Computer Studies – Paper VI Advanced Systems- Computer Languages, Programming & Applications(New)	2019-20
VOCATIONAL SUBJECTS					
17	500618	Computer Applications - Paper VI (Old)	505618	Computer Applications - Paper VI Audio and Video Editing Software - (New)	2019-20

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

18	500718	Computer Applications - Paper VII (Old)	505718	Computer Applications - Paper VII Advance Web Designing (New)	2019-20
19	500818	Computer Applications - Paper VIII (Old)	505818	Computer Applications - Paper VIII Dreamweaver and Flash (New)	2019-20
20	600918	Computer Applications - Paper IX (Old)	605918	Computer Applications - Paper IX Database Management System (DBMS) (New)	2019-20
21	601018	Computer Applications - Paper X (Old)	606018	Computer Applications - Paper X Introduction to Visual Programming (New)	2019-20
22	500624	Tourism and Travel Management – Paper VI Travel Agency Management (Old)	505624	Tourism and Travel Management – Paper VI Travel Agency Management (New)	2019-20
23	500724	Tourism and Travel Management – Paper VII Glimpses of Indian Culture (Old)	505724	Tourism and Travel Management – Paper VII Glimpses of Indian Culture (New)	2019-20
24	500824	Tourism and Travel Management – Paper VIII Communication and Automation (Old)	505824	Tourism and Travel Management – Paper VIII Tourism Allied Sectors (New)	2019-20
25	600924	Tourism and Travel Management – Paper IX Tourism Marketing (Old)	605924	Tourism and Travel Management – Paper IX Tourism Marketing & Promotion (New)	2019-20

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

26	601024	Tourism and Travel Management – Paper X Tourism Promotion (Old)	606024	Tourism and Travel Management – Paper X Tourism Planning (New)	2019-20
27	500644	Advertising, Sales Promotion and Public Relations – Paper VI Ethics and Evaluation of Advertising Effectiveness (Old)	505644	Advertising, Sales Promotion and Public Relations – Paper VI Ethics in Advertising (New)	2020-21
28	500744	Advertising, Sales Promotion and Public Relations – Paper VII Advertising Agency and Department (Old)	505744	Advertising, Sales Promotion and Public Relations – Paper VII Branding (New)	2020-21
29	500844	Advertising, Sales Promotion and Public Relations – Paper VIII Sales Management (Old)	505844	Advertising, Sales Promotion and Public Relations – Paper VIII Advertising Agency and Budgeting (New)	2020-21
30	600944	Advertising, Sales Promotion and Public Relations – Paper IX (Old)	605944	Advertising, Sales Promotion and Public Relations – Paper IX Sales Promotion, Public Relations & Publicity (New)	2020-21
31	601044	Advertising, Sales Promotion and Public Relations – Paper X New Trends in Advertising (Old)	606044	Advertising, Sales Promotion and Public Relations – Paper X New Trends in Advertising (New)	2020-21
32	500652	Office Management and Secretarial Practice – Paper VI Shorthand (Old)	505652	Office Management and Secretarial Practice – Paper VI Shorthand (New)	2019-20
33	500752	Office Management and Secretarial Practice – Paper VII Typing (Old)	505752	Office Management and Secretarial Practice – Paper VII Typing (New)	2019-20

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

34	500852	Office Management and Secretarial Practice – Paper VIII Office Management Theory (Old)	505852	Office Management and Secretarial Practice – Paper VIII Office Management Theory (New)	2019-20
35	600952	Office Management and Secretarial Practice – Paper IX Shorthand and Typing (Old)	605952	Office Management and Secretarial Practice – Paper IX Shorthand and Typing (New)	2019-20
36	601052	Office Management and Secretarial Practice – Paper X Office Management Theory (Old)	606052	Office Management and Secretarial Practice – Paper X Office Management Theory (New)	2019-20
37	601154	Entrepreneurship Development (Old)	606154	Entrepreneurship Development (New)	2019-20

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

B. Com. III

SEMESTER V

ECONOMICS PAPER V (COMPULSORY)

Public Finance & Banking

Computer Code

4 Credits

Objectives

To provide students with the understanding of fiscal system

To familiarize students with functioning of the banking system

Unit	Topic	Weight %	Lectures
1.	Meaning, Scope of Public Finance a. Definition and concept of public finance, Objectives of public finance - allocation, distribution and stabilization. b. Principle of Maximum Social Advantage: Dalton's view; Concepts of Public Goods and Merit Goods c. Budget – meaning, objectives, structure of Budget – Deficit Concepts	15	09
2.	Public Revenue a. Tax and non-tax revenue b. Canons of Taxation c. Classification of taxes – Direct, Indirect, Proportional, Progressive, Regressive d. Shifting of Tax Burden – Impact and Incidence of Taxation – Factors influencing Incidence of Taxation - Elasticity of Demand and Supply e. Effects of taxation f. Tax reforms in India - GST	30	18
3.	Public Expenditure and Public Debt a. Classification of the public expenditure b. Causes of increasing public expenditure c. Effects of public expenditure d. Classification of Public Debt e. Burden of internal and external Debt f. Methods of Repayment of public Debt	30	18

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

4.	<p>Banking</p> <p>Central Bank</p> <p>a. Functions b. Credit Control – quantitative & qualitative methods and their limitations</p> <p>Commercial Banks</p> <p>a. Functions b. Process of multiple credit creation c. Principles of sound Banking – liquidity & profitability, non-performing assets, Recapitalization of Public Sector Banks</p>	25	15
----	--	----	----

Recommended Books-

1. Musgrave Richard A : The Theory of Public Finance, Mcgrano Hill Publication
2. Mithani D.M.: Public Finance: Theory and Practice Himalaya Publishing House, 2006.
3. Sundaram KPM and Andley KK. Public Finance Theory & Practice, S. Chand & Co. Ltd.
4. Taylor Philip E: Economics of Public Finance, Ox-Ford and IBH Publishing Co.
5. M.C. Vaishya and H.S. Agrawal: Public Finance Awiley Stone Ltd.
6. S.K. Singh 2001 Public Finance in Theory and Practice.
7. Richard A. Msgrave and Teggy: Public Finance in Theory and Practice S. Chand & Co.
8. Philip Taylor: Economics of Public Finance, Ox-Ford and IDH Publishing Co.
9. Ahuja, H.L; Macro Economics, Theory and Policy, S. Chand and Co. Ltd.
10. Sheth, M.L., Monetary Economics, Lakshmi Narain Agarwal,
11. Mithani, D.M., Money Banking & Public Finance, Himalaya Publishing House, 2004.
12. Desai, Vasant, The Indian Financial System, Himalaya Publishing House, 2004

Recommended

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B.COM III

SEMESTER –VI

ECONOMICS PAPER – VI (COMPULSORY)

Issues in Indian Economy

Computer Code

4 Credits

Objectives

To introduce the students to the various developmental issues facing Indian Economy.

Unit	Topic	Weight %	Lectures
1.	Development issues in India 13. Characteristic features of India as a developing economy 14. Concept of Poverty Line; Extent of Poverty and Poverty Alleviation Programs 15. Trend of Unemployment in India, Measures to reduce Unemployment 16. Extent of Inequality of Income in India Measures to reduce Inequality in India, 17. Human development Index and Gender Development Index	20	12
2.	Issues in Agriculture d. Trends in Agricultural Production and Productivity and Measures to increase productivity e. Sources of Agricultural Finance f. Problems of Agriculture Marketing and Government Measures to improve the system of Agricultural Marketing g. Agriculture Price Policy of Government of India h. Targeted Public Distribution System (TPDS) i. Subsidy on Agriculture Inputs	30	18
3.	Issues in Industry and Trade d. Industrial Policy Since 1991 e. MSME- Role, Problems, measures. f. Components of Foreign Capital and policy measures to attract FDI. g. Competition act, 2002 h. Foreign trade policy - 2015-20 i. Special Economic Zones in India - evaluation	30	18

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

4.	Infrastructure and Service Sector c. Energy crisis and measures to tackle it. d. Public Private Partnership - meaning, Advantages and Disadvantages e. Growth ,contribution and factors responsible for rapid growth in Service sector f. IT Industry and policy of Government g. Sustainability of Services led growth in India	20	12
----	--	----	----

Recommended Books

- g. S.K. Mishra and V.V. Puri Indian Economy, Himalaya Publishing House 2008.
- h. Ruddar Dutt and KM Sundaram, Indian Economy, S. Chand and Co. Ltd.
- i. A.N. Agrawal Indian Economy Problems of Development and Planning New Age International (P) Ltd. Publishers.
- j. Tandon, Indian Economy
- k. India Infrastructure Report, 2007 and 2008, Ox-Ford University Press.
- l. K. Narinder Jetli and Vishal Sethi "Infrastructure Development in India: Post Liberalisation initiatives and challenge", New Century Publication, N. Delhi.
- m. K.K. Dewett and Verma and A.N. Agrawal: Indian Economy.
- n. Uma Kapila : Indian Economy since independence.
- o. Indian Economy Problems : Sahu Raja, Kamble Rodricyes.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B.Com. III
Semester V
Commerce Paper V (Compulsory) Modern Finance
Computer Code 545506
4 credits

Objective: The course provides the learner a broad overview of financial and portfolio management.

Unit	Topic	No. of Lectures	Credit	Weightage %
Unit- 1	<p>Objective: To familiarize the learner with the concepts of financial management.</p> <p><u>Introduction to Financial Management</u></p> <ul style="list-style-type: none"> • Nature, Importance and Scope of Financial Management. • Financial Goals – Profit Maximization v/s Wealth Maximisation • Sources of Finance – Short Term and Long Term (Public Deposits, Factoring, Warrants, Self-Financing, Equity Shares, Preference Shares and Debentures) • Changing Role of Finance Manager in Globalization Era. 	15	1	25
Unit- 2	<p>Objective: To summarize the learner with the various factors influencing capital structure.</p> <p><u>Capital Structure Decisions</u></p> <ul style="list-style-type: none"> • Concepts and Determinants of Capital Structure • Financial Leverage (Pros and Cons) • Working Capital and Fixed Capital (Concept and Determinants) • Theories of capitalization (Cost and Earning Theory) <p>Overcapitalization and Undercapitalization (causes, effects and remedies)</p>	15	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

Unit- 3	<p>Objective: The learner will be able to describe and explain important financial services</p> <p><u>Financial Services</u></p> <ul style="list-style-type: none"> • Merchant Banking – Concept, Services, Present Scenario • Venture Capital – Concept, Characteristics, Role, Present Scenario • Lease Financing – Types, Advantages, Limitations • Mutual Funds – Concept, Types, Role in Economic Development 	15	1	25
Unit- 4	<p>Objective: The learner will be able to gain theoretical and practical knowledge in the field of investment.</p> <p><u>Portfolio Management</u></p> <ul style="list-style-type: none"> • Nature and Scope of Real and Financial Assets (Asset Classes) • Investment Objectives and Principles of Portfolio Management • Investor Profiling and Goal Planning • Risk and Return Matrix • Portfolio and Wealth Management Industry in India 	15	1	25
	Total	60	4	100

Recommended / Reference Books:

1. Khan, M. Y., & Jain, P. K. (2018). *Financial Management – Text, Problems and Cases* (8th ed.). McGraw Hill Education
2. Pandey, I. M. (2015). *Financial Management* (11th ed.). New Delhi: Vikas Publishing House Pvt Ltd.
3. Chandra, P. (2017). *Financial Management Theory and Practice* (9th ed.). New Delhi: McGraw Hill Education (India) Private Limited.
4. Gurusamy, S. (2009). *Indian Financial System*. McGraw Hill Education.
5. Pathak, B. (2018). *Indian Financial System - Markets, Institution and Services* (5th ed.). Pearson India Education Services Pvt. Ltd.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

6. Chandra, P. (2017). *Investment Analysis and Portfolio Management* (5th ed.). McGraw Hill Education.
7. Gordon, E. & Natarajan, K.(2016). *Financial Markets and Services*. Himalaya Publishing House.
8. Ranganatham, M. &Madhumathi, R. (2012). *Security Analysis and Portfolio Management* (2nd ed.). Pearson Publication.
9. Gurusamy, S. (2009) *Financial Services and Systems*. McGraw Hill Education.

