

SWAMI DAYANANDA COLLEGE OF ARTS AND SCIENCE , MANJAKKUDI.

Department of Commerce - Computer Applications

B.Com (Computer Applications) Syllabus under CBCS

**(Applicable to the candidates admitted from the academic year 2016 -
2017 onwards)**

updated on 7-12-2017

| Sem | Part | Course | Ins. Hrs | Credit | Exam Hours | Marks | | Total |
|--------------|------|---|-----------|-----------|------------|-------|------|------------|
| | | | | | | Int. | Ext. | |
| I | I | Language Course – I (LC) – Tamil*/Other Languages +# | 6 | 3 | 3 | 25 | 75 | 100 |
| | II | English Language Course - I (ELC) | 6 | 3 | 3 | 25 | 75 | 100 |
| | III | Core Course – I (CC) Principles of Accountancy | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course – II (CC)Marketing | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Allied Course –I (AC) PC Package I (with practicals) Theory - 60 marks; (UE: 45 ; IA: 15) Practical 40 marks ; (UE: 30 ; IA: 10) * Theory 2 hours & Practical 2 hours | 4 | 3 | * 4 | 25 | 75 | 100 |
| | IV | Value Education | 2 | 2 | 3 | 25 | 75 | 100 |
| Total | | | 30 | 21 | | | | 600 |
| II | I | Language Course – II (LC) - Tamil*/Other Languages +# | 6 | 3 | 3 | 25 | 75 | 100 |
| | II | English Language Course – II (ELC) | 6 | 3 | 3 | 25 | 75 | 100 |
| | III | Core Course – III(CC)Business Management | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course – IV (CC) Internet (with practicals) Theory - 60 marks; (UE: 45 ; IA: 15) Practical 40 marks ; (UE: 30 ; IA: 10) * Theory 2 hours & Practical 2 hours | 6 | 5 | * 4 | 25 | 75 | 100 |
| | | Allied Course – II (AC) PC Package II (with practicals) Theory - 60 marks; (UE: 45 ; IA: 15) Practical 40 marks ; (UE: 30 ; IA: 10) * Theory 2 hours & Practical 2 hours | 4 | 3 | * 4 | 25 | 75 | 100 |
| | | Environmental Studies | 2 | 2 | 3 | 25 | 75 | 100 |
| Total | | | 30 | 21 | | | | 600 |
| III | I | Language Course – III (LC) Tamil*/Other Languages +# | 6 | 3 | 3 | 25 | 75 | 100 |
| | II | English Language Course - III (ELC) | 6 | 3 | 3 | 25 | 75 | 100 |
| | III | Core Course – V (CC)Financial accounting | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course – VI (CC) Business Tools for decision making | 6 | 5 | 3 | 25 | 75 | 100 |

| | | | | | | | |
|----|---|----------------------|----------------------|--------|----|----|-----------------------|
| | | | | | | | |
| | Allied Course – III(AC) Introduction to Oracle and SQL (with practicals) Theory - 60 marks; (UE: 45 ; IA: 15) Practical 40 marks ; (UE: 30 ; IA: 10) * Theory 2 hours & Practical 2 hours | 4 | 3 | * 4 | 25 | 75 | 10 0 |
| IV | Non Major Elective I – for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10th +2 but opt for other languages in degree programme A) Personal Investment (or) B) Elements of Insurance | 2 | 2 | 3 | 25 | 75 | 10 0 |
| | Total | 3 0 | 2 1 | | | | 60 0 |

| | | | | | | | | |
|----|--------------|---|---------------------------|-----------|---|----|------------|------------|
| IV | I | Language Course –IV (LC) Tamil*/Other Languages +# | 6 | 3 | 3 | 25 | 75 | 100 |
| | II | English Language Course – IV (ELC) | 6 | 3 | 3 | 25 | 75 | 100 |
| | III | Core Course – VII (CC) –Cost Accounting | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course - VIII (CC)- Visual Programming | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Allied Course – IV (AC)Business Law | 4 | 3 | 3 | 25 | 75 | 100 |
| | IV | Non Major Elective II – for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 th +2 but opt for otherlanguages in degree programme A) Introduction to Accountancy (or) B) Salesmanship | 2 | 2 | 3 | 25 | 75 | 100 |
| | V | Skill Based Elective I | 2 | 2 | 3 | 25 | 75 | 100 |
| | Total | 30 | 23 | | | | 700 | |
| V | III | Core Course – IX (CC) Corporate Accounting | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course – X (CC) Auditing | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course – XI (CC) Entrepreneurial Development | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course – XII (CC) Web Designing | 5 | 5 | 3 | 25 | 75 | 100 |
| | | Major Based Elective – I E – Commerce | 4 | 3 | 3 | 25 | 75 | 100 |
| | | IV | Skill Based Elective – II | 2 | 2 | 3 | 25 | 75 |
| | IV | Skill Based Elective – III | 2 | 2 | 3 | 25 | 75 | 100 |
| | | Soft Skills Development | 2 | 2 | 3 | 25 | 75 | 100 |
| | | Total | 30 | 29 | | | | 800 |
| VI | III | Core Course – X III (CC) Management Accounting | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course – XIV (CC) Income Tax Theory Law & Practice | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Core Course – XV (CC) Computerised Accounting | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Major Based Elective II A) Management Information system (or) B) Investment Management | 5 | 4 | 3 | 25 | 75 | 100 |
| | | Major Based Elective III A) Banking Theory Law & Practice (or) B) Human Resource Management | 6 | 4 | 3 | 25 | 75 | 100 |
| | | V | Extension Activities | | 1 | - | - | - |

| | | | | | | | |
|--|--------------------|------------|------------|----------|----------|----------|-------------|
| | Gender Studies | 1 | 1 | 3 | 25 | 75 | 100 |
| | Total | 30 | 25 | | | | 600 |
| | Grand Total | 180 | 140 | - | - | - | 3900 |
| | | | | | | | |

Program outcome:

PO01 . An attitude for working effectively and efficiently in a business environment.