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

**B.Com. III
Semester VI
Commerce Paper VI (Compulsory) Financial Markets
Computer Code 645606
4 credits**

Objective: The course provides the learner an insight into:				
<ul style="list-style-type: none"> • Functioning of Financial Markets • Instruments of Financial Markets • Regulation of Financial Markets 				
Unit	Topic	No. of Lectures	Credit	Weightage %
Unit 1	<p>Objective: To familiarize the learner with an overview of Indian Financial System.</p> <p><u>The Financial System: An Introduction</u></p> <ul style="list-style-type: none"> • Structure of Financial System (Financial Institutions, Markets, Instruments and Services) • Financial System and Economic Development • Meaning and Process of Financial Development • Developments in Indian Financial System Post 1990 • Indian Financial Regulators (RBI, IRDA, FEMA, SEBI) 	15	1	25
Unit 2	<p>Objective: To acquaint the learner with the functioning of Money Market and Capital Market.</p> <p><u>An Overview of Financial Markets</u></p> <ul style="list-style-type: none"> • Money Market – Call Money Market, Treasury Bill Market, Commercial Bill Market, Market for Commercial Paper and Certificate of Deposit, The Discount Market, Market for Financial Guarantees, Government (Gilt-edged) 	15	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<p>Securities Market, Money Market Mutual Fund (MMMF).</p> <ul style="list-style-type: none"> • Capital Market – Functions, Primary and Secondary markets, their organisation, IPOs Pricing and Book Building Process and Products. 			
Unit 3	<p>Objective: The learner will get an insight into the working of the financial exchanges in India.</p> <p><u>The Secondary Market</u></p> <ul style="list-style-type: none"> • Functions and importance of a stock exchange. Listed Products [Equity, Derivatives, Debt, Mutual Funds (MFs), Exchange Traded Funds (ETFs)] • Financial Exchanges in India – NSE, BSE, MCX/NCDEX, SME Segment. • Trading and Settlement Procedure • Stock Market Indices • Development of Equity Culture in India. 	15	1	25
Unit 4	<p>Objective: To provide the learner with various aspects of Financial Derivatives.</p> <p><u>The Market for Derivatives, Futures, Options and Swaps</u></p> <ul style="list-style-type: none"> • Derivatives - Meaning, Types, Trading and Settlement of Derivative Contracts • Participants in Derivative Markets – Hedgers, Speculators and Arbitrageurs • Futures – Meaning, Types and Forward v/s Futures • Options – Features, Types and Benefits • Swaps – Features and Types 	15	1	25
	Total	60	4	100

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

Recommended / Reference Books:

1. Khan, M. Y. (2017). *Indian Financial System* (10th ed.). McGraw Hill Education.
2. Pathak, B. (2018). *Indian Financial System - Markets, Institution and Services* (5th ed.). Pearson India Education Services Pvt. Ltd.
3. Gurusamy, S. (2009). *Indian Financial System*. McGraw Hill Education.
4. Bhole, L. M., & Mahakud, J. (2017). *Financial Institutions and Markets* (6th ed.). McGraw Hill Education (India) Private Limited.
5. Sasidharan, K. & Mathews, A. (2008). *Financial Services and System*. McGraw Hill Education.
6. Desai, V. (2010). *Financial Markets and Financial Services*. Himalaya Publishing House.
7. Gordon, E. & Natarajan, K. (2016). *Financial Markets and Services*. Himalaya Publishing House.
8. Ranganatham, M. & Madhumathi, R. (2012). *Security Analysis and Portfolio Management* (2nd ed.). Pearson Publication.
9. Gurusamy, S. (2009) *Financial Services and Systems*. McGraw Hill Education.
10. NISM Study Material.

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

**B.COM. III
SEMESTER V
SPECIALIZATION
GROUP II: BANKING AND FINANCE-PAPER I
BANKING IN INDIA: PRINCIPLES AND OPERATIONS
Computer Code: 555113
4 credits**

Marks: 100 (External Exam: 75 Marks and Internal Exam: 25 Marks)

Objective: The course provides the learner an overview of the principles and operations of Banking in India.				
Unit	Topic	No of lectures	Credit	Weightage %
Unit 1	Objective: To acquaint the learner with the history and growth in Banking sector. <u>INTRODUCTION TO BANKING</u> <ul style="list-style-type: none">• Definition of Banks - Evolution of Banking: History and Development of Banking Sector• Nationalisation of Banks- Reasons for Nationalisation• Changing Profile of Indian Banking: Trends- Achievements and Drawbacks of Indian Banking System	15	1	25
Unit 2	Objective: To familiarize the learner with the types of banks and their functions. <u>CLASSIFICATION OF BANKS</u> <ul style="list-style-type: none">• Structure of Banking in India - Scope and Functions of Banks• Types of Banks – Central Bank, Commercial	15	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	Banks- Scheduled and Non-Scheduled Banks, Public and Private Sector Banks, Co- Operative Banks, Regional Rural Banks, Foreign Banks, Development Banks, Merchant Banks, Investment Banks, Non Banking Financial Company (NBFCs), Export-Import Bank of India.			
Unit 3	<p>Objective: To familiarize the learner about the functions and services of Commercial Banks and their role in economic development.</p> <p><u>COMMERCIAL BANKS AND ECONOMIC DEVELOPMENT</u></p> <ul style="list-style-type: none"> • Definition and meaning of Commercial Bank • Origin and growth of Commercial Banks in India, Changing Role of Commercial Banks • Functions of Commercial Banks, Services offered by Commercial Banks. • Importance of commercial banks in economic development- innovative lending schemes 	15	1	25
Unit 4	<p>Objective: To provide the learner an overview of the banking operations.</p> <p><u>BANKING OPERATIONS</u></p> <ul style="list-style-type: none"> • Banker and Customer Relationship- General and Special Relationship – Rights of Banker • Types of Accounts- Savings, Current Account, Fixed Deposit, Recurring Deposit, Non-Resident Accounts (Non Resident Ordinary Account, Non Resident External Account, Foreign Currency 	15	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	Non Resident Account) <ul style="list-style-type: none">• Types of Account Holders• Procedure for opening an account – Filling form- Nomination – Know Your Customer (KYC) – Need and norms of KYC, Closure of Account- Transfer of Account to Other branches/banks			
--	--	--	--	--

Reference Books:

1. Varshney, P.N. (2018). Banking Law and Practice, Sultan Chand and Sons
2. Gordon, E. and Natarajan, K. (2019). Banking Theory, Law and Practice, Himalaya Publishing House
3. Muraleedharan, D. (2014). Modern Banking Theory and Practice, PHI Learning Private Limited.
4. Principles and Practices of Banking by Indian Institute of Banking & Finance, MacMillan India Ltd
5. Shekhar and Shekhar. (2013). Banking Theory and Practice. Vikas Publishing House Pvt. Ltd.
6. Srivastava, P.K. (2016). Banking Theory and Practice, Himalaya Publishing House.
7. Bhattacharaya K.M & Agarwal O.P. (2018). Basics of Banking and Finance, Himalaya Publishing House.
8. Jyotsna Sethi and Nishwan Bhatia, (2017). Elements of Banking and Insurance, PHI Learning.

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

**B.COM III
SEMESTER V
SPECIALIZATION GROUP II: BANKING AND FINANCE-PAPER II
BANKING SYSTEM IN INDIA
COMPUTER CODE: 555213
4 CREDITS**

Marks: 100 (External Exam: 75 Marks and Internal Exam: 25 Marks)

Objective: The course provides the learner an overview of Banking System in India				
Unit	Topic	No. of Lectures	Credit	Weightage %
1	<p>Objective: To enable the learner to understand the history and current reforms of banking system in India.</p> <p><u>AN OVERVIEW OF BANKING INDUSTRY</u></p> <p>Banking System in India, Brief history of Banking sector reforms from 1991-2000 and Current developments in banking sector,</p> <p>Critical evaluation of banking industry in India</p> <p><u>PRIVATIZATION OF BANKS</u></p> <p>Introduction-New guidelines for the private sector banks –Factors favouring and arguments against privatization-Licensing of new private sector banks.</p> <p>Foreign Banks – Branch and Office structure</p>	15	1	25
2	<p>Objective: To understand the relation between universal banking and advancement in banking technology</p> <p><u>UNIVERSAL BANKING</u></p> <p>Concept of Universal banking, Evolution of Universal banking, Merchant Banking, Mutual Funds, Depository services, Wealth Management, Portfolio Management.</p>	15	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<p><u>TECHNOLOGY IN BANKING</u></p> <p>Traditional Banking v/s E- banking-Electronic Delivery Channels-Models of E-banking (Electronic Banking)</p> <p>Advantages and Constraints of E- banking- Security measures related to E-banking- Security features on bank notes-identification of fake notes</p> <p>Mobile Banking- Real Time Gross Settlement (RTGS)-National Electronic Fund Transfer (NEFT)-Immediate Payment Service (IMPS)- Electronic Clearing service (ECS)- Society for Worldwide Interbank Financial Telecommunication code (SWIFT)- Mobile Wallets (M-Wallets).</p>			
3	<p>Objective: To provide an overview of various types of banking in India</p> <p><u>VARIOUS TYPES OF BANKING</u></p> <p>Evolution-Functions and Services of Commercial banks - Retail banking- Significance and Services, Corporate Banking- Significance and Overview of its products-Rural Banking-Significance and Overview of its Products</p>	15	1	25
4	<p>Objective: To study the structure and functioning of apex financial institutions in India and understand the role of Micro finance</p> <p><u>APEX FINANCIAL INSTITUTIONS IN INDIA</u></p> <p>Objectives, Structures, Functions, Role and special policies of Reserve Bank Of India (RBI), National</p>			

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	Bank for Agriculture and Rural Development (NABARD), Industrial Development Bank of India (IDBI), Export Import Bank of India (EXIM Bank), National Housing bank (NHB), Unit Trust of India (UTI). <u>MICRO FINANCE</u> Genesis of Micro Finance, Principles of Micro Finance, Role of Micro Finance in Poverty Alleviation, Role of SHG's (Self Help Groups) and JLG's (Joint Liability Groups), Bank linkage Model.	15	1	25
--	--	----	---	----

Reference Books.

1. Srivastava.P.K,(2016). Banking Theory and Practice, Himalaya Publishing House.
2. Gordon. E and Natrajan. K. (2019). Banking Theory, Law and Practice, Himalaya Publishing House.
3. Nirali Parikh, Rajagopalan.S, (2007). Micro Finance, Impacts and Insight, ICFAI Press.
- 4.Gordon. E and Natrajan. K. (2019). Financial Markets and Services, Himalaya Publishing House.
- 5.Kavitha Lakshmi N. (2017). An Overview of Banking Sector, Vipul Prakashan.
- 6.Agarwal O.P (2014). Banking and Insurance, Himalaya Publishing House.
7. Suresh Chandra Bihari, (2019). Retail Banking challenges and latest trends in India, Himalaya Publishing House.
- 8.Mukund Sharma, (2015). Banking and Financial Services, Himalaya Publishing House.
9. Rana.O.C and Hem Raj, (2016). Micro Finance, Himalaya Publishing House.
- 10.Mahua Majumdar, (2010). Privatization and Indian Banking Sector, Ritu Piublications.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III
B.COM. III
SEMESTER V
SPECIALIZATION: GROUP II
BANKING AND FINANCE-PAPER III
COMPARATIVE FOREIGN BANKING - I
COMPUTER CODE: 555313
4 CREDITS

Marks: 100 (External Exam: 75 Marks and Internal Exam: 25 Marks)

Objectives :				
- To provide Knowledge of International Banking, central banking and comparative banking systems in UK, USA and Japan				
- To understand the role and performance of non-banking financial companies and Development Banking in UK, USA and Japan				
Modules	Content	No. of Lectures	Credit	Weightage %
1	<p><u>INTERNATIONAL BANKING</u></p> <p>Objective: To understand the concept of International Banking</p> <ul style="list-style-type: none"> • Evolution of International Banking – meaning, functions, factors affecting growth of International Banking • Banking for financing foreign trade (export-import of goods & services) • International payment system. 	15	1	25
2	<p><u>NON BANKING FINANCIAL COMPANIES AND DEVELOPMENT BANKING</u></p> <p>Objective: To introduce the concept of Non Banking Financial Companies and Development Banking</p> <ul style="list-style-type: none"> • Non Banking Financial Companies in UK, USA and Japan, their role and importance. • Development Banking in UK, USA and Japan. Functions, Role & Importance. 	15	1	25

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

3	<p><u>COMMERCIAL BANKING</u></p> <p>Objective: To acquaint students with the pattern of Commercial Banking</p> <ul style="list-style-type: none"> • Structure and Pattern of Commercial Banking in UK, USA and Japan : • Introduction and pattern of commercial banking, • Unit banking and branch banking, correspondent banks. 	15	1	25
4	<p><u>CENTRAL BANKING</u></p> <p>Objective: To introduce students to the pattern of Central Banking</p> <ul style="list-style-type: none"> • Central Banking in UK, USA and Japan: Introduction, Objectives of their monetary policy • Methods of control adopted, autonomy in these banks. 	15	1	25

Recommended books :

- 1) Joseph F Sinkey, Jr (2016), Commercial Bank and Financial Management, Prentice Hall
- 2) Bharati V. Pathak. (2008), The Indian Financial System-Markets, Institutions and Services, Pearson Education, Patparganj, Delhi.
- 3) Mathur B L (2017). Economic Policy & Administration, Rbsa Publishers.
- 4) Maximilian Hall (1993) Banking Regulation and Supervision: A Comparative Study of UK, USA and Japan, The Edward Elgar Publishing Ltd.
- 5) Jhonson Hazel (1993), Global Banking Today, MC-Graw Hill Publication.
- 6) Jack Revell (1973), The British Financial System, Macmillan, London and Basingstoke.
- 7) Chandler (2017), Economics of Money and Banking USA Banking System, Harper and Row.
- 8) Robin Pringle (2015), Banking in Great Britain, Methuen Young Books.

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

**B.COM III
SEMESTER VI
SPECIALIZATION**

**GROUP II: BANKING AND FINANCE PAPER IV
BANKING IN INDIA: PRINCIPLES AND OPERATIONS**

Computer Code No. – 655413

4 Credits

Marks: 100 (External Exam: 75 Marks and Internal Exam: 25 Marks)

Objective:				
To acquaint the students with the fundamental, legal and regulatory framework of banks				
Unit	Topic	No. of Lectures	Credit	Weightage %
Unit 1	NEGOTIABLE INSTRUMENTS Objective: To familiarize students about Negotiable Instruments. <ul style="list-style-type: none">• Cheque – Types of cheque- Crossing of Cheque- format of a cheque (MICR [Magnetic Ink Character Recognition], IFSC [Indian Financial System Code]) - cheque clearance procedure• Promissory Note - features and parties to promissory note,• Bills of Exchange – Characteristics - Parties to Bill of Exchange. Endorsement of Negotiable Instrument - essentials of valid endorsement-Types of Endorsement	15	1	25
Unit 2	LENDING AND CREDIT CREATION BY THE BANK Objective: To acquaint students with lending by banks, credit creation by Bank, Priority sector	15	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<p>lending</p> <ul style="list-style-type: none"> • Lending by Banks- Lending Principles – Credit History – CIBIL (Credit Information Bureau (India) Limited) score • Credit Creation by the Bank - Basis of Credit creation- Limitations of credit creation – principles of Credit Assessment • Priority Sector Lending- role and importance of priority sector lending-structure of priority sector lending-role of priority sector lending in promotion of weaker sections including agriculture and allied activities- MSME (Micro, Small and Medium Enterprises) - small scale industries 			
Unit 3	<p>MODES OF CHARGING SECURITIES AND FORMS OF LOANS AND ADVANCES</p> <p>Objective: To make students understand the modes of Charging securities and forms of Loans and Advances</p> <ul style="list-style-type: none"> • Modes of Charging Securities: Pledge- rights and duties of Pledgee. Mortgage- Types/classification of Mortgage-rights and duties of Mortgagor. • Forms of loans and Advances - Forms of Advances-Advances against Guarantee-Advances against Bill.-Advances against collateral securities. 	15	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

Unit	REFORMS IN BANKING SECTOR	15	1	25
4	<p>Objectives: To enable students to comprehend the reforms in Banking sector</p> <p>Banking Reforms- Role of Commercial Bank from 1950-1980- achievement and failure of commercial bank in India after Diversification- reforms introduced in Banks from 1980-1990- Banking sector reforms since 1991</p>			

Reference Books

1. Bedi, H.L. and Hardikar, V.K. (2016) 'Practical Banking Advances', UBS Publishers, New Delhi.
2. S.Natrajan and Dr.R.Parmeshwaran (2013), 'Indian Banking', S. Chand Publications, New Delhi
3. O.P.Agarwal (2016), 'Retail Banking in India' (4th Edition), Skylark Publications, New Delhi
4. Rakesh Kumar (2017), 'Banking and Economic Awareness', The Masters Publication, Kaithal.
5. O.P.Agarwal and K.M.Bhattacharya (2018), 'Basics of Banking and Finance' (3rd Edition), Himalaya Publishing House, Mumbai.
6. N.S.Toor and Arundeeep Toor (2017) ' Legal and Regulatory aspects of Banking' (12th Edition), Skylark publications New Delhi
7. Sundaram, KPN., and Varshney, P.N (2017) 'Banking Theory Law and Practice', Sultan Chand & Sons, New Delhi,
8. Sukhavinder Mishra (2014) Banking Law and Practice, S.Chand & Co. Ltd, New Delhi.
9. Gordon E and Natarajan K (2019) Banking Theory, Law and Practice, Himalaya Publications
10. K.P. Kandasami, S. Natarajan, R. Parameshwaran (2015), 'Banking Law & Practice', S.Chand & Co. Ltd, New Delhi
11. D.D. Mukherjee (2014). Credit Appraisal, Risk Analysis & Decision Making. Snow White Publications Pvt. Ltd.
12. D.D. Mukherjee (2015). Credit Monitoring, Legal Aspects and recovery of Bank Loan. Snow White Publications Pvt. Ltd.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III
B.COM. III
SEMESTER VI
SPECIALIZATION
GROUP II: BANKING AND FINANCE-PAPER V
BANKING SYSTEM IN INDIA
Computer Code: 655513
4 Credits

Marks: 100 (External Exam: 75 Marks and Internal Exam: 25 Marks)

Unit	Topic	No. of Lectures	Credit	Weightage %
UNIT-1	<p>OVERVIEW OF INDIAN MONEY MARKET</p> <p>Objective: To enable the students to understand the functioning of Indian money market and its recent developments</p> <ul style="list-style-type: none"> - Indian money market –structure function/importance of money market - Deficiency of Indian money market and recent development - Call money market, commercial bill market, treasury bill market-money market instrument - Commercial paper-certificates of deposit-Interbank participation certificate-REPO instruments - New bill market scheme 1970 - Discount and finance house of India as a money market institution 	15	1	25
UNIT-2.	<p>BANKING POLICY OF R.B.I, CENTRAL BANKING & FINANCIAL INCLUSION</p> <p>Objective: To acquaint the students about monetary policy of RBI and various measures of financial Inclusion taken by RBI</p> <ul style="list-style-type: none"> - Concept and function of R.B.I - Organization structure of R.B.I - Department of R.B.I - Methods of credit control - Objectives of monetary policy & credit 			

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<p>policy</p> <ul style="list-style-type: none"> - The R.B.I & Agricultural credit - Financial inclusion • Concept & Need for financial inclusion, Advantages • Measure of financial inclusion (A) R.B.I (B) NABARD (National Bank for Agriculture and Rural Development) • Pradhan Mantri Jan Dhan Yojana 2014 (PMJDY) • Pradhan Mantri Mudra Yojana 2015 • Stand up India scheme for greenfield • Make in India 	15	1	25
UNIT-3	<p>LAWS RELATING TO BANKING</p> <p>Objective: To acquaint the students about Laws relating to Banking</p> <ul style="list-style-type: none"> • Banking Regulation Act 1949 Business of banking company- Licensing of bank -Capital requirement- Opening of new branches- inspection of banks • The Banking Ombudsman Scheme 1995 The objective of the scheme- appointment of ombudsman- power and duties of banking ombudsman- procedure for redressal of grievance- amendment in 2002,2006,2009- nature of complaints and character of customer rights • Management of Non-performing Assets (NPAs) Features contributing to Non-performing Assets Management of NPAs – Classification of NPA Remedies available (Legal & Non-Legal) Fraud Account Management 	15	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

UNIT- 4	<p>RISK MANAGEMENT IN BANKS</p> <p>Objective: To enable the students to understand various types of risks in banking business and management of risks</p> <ul style="list-style-type: none"> • Necessity of risk management for banks • Causes of risk & risk mitigation • Types of risks in banks • Asset Liability Management (ALM) Concepts and objectives of ALM Prerequisites for ALM Framework of policy, credit policy, Investment policy, Liquidity policy Interest rate sensitivity policy • Asset Liability Committee (ALCO) its Activities • Rural banking Concept- Importance- product & services Types of banks provide rural finance 	15	1	25
--------------------	--	-----------	----------	-----------

Reference Books:

1. Gordan E. & Nataraja K. (2017). Banking Theory, Law and Practice. Himalaya publishing house.
2. Agarwal O.P. (2014). Banking and Insurance. Himalaya Publishing House.
3. Sethi Jyotsna and Bhatia Nishwan (2015). Elements of Banking and Insurance. PHI Learning Private Limited.
4. Kavitha Laxshmi N. (2017). An overview of banking sector. Vipul Prakashan.
5. Gordan E. & Nataraja K. (2017). Financial markets and services. Himalaya Publishing House.
6. Desai Vasant (2013) Bank management. Himalaya Publishing House.
7. Srivastava P.K. (2016). Banking Theory and Practice. Himalaya Publishing House.
8. Dr.Bandgar P.K., Business Aspects in Banking and Insurance. Vipul Prakashan.
9. Gupta P.K. & Gordan E. (2012). Banking and Insurance. Himalaya Publishing House.
10. Dr.Bandgar P.K., Laws Relating to Banking and Insurance. Vipul Prakashan.
11. Dr.Bandgar P.K., Principles and Practice of Banking and Insurance. Vipul Prakashan.

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

**B.COM III
SEMESTER VI
SPECIALIZATION
GROUP II: BANKING AND FINANCE PAPER VI
COMPARATIVE FOREIGN BANKING
Computer Code No. – 655613
4 Credits**

Marks: 100 (External Exam: 75 Marks and Internal Exam: 25 Marks)

Objectives: To acquaint the students with the fundamentals and role of comparative foreign Banking				
Unit	Topic	No of lectures	Credit	Weightage %
Unit 1	<p>Objective: To familiarize students about the role and functions of money market and parallel Money Market of UK, USA and Japan.</p> <p>MONEY MARKET OF UK USA, AND JAPAN</p> <p>The Role of Acceptance Houses in London Money Market.</p> <p>US Securities market-commercial Paper market-functions of Short-term market</p> <p>Japanese Money Market- participants in the market-</p> <p>Types of Call Loan- Collateral Securities</p> <p>Parallel money Market.</p>	15	1	25
Unit 2	<p>Objective: To acquaint students with the functioning of Capital Market of UK, USA and Japan</p> <p>CAPITAL MARKET OF UK, USA AND JAPAN</p> <p>Capital market of UK Treasury Bill Market-Capital Market-London Stock Exchange. Euro Currency</p>	15	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<p>Market.</p> <p>Capital market of USA- Long- term market- Bond Market- Stock Market-Residential Mortgage Market.</p> <p>Capital market of Japan- New Issue Market- Secondary Market.</p>			
Unit 3	<p>Objective: To familiarize the learner about the Role of World Bank, International Financial Institution and IDA</p> <p>INTERNATIONAL FINANCIAL INSTITUTIONS</p> <p>World Bank- lending policies of World Bank –critical evaluation</p> <p>Management and Organization of World Bank, Objectives and Functions of World Bank, Failures of World Bank.</p> <p>International Finance Corporation - Role and Functions</p> <p>International Development Association - Services and Functions.</p>	15	1	25
Unit 4	<p>Objectives: To enable students to comprehend the requisites of Basel I and Basel II Accord.</p> <p>BASEL NORMS</p> <p>Basel Norms - Introduction (Basel I and Basel II Accord),</p> <p>Basel II Accord - Pillars of Basel II - Impact on Global Banking,</p> <p>Difference between Basel I and Basel II norms,</p> <p>Challenges in Basel II – (Implementation challenges for Banks, Organizational Challenges, Risk Management Challenges)</p>	15	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

Reference Books:

1. Maximillian Hall (1993) Banking Regulations and Supervision- A comparative study of USA, UK and Japan, Edward Elgar Publication.
2. Shahrukh Rafi Khan, (1999) Do World Bank and IMF policies work? Palgrave Macmillan Publication.
3. R.Kyle, Ajay Chibber (2017) Reforms and Growth- Evaluation the World Bank Experience, Routledge Publications.
4. IIBF (2015) Principles and Practices of Banking –Macmillan Education 3rd Edition.
5. Royc Smith, Ingo Walter (2012), Global Banking, 3rd Edition, OUP, USA.
6. K Vaudya Nathan, Credit Risk Management for Indian Banks, SAGE Publications
7. Jhonson Hazel, Global Banking Today, Mc-Graw Hill Publication.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B. Com – III

Semester – V

Specialisation Group - Computer Studies Paper I

Computer Fundamentals - Computer Code 555118 - 4 Credits

Objectives: The course provides the learner a broad overview of Computer Fundamentals.				
Unit	Topic	No of Lectures	Credit	Weightage %
Unit -1	<p>Objective: To make the learner computer literate.</p> <p>Fundamentals of Personal Computers Definition of a Computer, Features, Types of computers, Applications of computers, Advantages & limitations</p> <p>Computer Architecture – Block Diagram Input / Output Devices, CPU, Storage Devices. PEN Drive, WEB CAM, CD-R/W, Combo Drive, USB Port, Spike Guard, Inverter, U.P.S.</p> <p>Familiarity with various keys of KEY BOARD.</p> <p>Use of Function Keys in various software alone, with ALT Key, with SHIFT Key and with CTL Key</p> <p>Computer Software - System Software & Application Software</p> <p>Bit, Byte & Word, Units of measurements – KB,MB,GB,TB</p> <p>Various types of files viz. Documents, Spread Sheets, Music, Pictures, Video etc.</p> <p>Various Abbreviations and file name extensions</p> <p>Printing Fundamentals What is a Printer? Various types of Printers, Multi Function Devices Types of Papers - Single Sheet, Continuous Stationery. Various Sizes, Types & Perforated Papers. Headers & Footers Margins - Top / Bottom / Left / Right / Header / Footer Printing Odd Pages / Even Pages / on both sides of a page C.P.S. / P.P.M. / L.P.P. / C.P.I. / L.P.I. / C.P.P. / C.P.L.</p> <p>Social Issues relating to Computers</p>	15	1	25%

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	Effect on employment, Security Automation, Information Processing, Efficiency & Productivity Privacy and Individuality			
Unit -2	<p>Objective: To make the learner familiar with various operating systems.</p> <p><u>Operating System</u></p> <p>What is an Operating System? Its functions. Various operating systems in use today.</p> <p><u>MS-DOS.</u> Using Commands, Syntax - Files & Directories, Rules for File Name & Extensions Internal Commands: CLS, DATE, TIME, MD, CD, RD, DIR, COPY, DEL, REN, VER External Commands: FORMAT, XCOPY, CHKDSK, DELTREE</p> <p><u>WINDOWS</u> Desktop, Icons, Files, Folders, Shortcuts, Windows Explorer, Recycle Bin, Windows Characteristics, Maximize / Minimize, Restore Functions of Mouse, Control Panel, Choosing a Desktop Theme Using Window Explorer, Concepts of Files & Folders, Rules for File Name & Extensions Managing Files & Folders.</p> <p><u>WINDOWS ACCESSORIES</u> – Character Map, Paint, Notepad, Calculator, Windows Media Player, Paint</p>	15	1	25%
Unit -3	<p>Objective: To train the learner in Word Processing application.</p> <p>Word Processing (Introduction to MS-WORD) Definition of Word Processing, its features, advantages and limitations. Various word processing packages, Free - Licensed - Open Source Character - Word – Sentence – Paragraph – Page & Document. Entering and Editing Text. File – New, Open, Save, Save As, Close, Page Setup, Print Selecting Text – Cut Copy Paste Special Effects - Italics, Underline, Bold, Subscript, Superscript Font & Font Size, Strike through, Change Case</p>	15	1	25%

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	Justification of Text, Font Colour, Highlighting Inserting Tables in a document Function Keys & Shortcut Key Combinations			
Unit -4	<p>Objective: To train the learner in Spread Sheet application</p> <p>Basic Concepts : Row – Column, Cells, Sheet, Work Book Inserting / Deleting / Hiding / Un hiding and Sizing of Rows & Columns Value Cells, Label Cells and Absolute Cells Selection of Range, Formatting of Cells Spelling Checking of the Sheet Functions - SUM, COUNT, MAX, MIN, AVERAGE, ROUND, AutoSum, Now, Time, Week Day, Char, Concatenate, Left, Mid, Right, Lower, Upper, Proper, Rept Elementary Idea about Page Setup and Printing Function Keys & Shortcut Key Combinations</p>	15	1	25%
	Total	60	4	100%

Recommended / Reference Books:

1. Rapidex Computer Course - Amit Gupta, Pustak Mahal
2. S. Chand's Computer Course- D. P. Nagpal, S. Chand & Co. Ltd.
3. Comdex 14 in 1 Computer Course - Vikas Gupta, Dreamtech Press
4. Office 2019 Complete, B. P. B. Publications
5. Training Guide MS Word 2017, B. P. B. Publications
6. Training Guide MS Excel 2017, B. P. B. Publications
7. Computer Fundamentals – Pradeep K. Sinha – B.P.B. Publications
8. Office 2019 in easy steps - B. P. B. Publications
9. Access 2019 For Dummies

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

B.COM. III - Semester V

Specialisation Group - Computer Studies Paper II

Computerised Accounting & Business Applications

Computer Code 555218 - 4 Credits

Objectives: The course provides the learner a broad overview of Computerised Accounting and Application of Computer in various areas of the Business.

Unit	Topic	No of Lectures	Credit	Weightage %
Unit -1	<p>Objective: To make the learner computerised accounting literate</p> <p>Accounting Fundamentals Meaning and Types of Transactions, Modes of settling transactions. Account – Meaning, Types of Accounts, Five Examples of Each Type of Accounts, Grouping of Accounts in the Trading, Profit and Loss and Balance Sheet. Fundamental Rules of Credit & Debit Basic books of accounts - Purchase Register, Sales Register, Cash Book, Bank Book, Petty Cash Book, Expense Register, Journal Entering Opening Balances in Ledger, Posting entries in ledger from above books Procedure of Balancing ledger accounts and finding out closing balance. Concept of NIL, Debit & Credit balances Accounting Groups of Assets, Liabilities, Income & Expenses. Manufacturing, Trading, Profit & Loss Account & Balance Sheet Bank Reconciliation Statement</p> <p>Accounting Entries Entering, Editing, Deleting, Printing and Duplicating Vouchers of Purchases, Sales, Journal, Cash, Petty Cash, Bank</p>	15	1	25%
Unit -2	<p>Objective: To make the learner knowledgeable in computerised accounting and Inventory</p> <p>INVENTORY Inventory Groups, Stock Items and Units of Measurement, Stock Transfer, Printing Stock Register, Stock Ledger, Stock Summary Printing with Gross Profit Percentage Stock Ledger, Stock Group</p> <p>Accounting and Inventory Reports Display and Printing detailed and summarized Purchases, Sales, Journal, Cash, Petty Cash, Bank, Ledger. Function</p>	15	1	25%

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	Keys & Shortcut Keys.			
Unit -3	<p>Objective: To make the learner Business Applications using electronic mode.</p> <p>E-Commerce & Business Applications What is E-Commerce ?. Its features, advantages and limitations Internet Banking, UTS, PAYTM, Phonepe E-Commerce and Trade Cycle Example of E-Commerce applications Security Issues</p> <p>PAYROLL Employee Master, Pay Structure, Pay Scale, Allowances, Defining Deductions and Calculating Pay Understanding Pay Sheet and Pay Slip, Form 16, T.D.S. on Salary, Understanding depositing of deductions with Banks</p>	15	1	25%
Unit -4	<p>Objective: To make the learner aware about file compression and Internet Security.</p> <p>File Compression – Decompression – ZIP / RAR What is File Compression? Its different types, advantages and limitations Introduction to WINZIP and WINRAR Creating, Adding, Deleting and Extracting Files to a Compress File</p> <p>Elementary Idea about Computer Security Computer Viruses, Adware, Spyware, Hacking What is Computer Virus?. Types and Examples Preventing Measures & Anti Virus Programs with Examples What is Adware, Spyware & Malware ? Its Types and Examples Preventing Measures & Anti Adware, Spyware, Malware Programs with Examples</p>	15	1	25%
		60	4	100%

RECOMMENDED BOOKS

1. Tally 9 - A. K. Nadhani, BPB Publications
2. Information Technology, Phadke Prakashan
3. Information Technology, Phadke Prakashan
4. Tally ERP 9.0 Training Guide, B. P. B. Publications
5. Rapidex Computer Course - Amit Gupta, Pustak Mahal
6. Comdex Computer Course - Vikas Gupta, Dreamtech Press

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B. Com – III

Semester – V

Specialisation Group - Computer Studies Paper III

Advanced Computerised Accounting & Business Applications - Computer Code 555318 - 4 Credits

Objectives: The course provides the learner a expert overview of Accounting and other Business Applications using computer.				
Unit	Topic	No of Lectures	Credit	Weightage %
Unit -1	<p>Objective: To make the learner familiar with Accounting, Inventory and Taxation aspects.</p> <p>ACCOUNTING REPORTS / TAXATION - DIRECT AND INDIRECT TAXES</p> <p>Creating & Altering Company Information, Gateway of Tally</p> <p>Accounting Groups, and Ledger</p> <p>Data Entry of Purchase, Sales, Journal, Debit Note, Credit Note, Cash, Bank & Petty Cash Voucher with test data</p> <p>Advanced Bank Reconciliation Statement</p> <p>Understanding various account books including accounting ledger and stock ledger, Confirmation of Ledger Accounts</p> <p>Understanding day to day Bank operations like IMPS, NEFT, RTGS, NACH, ECS, NPCI, NACH, Mutual Funds CKYC</p> <p>Understanding of Trading, Profit & Loss Account and Balance Sheet along with Stock Summary</p> <p>Printing Various Books of Accounts, Ledger, Trial Balance, Trading and Profit and Loss Account and Balance Sheet</p> <p>Function Keys – Default Values, Short Cut Key Combinations</p>	15	1	25%
Unit-2	<p>Objective: To make the learner familiar with Advanced features of EXCEL.</p> <p>Advanced EXCEL</p> <p>Basic Concepts -- Row, Column, Cells, Cell Address,</p>	15	1	25%

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<p>Value cells, Label cells, Absolute cells, Relative cells Multiple Worksheets, Inserting & Deleting Single and Multiple Rows & Columns Financial Functions (FV, PV, PMT) String(Clean, Len, Trim, Chr, Code) Mathematical(SUM,COUNT,AVERAGE,MAX,MIN,Sqrt, Round) Logical (IF, or, true, not, And) Date Functions – Date(), Day(), Month(), Year(), today(), Now(), Weekday(), Lookup – Hlookup, Vlookup Toolbars – Standard & Formatting Increasing & Decreasing Row Height and Column Width Data Sort, Data Fill (Autofill), Sub Totals, Filter Undo & Redo, Find, Find & Replace, Goto, Formatting Cells, Formatting a Sheet Creating Charts File – Open, Save, Save As, Exit Macros – Elementary Idea Spelling Checking Function Keys – Default Values, Short Cut Key Combinations,</p>			
Unit -3	<p>Objective:</p> <p>Advanced Tally Features Invoice Printing, Cheque Printing, PAY-IN-SLIP Printing, Interest Calculations.</p> <p>Inventory Groups, Stock Items and Units of Measurement, Stock Transfer, Printing Stock Register, Stock Ledger, Stock Summary, Printing with Gross Profit Percentage Stock Ledger, Stock Group Basics of Income Tax, T.D.S. – Procedure of obtaining TAN / PAN. Challans for Payment of TDS, Income Tax, GST etc,</p> <p>Basics of GST, Elementary Idea about Registration, Collection, Input Tax Credit and Reverse Charge mechanism.</p>	15	1	25%
Unit -4	<p>Advanced WORD and Advanced Power Point</p> <p>File – Open, Save, Save As, Exit, =Rand() Font Colour, Text Highlighting, Page set up --- Width, Height, Top margin, Bottom margin, Header, Footer Find and Replace, Spell Check & Grammar Auto Text, Auto Correct</p>	15	1	25%

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<p>Justification -- Left , Right , Centre , Even</p> <p>Indenting And Out denting Text, Line Spacing, Paragraph Spacing</p> <p>Bullets, Numbered Lists, Multi Level List, Borders</p> <p>Drop Cap, Change Case, Columns, Go To</p> <p>Word Count, Insert Page Break, Tables</p> <p>Print and Print Preview, Mail Merge, Letter Wizard, Macros, Tables</p> <p>Function Keys – Default Values, Short Cut Key Combinations</p> <p>Advanced POWERPOINT</p> <p>Creating, Editing & Saving a PowerPoint Presentation</p> <p>Inserting Clip Art, Hyperlink</p> <p>Formatting, Transition & Animation Effects</p> <p>Different Views (Normal, Outline, ...)</p> <p>Slide Show</p> <p>Printing Slides and handouts</p> <p>Function Keys – Default Values, Short Cut Key Combinations</p>			
	Total	60	4	100%

RECOMMENDED BOOKS

1. Rapidex Computer Course – Amit Gupta, Pustak Mahal
2. S. Chand's Computer Course- D. P. Nagpal, S. Chand & Co. Ltd.
3. Comdex Computer Course - Vikas Gupta, Dreamtech Press
4. Office Complete, B. P. B. Publications
5. Training Guide MS Word 2007, B. P. B. Publications
6. Training Guide MS Excel 2007, B. P. B. Publications
7. Training Guide MS Power Point 2007, B. P. B. Publications
8. Tally ERP 9.0 Training Guide, B. P. B. Publications
9. Tally Pay Roll, B. P. B. Publications

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B. Com – III

Semester – VI

Specialisation Group - Computer Studies Paper IV

Systems, DTP & Networking - Computer Code 655418 - 4 Credits

Objectives: The course provides the learner a expert overview of Systems, D.T.P. and Net Working and Organizing Applications using computer.				
Unit	Topic	No of Lectures	Credit	Weightage %
Unit -1	<p>Objective: To make the learner duly organized through understanding of systems and tools of organising.</p> <p>SYSTEMS ANALYSIS System -Defination, Features Stages of System Development Life Cycle Input - Entry, Validation, Speeding up, Duplicate Checks Process - Normal & Pre-Defined, Batch and Real time. Forms Designing, Input Designing, Data Entry Screens, Report Layouts Data Flow Diagram</p> <p>ORGANISING Calendars, Contacts To do lists, Task Lists, Group To Do Elementary Idea about CRM Online Password Storage Managers Online Book Mark managers</p>	15	1	25%
Unit-2	<p>Objective: To make the learner aware of DTP applications and Cyber Security.</p> <p>DESK TOP PUBLISHING ELEMENTARY IDEA OF Corel Draw, Page Maker, Photo Shop</p> <p>CYBER LAWS & ETHICS Manners & Ethics in Cyber world relating to surfing and communication Need for Cyber Laws, Tracking Crimes. Cyber Laws existing in India & Abroad Hacking, Email Scam & Email Spam Cyber Crimes Digital Signature Certificate, Its registration on the website of Income Tax, GST, Signing of documents with the DSC</p>	15	1	25%

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

Unit -3	<p>Objective: To make the learner aware of advanced internet, email applications and web designing concepts.</p> <p>COMPUTER NETWORKING Networking and its Advantages How Data is Transmitted Types of Networking (Client Server, Peer to Peer, Personnel) Classification of Networks, Components of Network Types of Servers, Workstation Advantages and Disadvantages of Client Server Database NetWare (Dedicated and Non Dedicated NetWare), Login & Logout</p>	15	1	25%
Unit -4	<p>Objective: To make the learner aware of advanced internet, email applications and web designing concepts.</p> <p>ADVANCED INTERNET, EMAIL & WEB DESIGNING Managing INBOX, Searching Email, Organising Email in folders and with tags, Printing Email File Sharing, P2P, Blogs, News Groups, Social Networking Online Storage, Chatting Cloud Computing Internet Telephony, Video Conferencing.</p> <p>WEB DESIGNING CONCEPTS HTML Tags – Title, Head, Body, BR, P,BR, H1 TO H6, OL, UL, MARQUEE, HR B,I,U,S,TT,BIG,SMALL,SUB,SUP, FONT, AHREF Creating a Simple Web Page File – Saver, Save As Inserting Images & Background Images Tables, Links</p>	15	1	25%
Total		60	4	100%

RECOMMENDED BOOKS

1. Rapidex Computer Course - Amit Gupta, Pustak Mahal
2. Training Guide MS Outlook 2013,B. P. B. Publications
4. Web Page Designing – Monica D'souza, Tata McGraw Hill
5. Comdex Desktop Pub. Course - Vikas Gupta, Dreamtech Press
6. Eat That Frog!: Brain Tracy
7. The one thing.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B. Com – III

Semester – VI

Specialisation Group - Computer Studies Paper V

Computer Hardware & Maintenance - Computer Code 655518 - 4 Credits

Objectives: The course provides the learner reasonable understanding of Computer Hardware.				
Unit	Topic	No of Lectures	Credit	Weightage %
Unit -1	<p>Objective: To make the learner computer hardware literate.</p> <p>Multi Media Components CD-ROM, DVD, Microphone, Speakers, Headphone, Earphone, Web Camera, Digital Camera Uses of Graphic in Computer Using Educational, Games, Magazines, Audio, Movies, DVDs</p> <p>Supporting Computer Hardware Inverter, U. P. S., Various Connectors – U.S.B., Blue Tooth, Infra Ray, WIFI, Modem, Wireless Modem Input, Output & Storage Devices</p>	15	1	25%
Unit-2	<p>Objective: To make the learner aware about computer maintenance.</p> <p>Computer Maintenance Hardware Maintenance Floppy Disk Cleaner, CD-DVD cleaner Disk Maintenance - Chkdsk, Diskcleaner, Searching files, Deleting obsolete files, Organising files. Disk Defragmentor Memory Checking</p> <p>File & Directory Organisation File Size, Sectors, Tracks, FAT, Fragmentation of files, Character Map</p> <p>Backup & Restore of Data Meaning, importance and need of Backup and Restore. Various ways of taking Backup on CD, DVD, Pen-Drive, Cloud Backup, Synchronizing local disk with cloud drive.</p>	15	1	25%

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

Unit -3	<p>Objective: To make the learner aware about communication through computer</p> <p>Basics of Communication / Surfing ISD Codes, STD Codes, SIM, IMEI No., SMS, IVRS Internet - Surfing, Basics of Websites, Website extensions Internet - Email, Creating Email-Id on free servers like yahoo.com, india.com,hotmail.com, gmail.com Downloading & Uploading of files Introduction to Whatsapp, Instagram, Skype Blogs–Meaning, Features, How to create & maintain blog. Vlogs–Meaning, Features, How to create & maintain Vlog. Reading text of a document by Computer, Voice input</p>	15	1	25%
Unit -4	<p>Objective: To make the learner aware about practical word processing applications.</p> <p>Practical applications of Word Processing Text Formatting Effects, Headers & Footers Text Sorting, Various Styles of Document, Inserting Screen Shot, Pictures, Charts, Hyperlink, Smart Art, Word Art, Date and Time, Equations in word documents. Applying Themes, Colours, Effects, Water Marks, Page Colour, Page Border, Table of contents Making Envelops, Word Count, Different views of a document. Creating Macros in MS-Word</p>	15	1	25%
Total		60	4	100%

RECOMMENDED BOOKS

1. Internet to Go - Alan Simpson, B. P. B. Publications
2. Internet 6 in 1, Prentice Hall
3. Information Technology, Phadke Prakashan
4. Mastering MS-Word – B.P.B. Publications

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B. Com – III

Semester – VI

Specialisation Group - Computer Studies Paper VI

Advanced Systems, Computer Languages, Programming and Applications.

Computer Code 655618 - 4 Credits

Objectives: The course provides the learner a expert overview of Accounting and other Business Applications using computer.				
Unit	Topic	No of Lectures	Credit	Weightage %
Unit -1	<p>Objective: To make the learner confident with MS-EXCEL Applications and Mobile Computing.</p> <p><u>Practical applications of MS Excel</u> Learning to make the use of Templates, Naming a range of cells, Connecting two work sheets, Connecting two work books, Use of side by side feature, Making use of various options with Paste, Transpose feature, Formatting a worksheet, Data Validation, Templates, Creating Macros in MS-Excel, EXCEL Addons</p> <p><u>MOBILE COMPUTING</u> Types of Mobiles, Operating systems in mobiles, Categories of Applications on Play Store. Downloading and installing applications – UTS, NET, M-Indiciator, Zomato, Moneycontrol, Phonepe, Banking, Stock Market, Mutual Funds, Tasks, Calendars, Benefits of Mobile Applications in day to day task</p>	15	1	25%
Unit-2	<p>Objective: To make the learner familiar with various aspects of business.</p> <p>Business Process Automation Meaning, Functions, Process Management, Examples of Process Flow, Steps in Business Process Automation.</p> <p>FLOW CHARTING Definition & Uses Symbols of Flow Charting. Concepts of Conditions, Loop. How to Draw a Flow Chart. Constants - Numeric, Non-Numeric Variables - Numeric, Non-Numeric Problems of drawing Flow Chart</p>	15	1	25%

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<p>Data Flow Diagram</p> <p>Enterprise Resource Planning</p> <p>Meaning, Features, Modules, Examples, Advantages, Limitations</p> <p>Modules – Finance and Accounting, Controlling, Sales & Distribution, Human Resources, Product Planning, Materials Management, Quality Management, Supply Chain Management, Customer Relationship Management</p> <p>Reporting Systems and M.I.S.</p> <p>Various types of Reports, MIS Reports, Data Analytics</p> <p>COMPUTER LANGUAGES</p> <p>What is a Computer Language ?</p> <p>Which are the different types of Computer Languages ?</p> <p>What are Commands & Functions ?</p>			
Unit -3	<p>Objective: To make the learner aware about Computer Languages and Programming.</p> <p>DATABASE BASICS - Foxpro 2.50 DOS / WINDOWS / Access 2007</p> <p>Basic Concepts</p> <p>Database, Record, Field, Character, Types of Fields</p> <p>Commands – Create, Display Structure (To Print), Modify Structure, Quit, Use, Append, Edit Browse, List (To Print), Display, Locate, Delete, Pack, Zap, Replace, Go, Skip, For – While,</p> <p>Scope of commands (All, Rest, Next)</p> <p>Sorting & Indexing, Sum, Average, Count</p> <p>Creating & Printing Labels & Reports</p> <p>Various Date Formats & Date Arithmetic</p> <p>Functions – Date(), Time(), Recno(), Reccount(), Min(), Max(), Round(), BOF(), EOF(), Mod(), Sqrt(), CTOD(), DTOC(), DAY(), CDOW(), MON(), CMON(), LEFT(), R.GHT(), STR(),SUBSTR(), Ltrim(), Rtrim(), LTRIM(), Upper(), Lower(), Proper(), Left(), Right(), Found()</p> <p>Opening Multiple Databases and Setting Relation</p> <p>Set Commands – Default to, Decimal to, Talk, Escape, Confirm, Index</p> <p>MS ACCESS</p> <p>What is Access ? Concept of Database & Tables</p> <p>Creating Tables, Saving Tables, Setting Primary Key</p> <p>Modifying Table Structure, Adding Records in the Table</p>	15	1	25%

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

Unit -4	<p>Objective: To make the learner confident to develop a system.</p> <p>PRINCIPLES OF PROGRAMMING About Structure Programming Modular Programming Data Types Variables (Declaration, Rules, Classification) Operators (Arithmetic, Relational, Logical, Assignment Increment/Decrement, Conditional</p> <p>PROGRAMING COMMANDS Set Talk, Set Autosave, Set Default, Set Print, Set Status, Set Color, ?,??, For – Endfor, Do While – Enddo, Scan – Endscan Accept, Input, Wait, Return, Eject, Close, @Say, @Get, Read, Append Blank, If – Else-Endif, Text – Endtext</p> <p>PROGRAMMING IN FOXPRO Creating, Saving, Basic Editing, Running, Printing, Saving Program file Programs without the use of files Programs with the use of files Developing a small system</p>	15	1	25%
	Total	60	4	100%

RECOMMENDED BOOKS

1. Foxpro 2.50 - R. K. Taxali, B. P. B. Publications
2. Learn MS-Access in one day, B. P. B. Publications
3. Understanding dbaseIII+ - Alan Simpson, B. P. B. Publications
4. Advanced Techniques in dbaseIII+ - Alan Simpson, B. P. B. Publications
5. An Insight into flow charting - V. K. Jain, B. P. B. Publications
6. BASIC Programming - V. K. Jain / Balgurav Swamy, B. P. B. Publications
7. Internet to Go - Alan Simpson
8. Internet Complete
9. M.S. Office - Power Point 2013 - Tom Bunzel
10. Comdex Desktop Pub. Course - Vikas Gupta
11. Implementing Tally Payroll – Nadhani
12. Internet 6 in 1
13. Training Guide MS Excel 2013
14. Training Guide MS Word 2013

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

VOCATIONAL COURSES

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B. Com – III
Sem – V

Vocational Computer Applications Paper-VI
Audio and Video Editing Software
Code No: 505618

- Objectives : To introduce the students to the Basic of Sound and Video Editing.
- This course helps students to work with well-known Video Editing software i.e. Adobe Premier.
- To enable the participants to explore to and acquire skills in respect of most sophisticated computerized Video and Audio Editing procedures and practices so as to help them serve better the vast Video Editing needs of every Film making organization.
- To train and develop competent Editing operator for film employment and for self-employment
- Student will learn to create sound and video effects for film and Television serials industry, Adobe Premier software

Unit	Topic	No of Lectures	Credit	Weightage %
Unit -1	<p>1) Introduction to Video Editing with Premiere CS</p> <p>a. Overview of Video Editing</p> <p>b. Uses of Premiere Pro CS4</p> <p>c. Features of Premiere CS4</p> <p>d. Installing Premiere Pro CS4</p> <p>2) Introduction to Moviemaking</p> <p>a. Basics of digital video and movie editing</p> <p>b. Comparing camcorder formats</p> <p>c. Understanding video codecs</p> <p>d. Shooting better video</p> <p>3) Getting Started with Premiere Pro CS</p> <p>a. Working with workspace</p> <p>b. Customizing the Workspace in Premiere Pro CS4</p> <p>c. Working with project settings</p> <p>4) Importing and Capturing Footage</p> <p>a. Importing files as footage</p> <p>b. Importing stills</p> <p>c. Importing layered Photoshop and Illustrator files</p> <p>d. Dealing with missing media</p> <p>e. Setting up to capture from tape</p> <p>f. Logging Tapes</p> <p>g. Batch-capturing footage</p>	30	02	50

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<p>5) Basic Video Editing</p> <ul style="list-style-type: none"> a. Basic Editing Concept and Tools b. Working with Monitor Panels c. Creating Insert and Overlay Edits d. Editing in the Timeline e. Setting In and Out Points in the Timeline Panel 			
Unit -2	<p>6) Editing Audio</p> <ul style="list-style-type: none"> a. What is Audio? b. Timeline Audio Tracks c. Editing Audio d. Recording Audio e. Gaining, Fading and Balancing f. Using Audio Effects and Transitions <p>7) Mixing and Creating Effects with the Audio Mixer</p> <ul style="list-style-type: none"> a. Audio Mixer Overview b. Setting Track Volume & Mixing Tracks c. Panning & Balancing d. Applying effects with Audio Mixer <p>8) Creating Transitions</p> <ul style="list-style-type: none"> a. About Video Transitions (Overview) b. Applying transitions c. Adjusting Transitions d. Customizing Transitions e. Various Transitions Effects 	30	02	50
	Total	60	04	100

Recommended / Reference Books:

- 1) Adobe Premier Hand Book – Adobe
- 2) Sound Forge manual by Sony Creative

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

B. Com – III

Sem – V

Vocational Computer Applications-VII

Advance Web Designing

Code No: 505718

<ul style="list-style-type: none"> • Objectives : To develop the skill & knowledge of Web page design. • To Visualize the basic concept of HTML. • To Develop the concept of web publishing • The student will be able to define the principle of Web page design • The student will be able to define the basics in web design • The student will be able to Introduce basics concept of CSS. 				
Unit	Topic	No of Lectures	Credit	Weightage %
Unit -1	Fundamentals of Computer Web Designing <ul style="list-style-type: none"> • Introduction to web • Overview HTTP • Client request and Server Response • Cookies • Proxy server • Web Security • Digital signature • Digital Certificates • Encryption • Authentication 	10	02	20
Unit -2	Hyper Text Markup language <ul style="list-style-type: none"> • Introduction to HTML • Designing WebPages • Text Formatting • List • Tables • Hyper links • Using Images etc. • Forms • Frames • Image Mapping • Inclusions of multimedia 	50	02	80
	Total	60	04	100

Recommended / Reference Books:

- "HTML and XHTML" : Gary Rebolz, SAMS Publihers
- "Mastering HATML 4 "; Deborah S. Ray, Eric J. Ray, Sybex
- "The complete reference HTML and XHTML (4th Edition)": Thomas A. Powell, Tata Mcgraw hill
- "Mastering Web Designing": Mccoy

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

- "Running a perfect Web Site": Wynkoop
- "HTML Complete": Sybex
- "Mastering HTML 4 Premium (W/CD)": Ray
- HTML: Chuck Musciano and Bill Kennedy, O'Reilly and Associates "The Definitive Guide": 3rd Edition.

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

B. Com – III

Sem – V

Vocational Computer Applications Paper-VIII

Dreamweaver and Flash

Code No:505818

- Objectives : Understand and develop technical skills to develop the site with links
- Demonstrate the planning and creation of interactive images
- Add images to portfolio, slices, layers, frames, and behaviors
- Produce a useable, effective website
- After completing this course, you'll be able to create a web page by typing and formatting text, importing graphics, adding links, building tables, using frames, and uploading files to a remote server.
- Learn appropriate animation for communicating through the website.
- Create a website for a client (plan and develop)

Unit	Topic	No of Lectures	Credit	Weightage %
Unit -1	<p>Dreamweaver – I</p> <p>Internet Access and HTML</p> <p>Internet Access and HTML</p> <p>Planning Web Sites</p> <p>The Dreamweaver Environment</p> <p>Viewing and Managing HTML Code</p> <p>Creating a Web Site</p> <p>Defining a Web Site</p> <p>Creating a Basic Web Page and Page Properties</p> <p>Building a Web Site</p> <p>The Site Panel and Templates</p>	15	01	25
Unit -2	<p>Dreamweaver - II</p> <p>Adding Content to Web Pages</p> <p>List Formats and Graphic File Types</p> <p>Inserting a Table and Adjusting Table Properties</p> <p>Using Graphics in Table Cells and Nested Tables</p>	15	01	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<p>Using Table Layout View</p> <p>Creating and Using a Repeating Region Template</p> <p>Using Cascading Style Sheets</p> <p>Working with Links</p> <p>Creating Internal and External Hyperlinks</p> <p>Creating an Image Map and Anchors</p> <p>Enhancing Navigation in a Site</p> <p>Framesets</p> <p>Reusable Navigation Bars</p> <p>Managing and Uploading a Web Site</p> <p>The Site Map</p>			
Unit -3	<p>FLASH – I</p> <ul style="list-style-type: none"> • Introduction To Flash • Types Of Animation • Flash Work Area • Creating Basic Shapes • Creating Basic Lines & Curves • Working With Text 	15	01	25
Unit -4	<ul style="list-style-type: none"> • Working With Symbols • Working With Sound • Scripting In Flash • Publishing Flash Movie 	15	01	25
	Total	60	04	100

Recommended / Reference Books:

- Macromedia Dreamweaver MX 2004: Visual QuickStart Guide”, J. Tarin Towers, Macromedia Press, ISBN 0321213394
- “Dreamweaver MX Bible”, Joseph Lowery, Wiley Publishing, ISBN 0-7645-4931-6
- “Dreamweaver MX 2004: The Complete Reference”, Ray West and Tom Muck, McGraw-Hill, ISBN 0072229438
- Macromedia Flash8 Bible, Robert Reinhardt
- Macromedia Flash MX 2004 Hands, Rosanna Yeung

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B. Com – III

Sem – VI

Vocational Computer Applications Paper-IX

Data Base Management System(DBMS)

Code No: 605918

Objectives : The student should develop skills and understanding in:

- the design methodology for databases and verifying their structural correctness
- implementing databases and applications software primarily in the relational model
- using querying languages, primarily SQL, and other database supporting software
- applying the theory behind various database models and query languages
- implementing security and integrity policies relating to databases
- the basic principles behind data warehousing and preparation for data analytics.

Unit	Topic	No of Lectures	Credit	Weightage %
Unit -1	<p>Data Base System Data Information, Database, Database system, Database management system</p> <p>Application of DBMS</p> <p>Characteristics of DBMS</p> <p>Users of DBMS</p> <p>Advantage of DBMS</p> <p>Database Administrator, Functions of DBA,</p> <p>Database system structure/ overall architecture of DBMS</p> <p>Data model (Introduction) Model</p> <p>Data model</p> <p>Categories of Model</p> <p>a. Overview of Network b. Overview of Hierarchical c. Overview of Relational</p>	20	01	40

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

Unit -2	<p>Database Design overview of Database Design, E-R diagram, Entity, Entity set, Entity types, Logical, Physical, Strong, Weak, Attributes, Key attributes, Value set (Domain) of attribute, Relationship, degree,</p> <p>Relational Data Model</p> <p>Domain, Attribute, Tuples, Relations constraint, Domain constraint, Entity integrity, Referential integrity, Key</p>	10	01	10
Unit -3	<p>SQL (Structured query language)</p> <p>Introduction</p> <p>Features of SQL</p> <p>Components – DDL, DML, DCL</p> <p>Data types in SQL</p> <p>Commands Create, Desc, Insert, Select, Delete, Update, Alter, Rename</p> <p>Aggregate functions Average, Min, Max, Count (*), Greatest, Least, Sum</p> <p>Character functions</p> <p>Lower, Upper, Instr, Ltrim, Rtrim, Rpad, Lpad, Substar, Length</p> <p>Numeric functions</p> <p>Abs, Power, Round, Ceil, Floor, Sqrt, Trunc, Mod, Sign</p> <p>Date Function</p> <p>Join queries</p>	30	02	50

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<p>Declarative constraint</p> <p>Primary key, Null, Check, Default, Not null, Foreign key</p> <p>Transaction control command Commit, Roll back, Save point</p> <p>Views</p> <p>Create, Drop, Advantage & disadvantage of view, Uses of view</p> <p>Triggers (introduction)</p> <p>Concept, How they are used, Parts of trigger, Types of Trigger, Insert, Delete, Update triggers</p> <p>Security specifications.</p> <p>Grant, Revoke</p>			
	Total	60	04	100

Recommended / Reference Books:

- "Oracle – the complete reference", Bayross, Ivan: BPB Publications
- "Upgrade to oracle 8", DataproInfoworld Ltd.
- "Database Design": GioWiderhold.
- "Fundamentals Of Database Systems": Elmarsi and Navathe.
- "Database System Concepts" : Korth, Siberschatz

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

**B. Com – III
Sem - VI**

**Vocational Computer Applications Paper-X
Introduction to Visual Programming
Code No: 606018**

- Objectives : To help them to create projects in VB that will help them in meeting the industry standards
- To recognize and understand the needs of VB Programming
- To develop skills and competencies require for the industry
- To equip the students with web base programming
- To help the students to acquire the knowledge of web designing
- To provide the experience of doing web based projects

Unit	Topic	No of Lectures	Credit	Weightage %
Unit -1	Introd to Visual Programming – I <ul style="list-style-type: none">● Visual Basic Controls● Variables and constants● If-Then-Else and nested if statements,● For-Next, Do-While, and Do-Until loops	30	02	50
Unit -2	Introd. to Visual Programming – II <ul style="list-style-type: none">● Validating data input by the user ,● Arrays● Create menu options on a user interface	30	02	50
	Total	60	04	100

Recommended / Reference Books:

- “VISUAL BASIC – GOTTFRIED”, BYRON S., Edition: 01, Tata McGraw Hill 2nd edition
- Visual basic 6, Super bible, Techmedia, SAMS

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B.COM III/ B.A II

SEMESTER V / SEMESTER IV

Vocational Degree Course - Tourism & Travel Management

TRAVEL AGENCY MANAGEMENT – Paper VI

Computer Code – B.Com 505624 B.A _____

4 Credits

Objective:

To study the overall aspects of a travel agency

External Exam: 75 marks

Internal Exam: 25 marks

Unit	Topic & Detail	Lectures	Credit	Marks
1	<p>PROFILE OF A TRAVEL AGENCY Objective: To study the layout & operations of a travel agency</p> <ul style="list-style-type: none"> • Origin, Terms & Abbreviations • Types & Functions • IATA Recognition & Sources of Income • Travel Agent v/s Tour Operator 	15	1.0	25
2	<p>DEPARTMENTS OF A TRAVEL AGENCY Objective: To study the distribution system of services in various departments of a travel agency.</p> <ul style="list-style-type: none"> • Travel Dept. <ul style="list-style-type: none"> ✓ Sales, Operations & Reservations • Tours Dept. <ul style="list-style-type: none"> ✓ Domestic, Inbound & Outbound • Administration Dept. • Liaison with Tourism Suppliers 	15	1.0	25
3	<p>SETTING UP OF A TRAVEL AGENCY Objective: To be an efficient entrepreneur for a Start-up</p> <ul style="list-style-type: none"> • Requirements of a Travel Agency • Infrastructure & adequate finance • Approvals by concerned organizations 	15	1.0	25
4	<p>TRAVEL DOCUMENTATION Objective: To provide knowledge & assistance about process & procedures of travel documents.</p> <ul style="list-style-type: none"> • Passport • Visa • Health Requirements • Forex • Travel Insurance 	15	1.0	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

References :

1. Kadam, K.C.K. (2014). *A Text Book of Tourism and Hospitality Management*, (1st Edition) UDH Publishers and Distributors Pvt. Ltd, New Delhi.
2. Negi, Jagmohan. (2009). *Travel Agency Operations – Concepts & Principles*, Kanishka Publishers, New Delhi
3. Negi, K.S. (2011). *Travel Agency Management*, Wisdom Press, New Delhi
4. Roday, S., Biwal, A. & Joshi, V. (2011). *Tourism Operations & Management*, Oxford University Press, New Delhi.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B.COM III/ B.A II

SEMESTER V / SEMESTER IV

Vocational Degree Course - Tourism & Travel Management

GLIMPSES OF INDIAN CULTURE – Paper VII

Computer Code – B.Com 505724 / B.A _____

4 Credits

Objective:

To provide an insight of India's rich cultural heritage.

External Exam: 75 marks

Internal Exam: 25 marks

Unit	Topic & Detail	Lectures	Credit	Marks
1	INTRODUCTION OF CULTURAL GLIMPSES & ARCHITECTURAL STYLES Objective: To explore the elevations, layout & dimensions of different architectural styles. <ul style="list-style-type: none">• Hindu Temple Architecture• Cave & Rock-Cut Architecture• Indo-Islamic Architecture• British Architecture	15	1.0	25
2	CULTURAL HERITAGE Objective: To study the contribution of Cultural tourism towards National Integration <ul style="list-style-type: none">• Fairs & Festivals• Cuisine• Religion• Contributions	15	1.0	25
3	PERFORMING ARTS Objective: To study the role of performing arts in promoting Indian Tourism. <ul style="list-style-type: none">• Folk & Classical dance forms• Indian Music & Concepts• Musical Instruments• Popular Dance & Music festivals	15	1.0	25
4	APPLIED ARTS Objective: To study the role of applied arts in tourism promotion & employment generation. <ul style="list-style-type: none">• Handicrafts• Paintings• Costumes & Textiles• Contributions	15	1.0	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

References:

1. Albanese, M.(1999). *Architecture In India*, Om Book Service, New Delhi.
2. Dalal, R., Datta, P. Koshy, A. (2014) *Eyewitness Travel Guide – India*, Dorling Kindersley Ltd. London.
3. Mathur, A. (2016). *Fundamentals of Travel & Tourism*, Ane Books Pvt.Ltd, New Delhi.
4. Gupta, S. (2002) *Cultural Tourism In India*, Indraprastha Museum of Art & Archaeologyy, New Delhi.
5. Vaidyanathan. S. (2006) *Temples of South India – A photographic journey*, English Edition Publishers & Distributors, Mumbai.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B.COM III/ B.A III

SEMESTER V / SEMESTER V

Vocational Degree Course - Tourism & Travel Management

TOURISM ALLIED SECTORS – Paper VIII

Computer Code – B.Com 505824 / B.A _____

4 Credits

Objective:

To understand the dynamics of Service Industry.

External Exam: 75 marks

Internal Exam: 25 marks

Unit	Topic & Detail	Lectures	Credit	Marks
1	<p>ACCOMODATION Objective: To identify various segments of the accommodation industry</p> <ul style="list-style-type: none"> • Meaning, F.H.R.A.I. & I.H.A • Types of Hotels & Star gradation • Room Categories • Meal Plans 	15	1.0	25
2	<p>COMPONENTS OF TOURISM SERVICES Objective: To study diverse categories of tourism services</p> <ul style="list-style-type: none"> • Telecommunications • Health Facilities • Duty Free Shops • Travel Consultants & Travel Writers • Travel Blogs 	15	1.0	25
3	<p>COMMUNICATION SKILLS & INTERVIEW TECHNIQUES Objective: To value the importance of verbal & non verbal communication</p> <ul style="list-style-type: none"> • Telephonic Skills • Interview & Grooming Skills • Types of Interviews • Phonetic Alphabets • Body language 	15	1.0	25
4	<p>TRAVEL TECHNOLOGY & GLOBAL DISTRIBUTION SYSTEM Objective: To study the emerging trends in the tourism sector</p> <ul style="list-style-type: none"> • Study of Websites • E – Documentation • E – Ticketing • Reservation Systems 	15	1.0	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

References :

1. Bansal, S., Kumar, V. Kulshreshtha, S. (2015) *Tourism –Innovations & Challenges in the Age of M-Commerce*, Bharti Publications, New Delhi.
2. Chawla, R. (2006) *Tourism Marketing & Communications*, Arise Publishers & Distributors , New Delhi.
3. Mathur, A. (2016). *Fundamentals of Travel & Tourism*, Ane Books Pvt.Ltd, New Delhi.
4. Roday, S., Biwal, A. & Joshi, V. (2011). *Tourism Operations & Management*, Oxford University Press, New Delhi.
5. Rai, U. (2004), *Effective Communication*, Himalaya Publishing House, Mumbai

Internship Viva as part of the Internal Assessment of Semester V.

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

B.COM III/ B.A III

SEMESTER VI / SEMESTER V

Vocational Degree Course - Tourism & Travel Management

Tourism Marketing & Promotion – Paper IX

Computer Code – BCom 605924 / B.A _____

4 Credits

Objective:

To market and promote India as a tourist destination at National & Global levels.

External Exam: 75 marks

Internal Exam: 25 marks

Unit	Topic & Detail	Lectures	Credit	Marks
1	<p>TOURISM MARKETING CONCEPTS Objective: To study the basic concepts of marketing & its applications.</p> <ul style="list-style-type: none"> • Basic terms, meaning & significance of tourism marketing • Marketing Concepts • Marketing of Services • Market Research 	15	1.0	25
2	<p>MARKETING STRATEGIES AND PRICING POLICIES Objective: To study & co – relate various concepts, strategies & pricing policies of different tourist products</p> <ul style="list-style-type: none"> • Overall Marketing Strategy • Pricing Policies • Marketing Mix • Stages of Product Life Cycle • Market Segmentation 	15	1.0	25
3	<p>TOURISM PROMOTION Objective: To study the promotional techniques & role of service providers in tourism promotion.</p> <ul style="list-style-type: none"> • Promotional Tools • Role & Contribution of: <ul style="list-style-type: none"> ✓ Hotels ✓ Airlines ✓ Indian Railways 	15	1.0	25
4	<p>PUBLIC RELATIONS & SERVICE INDUSTRY Objective: To explore the contributions of PR Dept. highlighting the role of service industry.</p> <ul style="list-style-type: none"> • Role of PR • Key Performance Areas • Incredible India Campaign • Role of Trade Fairs 	15	1.0	25

1. Chaudhary, M. (2015) *Tourism Marketing*, Oxford University Press, New Delhi.
2. Choudhary, V. (2010) *Tourism Planning & Management*, Centrum Press.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

3. Chawla, R. (2006) *Tourism Marketing & Communications, Arise Publishers & Distributors* , New Delhi.
4. Chawla, R. (2006) *Tourism Promotion*, Sonali Publications, New Delhi.
5. Kadam, K.C.K. (2014). *A Text Book of Tourism and Hospitality Management*, (1st Edition) UDH Publishers and Distributors Pvt. Ltd, New Delhi.
6. Kotler, P.(2017) *Marketing for Hospitality & Tourism*,(7th Edition) Pearson Education Pvt.Ltd., New Delhi.
7. Roday, S., Biwal, A. & Joshi, V. (2011). *Tourism Operations & Management*, Oxford University Press, NewDelhi.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B.COM III/ B.A III

SEMESTER VI / SEMESTER VI

Vocational Degree Course - Tourism & Travel Management

Tourism Planning – Paper X

Computer Code – B.Com 606024 Tourism Promotion / B.A _____

4 Credits

Objective:

To provide the tourist with a planned programme for specified destinations.

External Exam: 75 marks

Internal Exam: 25 marks

Unit	Topic & Detail	Lectures	Credit	Marks
1	ITINERARY PLANNING (DOMESTIC SECTOR) Objective: To study various hierarchical steps in designing domestic itineraries. <ul style="list-style-type: none">• Route Map• Circuit Itineraries• Resources required for planning Itineraries• Costing of a Domestic Tour	15	1.0	25
2	ITINERARY PLANNING (OUTBOUND SECTOR) Objective: To study various hierarchical steps in designing outbound itineraries <ul style="list-style-type: none">• Route Map• Circuit Itineraries of popular outbound sectors• Concept of Meal Plans• Framing of outbound Itineraries	15	1.0	25
3	PACKAGE TOURS Objective: To understand the popularity & awareness of package tours. <ul style="list-style-type: none">• Meaning & Importance of Package Tours• Types of Package Tours• Advantages & Disadvantages• Cost Components	15	1.0	25
4	ALTERNATE FORMS OF TOURISM Objective: To appreciate the needs to develop alternative forms of tourism. <ul style="list-style-type: none">• Sustainable Tourism• Responsible Tourism• Medical Tourism• MICE Tourism	15	1.0	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

References:

1. Edgell, D. (2012). *Managing Sustainable Tourism – A legacy for the future*, The Haworth Hospitality Press, New York.
2. Gobalakrishnan, C. (2015). *Sociology of Medical Tourism*, MJP Publishers, Chennai.
3. Kadam, K.C.K. (2014). *A Text Book of Tourism and Hospitality Management*, (1st Edition) UDH Publishers and Distributors Pvt. Ltd, New Delhi.
4. Mathur, A. (2016). *Fundamentals of Travel & Tourism*, Ane Books Pvt Ltd, New Delhi.
5. Roday, S., Biwal, A. & Joshi, V. (2011). *Tourism Operations & Management*, Oxford University Press, New Delhi.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B.COM II
SEMESTER III

ADVERTISING, SALES PROMOTION AND PUBLIC RELATIONS PAPER IV

MEDIA PLANNING & SCHEDULING

Computer Code - 305444

4 Credits

Objective:

To study the significance of media planning & scheduling

External Exam: 75 marks

Internal Exam: 25 marks

Unit	Topic	Lectures	Credits	Weightage %
1	Objective: To understand the concept of media planning MEDIA PLANNING <ul style="list-style-type: none">• Importance , Objectives, Functions• What is media Planning & Buying?• Role of media planner.	25	1	25
2	Objective: To Stress on the significance of planning appropriate media PLANNING OF MEDIA <ul style="list-style-type: none">• Factors influencing media choice• Media objectives, TRP Rating• Media its reach, frequency, impact & circulation• Challenges in media planning	25	1	25
3	Objective: To Study the new media scheduling tools MEDIA SCHEDULING <ul style="list-style-type: none">• Strategies, Need & Importance of media Scheduling• Social Media Scheduling tools	25	1	25
4	Objective: To understand the significance of budget in media planning & scheduling BUDGET ALLOCATION FOR MEDIA <ul style="list-style-type: none">• Media budget and allocation• Media plan evaluation• Media Buying, Media Selling, Media Trends• Methods of setting Budget	25	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

REFERENCES:-

- Pant, Himanshu: Advertising and media. Jaipur. ABD Publishers, 2007. 978-81-8376-126-0--(659.1PAN)
- KanugoviSreenath (ed): Advertising. [trends and cases] Hyderabad. ICFAI Press, 2003. 81-7881-157-X--(659.1KAN)
- Prakash, T.: Advertising promotion and mass media. New Delhi. Navyug Publishers and distributors, 2008. 978-81-906748-2-9--(659.1PRA)
- Katz, Helen: The media handbook. [A complete guide to advertising media selection, planning, research and buying] (2nd ed.) New Jersey. Lawrence & Wishart Ltd., 2007. 0-8058-4268-3--(659.1KAT)
- Warner, Charles: Media selling. [Television, Print, Internet, Radio] (4th ed.) Blackwell Publishers Ltd., 2009. 978-4051-5839-8--(659.13WAR)
- Halve, Anand Bhaskar: Planning for power advertising. [A user's manual for students and practitioners] New Delhi. Response Books, 2005.--(659.1(54)HAL)
- Reddi, C.V.Narasimha: Effective public relations and media strategy. New Delhi. PHI Learning Pvt.Ltd., 2009. 978-81-203-3646-9--(659.2RED)
- Tripathy, Manoranjan: Public relations. [Bridging technologies and monitoring public and the media] Delhi. Authorspress, 2011. 978-81-7273-561-6--(659.1TRI)

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

SYLLABUS

B.COM II

SEMESTER IV

ADVERTISING, SALES PROMOTION AND PUBLIC RELATIONS PAPER V
MARKET SEGMENTATION AND CONSUMER BEHAVIOUR

Computer Code - 405544

4 Credits

Objective:

To understand the concept of market segmentation & study consumer behavior so that the media plans can be effective.

External Exam: 75 marks

Internal Exam: 25 marks

Unit	Topic	Lectures	Credits	Weightage %
1	Objective: To understand the significance of market segmentation MARKET SEGMENTATION <ul style="list-style-type: none">• Needs, Benefits & demerits of it• Bases of segmentation-<ol style="list-style-type: none">1. Demographic2. Behavioural3. Psychographic4. Geographic Segmentation	25	1	25
2	Objective: To study the different levels in market segmentation STEPS IN MARKET SEGMENTATIONS <ul style="list-style-type: none">• Different levels of segmentation-MASS, NICH, MICRO segment segmentation• Determining attractiveness of a market segmentation	25	1	25
3	Objective: To stress on the importance of consumer behaviour CONSUMER BEHAVIORUR <ul style="list-style-type: none">• Need, Importance, Factors affecting Consumer Behaviour• Psychological• Personal• Social• Cultural	25	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

4	<p>Objective: To understand the underlying factors affecting buying</p> <p>CONSUMER BEHAVIOR & BUYING</p> <ul style="list-style-type: none">• Buying Motive, Consumer Preference, Purchase Intention, Buying habits, Attitude & Image of the product.• 5 Stages of consumer buying decision process.	25	1	25
---	--	----	---	----

REFERENCE:-

Parthasarathy, V.(ed): Advertising. [concepts and cases] Hyderabad. ICFAI Press, 2004. 81-7881-243-6--(659.1PAR)

Malviya, Subhash: Advertising management. New Delhi. Adhyayan Publishers & Distributors, 2007. 81-8435-089-9--(659.1MAL)

Valladares, June A.: The craft of copy writing. New Delhi. Response Books, 2009. 81-7036-897-9--(659.1322VAL)

Sarwate, Dilip M.: Advertising sales and distribution management. (8th ed.) Pune. Everest Publishing House, 2002. 81-86314-12-1--(659.1SAR)

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

SYLLABUS

B.COM III

SEMESTER V

ADVERTISING, SALES PROMOTION AND PUBLIC RELATIONS PAPER VI

ETHICS IN ADVERTISING

Computer Code - 505644

4 Credits

Objective:

To enable the students to understand the types of misleading Ads & Law to curb them.

External Exam: 75 marks

Internal Exam: 25 marks

Unit	Topic	Lectures	Credits	Weightage %
1	Objective: To study the various misleading Ads. MISLEADING AND DECEPTIVE ADS <ul style="list-style-type: none"> • Types of misleading & deceptive Advertising. • Negative influence of media on younger generation • False promise, False Comparisons • Effect of Adv. On Indian Economy 	25	1	25
2	Objective: To understand the various forms of deceptive Advertising. ROLE OF ADVERTISEMENT IN INDIA <ul style="list-style-type: none"> • Visual distortion • Use of stereotypes in advertising • Puffery surrogate advertising • Use of women and children in advertising 	25	1	25
3	Objective: To study the role of Govt., Consumer, Media Houses & self-regulation in curbing deceptive Advertising ROLE PLAYED BY GOVERNMENT <ul style="list-style-type: none"> • Role played by Govt., consumers, Media Houses, Self-regulation • ASCI, AAI code of conduct • I & B Ministry, MRTP Act. 	25	1	25
4	Objective: To study the latest concept of socially responsible Marketing/Advertising SOCIALLY RESPONSIBLE MARKETING <ul style="list-style-type: none"> • Meaning, Needs of social responsibility of marketing 	25	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<ul style="list-style-type: none">• Principle of Ethics• Impact of ethical advertising.			
--	--	--	--	--

REFERENCES:-

- Agarwal, P.K.: Advertising management. [an Indian perspective] (3 rded.) Meerut. Pragati Prakashan, 2003. 81-7556-502-0--(659.1AGA)
- Winner, Paul: Effective PR management. [a guide to corporate survival] (2nd ed.) Mumbai. Jaico Publishing House, 1995. 81-7224-397-9--(659.2WIN)
- Malviya, Subhash: Advertising management. New Delhi. Adhyayan Publishers & Distributors, 2007. 81-8435-089-9--(659.1MAL)
- Valladares, June A.: The craft of copy writing. New Delhi. Response Books, 2009. 81-7036-897-9--(659.1322VAL)
- Sarwate, Dilip M.: Advertising sales and distribution management. (8th ed.) Pune. Everest Publishing House, 2002. 81-86314-12-1--(659.1SAR)
- Belch, George E. & Belch, Michael A.: Advertising and promotion. [An integrated marketing communications perspective] (9th ed.) New Delhi. McGraw Hill Education (India) Pvt. Ltd., 2014. 9781259026850--(659.1BEL)
- Kaptan, S.S.: Social dimensions of advertising. New Delhi. Sarup& Sons, 2003. 81-7625-423-1--(659.1KAP)

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

SYLLABUS

B.COM III

SEMESTER V

ADVERTISING, SALES PROMOTION AND PUBLIC RELATIONS PAPER VII

BRANDING

Computer Code - 505744

4 Credits

Objective:

To understand the significance of branding

External Exam: 75 marks, Internal Exam: 25 marks

Unit	Topic	Lectures	Credits	Weightage %
1	Objective: To understand the basic concepts of Branding. BRANDING <ul style="list-style-type: none"> • Importance, Building up a Brand - Why, When, How, Limitations of Branding • Features of good Brand • Why Brands matter? 	25	1	25
2	Objective: To acquaint the students about the important concepts of Brand Positioning, Reinforcing & Celebrity Endorsements. BRANDING CONCEPT <ul style="list-style-type: none"> • Brand Extension, Brand Positioning, Creating Brand Awareness, Reinforcing Brands, Revitalizing Brands, Brands Failures, Brand image • Celebrity Endorsement 	25	1	25
3	Objective: To make the students understand the attributes required to build up a good brand. BUILDING UP A GOOD BRAND <ul style="list-style-type: none"> • Logo, Term, Design, Packing, Specific Colour, Showroom, Uniforms, Stationary, Branding Strategies • Umbrella Branding 	25	1	25
4	Objective: To acquaint the students about the differences between in house & well-known brands. IN-HOUSE BRANDS V/S WELL-KNOWN BRANDS <ul style="list-style-type: none"> • In-house Brands- Merits & challenges • Developing global Brands- Merits & Challenges 	25	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<ul style="list-style-type: none">• Case Studies for In-House & Global Brands			
--	---	--	--	--

REFERENCE:-

Chakravarty, Ajanta: Advertising. New Delhi. Rupa & Co., 2003. 81-291-0121-1--(659.102CHA)

Vaz, Michael: Advertising. (2nd rev.ed.) Mumbai. Manan Prakashan, 2004.--(659.1VAZ)

Henry, Rene A.: Marketing public relations. [that make it work] Delhi. Surjeet Publications, 2003.--(659.2HEN)

Kulkarni, M.V.: Advertising management. Pune. Everest Publishing House, 2003.--(659.1KUL)

Pandey, Vinod Kumar: New trends in advertising. Jaipur. Vista Publishers, 2014. 9789382935162--(659.1PAN/CHA)

John, Doris Rajakumari (ed.): Case studies on advertising strategies. [Trends and practices] Hyderabad. Icfai Boks, 2008. 978-81-314-2016-4--(659.1JOH)

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

SYLLABUS

B.COM III

SEMESTER V

ADVERTISING, SALES PROMOTION AND PUBLIC RELATIONS PAPER VIII

ADVERTISING AGENCY & BUDGETING

Computer Code - 505844

4 Credits

Objective:

To understand the need & working of an advertising agency

External Exam: 75 marks

Internal Exam: 25 marks

Unit	Topic	Lectures	Credits	Weightage %
1	Objective: To understand the working of an advertising agency Advertising Agencies <ul style="list-style-type: none">• Needs & Significances• Functions & Organisation of an advertising agencies• Selection of an advertising agencies• Agency Commission & Fees	25	1	25
2	Objective: To understand the different types of Advertising Agencies & their Functions Types of Advertising Agencies <ul style="list-style-type: none">• Types of advertising agencies- Full Services, interactive, creative, boutiques, media buying agencies & In-house agencies & their functions• Evaluation of an advertising agency	25	1	25
3	Objective: to study the advertising budget Advertising budget <ul style="list-style-type: none">• Need & significance• Factors affecting advertising budget• Objective• Methods	25	1	25
4	Objective: to study the agency growth in India Agency growth <ul style="list-style-type: none">• Leading advertising agency in India• Growth of small advertising agencies• Future of advertising agencies in India	25	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<ul style="list-style-type: none">• Growing with present clients• Growing with new clients			
--	---	--	--	--

REFERENCE:-

Tyagi, C.L. & Kumar, Arun: Advertising management. New Delhi. Atlantic Publishers and Distributors, 2004. 81-269-0257-4--(659.1TYA/KUM)

Thomas, Minu & Lata, Swaminathan: The simplest text book on advertising;S.Y.B.Com.. Mumbai. Chetana Publications, 2003.--(659.1THO/LAT)

Mittal, A.C. & Sharma, B.S.: Advertising management. Delhi. Vista International Publishing House, 2006. 81-89652-69-9--(659.1Mit/Sh)

Vaz, Michael: Advertising. (5th rev ed.) Mumbai. Manan Prakashan, 2007.--(659.1VAZ)

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

SYLLABUS

B.COM III

SEMESTER VI

ADVERTISING, SALES PROMOTION AND PUBLIC RELATIONS PAPER IX

SALES PROMOTION, PUBLIC RELATIONS & PUBLICITY

Computer Code -605944

4 Credits

Objective:

To enable the students to understand the importance of SP, PR & Publicity

External Exam: 75 marks

Internal Exam: 25 marks

Unit	Topic	Lectures	Credits	Weightage %
1	Objective: To understand the concept related to SP Sales promotion <ul style="list-style-type: none">• Significance and need• Types of promotion• Merits and Demerits of SP• Objectives of SP	25	1	25
2	Objective: To study the various sales promotional tools Tools of SP <ul style="list-style-type: none">• Samples, coupons• Content, cash, refund orders• Premium, price-off• Push money, Dealer sales contents• Patronage Rewards	25	1	25
3	Objective: To understand the significance of PR PR <ul style="list-style-type: none">• Need & importance• Functions• Objective• Types of PR	25	1	25
4	Objective: to study the growing importance of publicity Publicity <ul style="list-style-type: none">• Definition & meaning• Types of publicity material	25	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<ul style="list-style-type: none">• Good publicity & Bad publicity• Merits & Demerits of publicity			
--	---	--	--	--

REFERENCE:-

Jefkins, Frank: Public relations for your business. New Delhi. Excel Books, 1995. 81-7446-026-8--(659.2JEF)

Basotia, G.R. & Sharma, N.K.: Effective advertising marketing and sales management. Jaipur. Mangal Deep Publications, 1998. 81-7594-021-2--(659.1BAS/SHA)

Rayudu, C.S. & Balan, K.R.: Principles of public relations. Mumbai. Himalaya Publishing House, 1997.--(659.2RAY/BAL)

Ahuja, B.N. & Chhabra, S.S.: Public relations and advertising. Delhi. Surjeet Publications, 2001.--(659.1AHU/CHH)

Sharma, Diwakar: Public relations. [text and case studies] New Delhi. Deep and Deep Publications, 2004. 81-7629-480-2--(659.2SHA)

Mascarenhas, Romeo: Public relations management : S.Y.B.M.S.. Mumbai. Vipul Prakashan, n.d.--(659.2MAS)

Gupta, Deepak: Handbook of advertising media and public relations. New Delhi. Mittal Publications, 2005. 81-7099-987-1--(659.2GUP)

Chunawalla, S.A.: Advertising sales and promotion management. (2nd rev. ed.) Mumbai. Himalaya Publishing House, 2005.--(659.1CHU)

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

SYLLABUS

B.COM III

SEMESTER VI

ADVERTISING, SALES PROMOTION AND PUBLIC RELATIONS PAPER X

NEW TRENDS IN ADVERTISING

Computer Code - 606044

4 Credits

Objective:

Unit	Topic	Lectures	Credits	Weightage %
1	Objective: To understand the latest concept in advertising Trends in Advertising <ul style="list-style-type: none">• QR Code, Co-branding, content marketing online advertising• Electronic advertising trends• Print advertising trends• Social advertising trends• Rise of social media	25	1	25
2	Objective: To study the concepts & relevance of Green marketing Green marketing <ul style="list-style-type: none">• Importance & scope• Types of green marketing, products & its significance• Green marketing & strategies• Potential of green marketing	25	1	25
3	Objective: To learn the concepts of green marketing New marketing concepts <ul style="list-style-type: none">• Need of the day• C2C, B2C, B2B• Its functions, merits & demerits	25	1	25
4	Objective: to study the significance of online marketing due to the rise of internet Online marketing	25	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<ul style="list-style-type: none">• What does an online marketer do?• Types of online marketing• Benefits• Use of social networking sites to market products• Case studies			
--	--	--	--	--

REFERENCES:-

Kaplan, S.S.: Advertising. [new concepts] New Delhi. Sarup & Sons, 2002. 81-7625-280-8--
(659.1KAP)

Gupta, Om: Advertising in India. [trends and impact] Delhi. Kalpaz Publications, 2005. 81-7835-308-
3--(659.1(54)GUP)

Rajput, Namita & Vasishth, Neeru: Advertising and personal selling. Mumbai. Himalaya Publishing
House, 2008. 978-81-8318-902-6--(659.1RAJ/VAS)

Higgins, Denis: The art of writing advertising. New Delhi. Tata McGraw-Hill Publishing Co. Ltd.,
2003. 0-07-059030-3--(659.1322HIG)

To study the New & latest advertising

External Exam: 75 marks

Internal Exam: 25 marks

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

BCOM III

SEMESTER V

VOCATIONAL SUBJECT

OFFICE MANAGEMENT & SECRETERIAL PRACTICE PAPER VI

SHORTHAND

Computer Code 505652 - 4 Credits

Objective: To introduce new chapters with vowels and phrases.

Unit	Topic & Detail	Lectures	Credits	Marks
1	Chapter XXXIII – Special Contractions	30	2.0	50
2	Chapter XXXIV – Advanced Phraseography	30	2.0	50

Shorthand Pitman Old Book

Paper Pattern:

Q.1. Dictation – 20 marks

Q.2. Contractions – 20 marks

Q.3. Phraseography – 20 marks

Q.4. Passage – 15 marks.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

B. COM III
SEMESTER V

VOCATIONAL SUBJECT
OFFICE MANAGEMENT & SECRETERIAL PRACTICE PAPER VII
TYPING

Computer Code 505752 - 4 Credits

Objective: To teach students advance excel formulas, typing of inward and outward letters.

Unit	Topic & Detail	Lectures	Credits	Marks
1	Speed Passage @50wpm	10	1.0	20
2	Letter @ 50 w.p.m (Typewriter)	10	1.0	30
3	Balance Sheet @50wpm	20	1.0	30
4	Advance Excel (Using of formula)	20	1.0	20

Paper Pattern:

Q.1. Speed Passage – 20 marks

Q.2. Letter – 20 marks

Q.3. Balance Sheet – 15 marks

Q.4. Advance Excel – 15 marks

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

BCOM III
SEMESTER V
VOCATIONAL SUBJECT
OFFICE MANAGEMENT & SECRETERIAL PRACTICE PAPER VIII
OFFICE MANAGEMENT THEORY

Computer Code 505852 - 4 Credits

Objective: To introduce different office practices along with that managing salary of employees.

Unit	Topic & Detail	Lectures	Credits	Marks
1	<p>Office Correspondence & Office Practices.</p> <p>Objective: To introduce students with drafting of letters.</p> <ul style="list-style-type: none">• What is official letter & Demi official letter and its characteristics.• Drafting of different letters<ul style="list-style-type: none">✓ Enquiry✓ Quotation✓ order✓ complain✓ reminder letter & circulars.	15	1.0	25
2	<p>Visitor's Management</p> <p>Objective: To teach the students basic ethics of how to treat the visitors in the organization.</p> <ul style="list-style-type: none">• Interaction with visitors• Office etiquettes• Effective use of language• Preparation of appointment schedule• Visitors diary & its importance• Instruction to co-workers, circumstances under which cooperation from co-workers is obtained• appointment schedule & its advantages.	15	1.0	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

3	<p>Salary Management</p> <p>Objective: To make the students aware of the different salary grades & how to manage it by solving some sums.</p> <ul style="list-style-type: none"> • meaning, objectives of fixing scales, calculation, • components of salary • authorized deductions, period of payment of wages, • salary disbursement. 	15	1.0	25
4	<p>Office stationery</p> <p>Objective: To understand the various stationery in the office and maintain them & their consumption.</p> <ul style="list-style-type: none"> • meaning, items of stationery • stationery stock • types of papers & envelopes, • Issue procedure, honour system, methods of controlling stock • Control of consumption of stationery, methods of purchasing. 	15	1.0	25

1. Office Organization & Management by R.K.Chopra & Ankita Chopra, 14th Revised Edition 2005.
2. Office Management & Commercial Correspondence by Doctor & Doctor
3. Commercial Correspondence & Office Management by Pillai & Bhagvathy, S. Chand & Co.
4. Office Management & Communication by Reddy and Appanniah, Himalaya Publication House.

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

BCOM III

SEMESTER VI

VOCATIONAL SUBJECT

OFFICE MANAGEMENT & SECRETERIAL PRACTICE PAPER IX

SHORTHAND & TYPING

Computer Code 605952 - 4 Credits

Objective: To understand new chapters in shorthand & also introduction of Internet.

Unit	Topic & Detail	Lectures	Credits	Weightage
1	Shorthand: Chapter XXXV – Intersections Chapter XXXVI – Business Phrases	40	2.0	50
2	Typing Speed Passage (MS – Word) Power Point Presentations (Times New Roman, Font Size 12, Spacing 1.5)	20	2.0	50

Paper Pattern:

Q.1. Dictation – 20 marks

Q.2. Intersections – 10 marks

Q.3. Business Phrases – 10 marks

Q.4. Speed Passage – 20 marks

Q.5. Power Point Presentation – 15 marks

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

BCOM III

SEMESTER VI

VOCATIONAL SUBJECT

OFFICE MANAGEMENT & SECRETERIAL PRACTICE PAPER X

OFFICE MANAGEMENT THEORY

Computer Code 606052 - 4 Credits

Objective: To make the students prepared with Secretarial and Behavioral skills.

Unit	Topic & Detail	No. of Lectures Assigned	Credits	Weightage
1	<p>Secretary</p> <ul style="list-style-type: none"> • Definition, features, Qualifications, Qualities, Functions & secretary's assistance relating to meetings. • Company Meetings: <ul style="list-style-type: none"> ✓ Essentials of a valid meeting, Company meetings ✓ Meeting of shareholders, directors & creditors, methods of calling a meeting, ✓ Minutes book, contents., adjournment procedure. ✓ Distinguish between motion and resolution. ✓ Body language required to maintain during Meetings • Different Types of Interviews <p>Chairman</p> <ul style="list-style-type: none"> • Qualities, function, duties, rights, casting vote, point of order, methods of voting. 	20	1.0	30
2	<p>Travel Arrangement</p> <p>Objective: To teach preparation of tour programme and checklist.</p> <ul style="list-style-type: none"> • Preparing Tour programme for boss, • Booking travel ticket (online), • Formalities for foreign tours, • Hotel Reservations • Checklist. 	20	1.0	30
3	<p>Telephone Handling</p> <p>Objective: To understand how to handle calls</p>	20	1.0	40

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

<p>under different situations.</p> <ul style="list-style-type: none">• Telephone operator duties.,• Telephone handling – local, STD, ISD• telephone handling under certain situations. Tips for telephonic talk. Mobile phones – disadvantages. <p>Working knowledge of sources of Information</p> <ul style="list-style-type: none">• Post office guide• Railway time-table <p>Behavioral Skills</p> <ul style="list-style-type: none">• Importance of human relations in the workplace, Time management – meaning & importance.			
--	--	--	--

Office Organization & Management by R.K.Chopra & Ankita Chopra, 14th Revised Edition 2005.

**S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III**

SYLLABUS

B.COM III

SEMESTER VI

COMMON PAPER FOR ALL UGC VOCATIONAL COURSES

ENTREPRENEURSHIP DEVELOPMENT

Computer Code –606154

4 Credits

Objective:-

To acquaint student with the basic concept of entrepreneurship theories & emerging trends in entrepreneurship.

Units	Topics	Lectures	Credits	Weightage %
1	Objective: To acquaint students with the concept of Entrepreneurship <ul style="list-style-type: none">• Importance of Entrepreneurship• Role of an Entrepreneur in economic development of an economy• Characteristics of an successful entrepreneur• Entrepreneurial Development Program (EDP) Importance, Objectives & Methods	25	1	25
2	Objective: To help the students identify a business opportunity & understand different theories on entrepreneurship <ul style="list-style-type: none">• Sources of information• Project selection• Product planning & development• Theories of entrepreneurship - Innovation theory by Schumpeter, Theory of high achievement by McClelland	25	1	25
3	Objective: To identify the challenges faced by women entrepreneur & role of various agencies. <ul style="list-style-type: none">• Why women entrepreneurs fail? (4 entrepreneurial pitfalls by Peter	25	1	25

S.N.D.T. WOMEN'S UNIVERSITY
B.COM II AND III

	<p>Drucker)</p> <ul style="list-style-type: none"> • Role of State Govt. in promoting entrepreneurship – various incentives, subsidies & grants. • Role of different agencies in entrepreneurship – DIC, SISI-DI, NIESBUD. 			
4	<p>Objective: To acquaint students with the emerging concept of Entrepreneurship</p> <ul style="list-style-type: none"> • Features of social entrepreneurship, agricultural entrepreneurship, academic entrepreneurship. • Developing competitive advantage through IPR. • Innovation & Entrepreneurship (Start-ups-Case Studies) 	25	1	25

- A. Sahay, A. Nirjar, Entrepreneurship, Education; Research & Practice, Excel Books, New Delhi, 1st Edition, 2006.
- J.S. Saini, B.S. Rathore, Entrepreneurship theory & Practice, Wheeder Publishing, New Delhi, 1st edition, 2001.
- Satish Taneja, S.L. Gupta Entrepreneurship Development, New creation, Galgotia Publishing Co. 2002.
- Saravanavel, P.: Entrepreneurial development. [principles, policies and programmes] (2nd ed) Madras. Ess Pee Kay Publishing House, 1991.--(338.04SAR)
- Ghosh, Biswanath: Entrepreneurship development in India. Jaipur. National Publishing House, 2000. 81-86803-63-7--(338.04(54)GHO)
- Khanka, S.S.: Entrepreneurial development. (3rd rev. ed) New Delhi. S.Chand& Co., 2001. 81-219-1804-4--(338.04KHA)
- Paul, Jose: Entrepreneurship development and management. Mumbai. Himalaya Publishing House, 2000.--(338.04PAU)
- Desai, Vasant: Small-scale industries and entrepreneurship. (6th rev.ed.) Mumbai. Himalaya Publishing House, 2001.--(338.04DES)