PO02.Acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.

PO03.Students will develop knowledge and think new ideas, research findings, methodologies and field of study.

PO04.Operate a variety of advanced spreadsheet operating system and word processing functions.

PO05.Solve a range of problems using office productivity applications and adapt quickly to new software releases.

Program special outcome

PSO01.Graduates will be able to pursue higher education and take-up jobs in the field commerce and computer applications.

PSO02.Program provides the outcome of Accounting, Banking, Cost Accounting, Management Accounting, Computer language, Software and Software application in commerce.

PSO03.Graduates will apply the knowledge of accounting and computer fundamentals to various real life applications for any given requirement

CORE COURSE I
PRINCIPLES OF ACCOUNTANCY

Objectives: To understand the basic principles of accounts and its applications in Business.
(Theory & Problem)

Unit I:

Introduction – Accounting concepts and conventions – Accounting Standards – Meaning - Double entry system – Journal, Ledger, Subsidiary books, Trial Balance- Bank Reconciliation Statement.

Unit II:

Final Accounts of sole traders with adjustment entries - Rectification of Errors.

Unit III

Accounts of Non-profit organization – Bills of exchange – Average due date – Account Current..

Unit IV

Consignments and Joint Ventures.

Unit V:

Single Entry System. Depreciation - Methods, provisions and reserves.

(Theory 25% Problems 75%)

Text and Reference Books (Latest revised edition only)

1. R.L. Gupta and Others ,” **Advanced Accountancy,**” Sultan Chand Sons, New Delhi
2. S.P. Jain and K.L. Narang, “**Advanced Accounting,**” Kalyani Publishers,New Delhi 3.
- RSN. Pillai, Bagavathi S. Uma, “ **Advanced Accounting,**” S. Chand &Co, New Delhi.
4. M.C. Shukla, “ **Advanced Accounts,**” S. Chand and Co., New Delhi.
5. Mukerjee and Haneef, **Advanced Accountancy,** Tata McGraw Hill, New Delhi.
6. Arulanandam, “ **Advanced Accountancy,**” Himalaya Publication,Mumbai.
7. S.Manikandan& R.Rakesh Sankar,” **Financial Accounting,**” Scitech Publications Pvt Ltd, Chennai. Volume I & II.
- 8.T.S.Reddy & Dr.A.Murthy, “**Financial Accounting,**” Margham Publications, Chennai.

CO01: To understand the basic principles of accounts and its applications in Business

CO02: Prepare Financial Statements of companies in accordance with Generally Accepted Accounting Principles.

CO03: Employ problem solving skills in Single Entry Accounts. To create awareness on the existing method of accounting procedure followed.

CO04: To equip the students to gain advanced knowledge in the field of accounting

CO05: To understand the accounting methods and asset maintenance in accounting procedure.

| PSO-PO-CO MAPPING MATRIX | | | | | | | | |
|--------------------------|------|------|------|------|------|-------|-------|-------|
| PO & PSO | PO01 | PO02 | PO03 | PO04 | PO05 | PSO01 | PSO02 | PSO03 |
| CO | | | | | | | | |
| CO01 | - | 3 | 2 | - | - | - | 3 | 2 |
| CO02 | 2 | 3 | 2 | - | - | - | 3 | 2 |
| CO03 | - | 3 | 2 | - | - | - | - | - |
| CO04 | - | 2 | - | 3 | - | - | 3 | - |
| CO05 | - | 2 | - | - | - | - | 3 | - |

CORE COURSE – II

MARKETING

Objectives : To enable the students to gain knowledge about marketing and its promotional aspects.

(Theory only) Unit I

Marketing - Evolution – Definition- classification- objectives- selling vs. marketing – Marketing a science or art? - Modern Concept of marketing – role of marketing in economic development - Functions – buying- selling - transportation – warehousing – standardization – Grading – Packaging- ISO Series and AGMARK - ISI.

Unit II

Buyer's behaviour – Buying motive – Market segmentation - Product - Features - Classification - New Product Planning and Development - Product Mix - Product Life Cycle - Branding - Brand Loyalty and Equity.

Unit III

Pricing - Objectives - Factors - Methods and strategies. Channels of Distribution – Wholesaler and Retailer – Services rendered by them.

Unit IV

Sales Promotion –types- Need –Sales Promotion mix– Advertising – Publicity- Personal selling - Advantages - Limitations.

Unit V

Marketing Information System - Marketing Research - Features –Direct marketing - E Business – Telemarketing - Mail order business .

Text and Reference Books (Latest revised edition only)

1. R.S.N.Pillai&Bagavathi , “**Modern Marketing**,” S.Chand& Co., New Delhi.
2. RajanNair.N.,SanjithR.Nair,” **Marketing**,” Sultan Chand & Sons, New Delhi.
3. Kotler Philip, “**Marketing Management**,” Prentice Hall of India (Pvt) Ltd., New Delhi.
4. Monga&ShaliniAnand, “ **Marketing Management**,” Deep & Deep Publications, New Delhi.
5. Dr. L. Natarajan , “**Marketing**,” Margham Publications, Chennai.
6. Grewal , “**Marketing**,” Tata McGraw Hill management, New Delhi.
7. B.S.Raman, “**Marketing**,” United Publishers, Mangalore.
Dr. J. Jayasankar, “**Marketing**,” Margham Publications, Chennai.

CO01: To enable the students to gain knowledge about marketing and its promotional aspects

CO02: The objective of this course is to provide a sound understanding of the basic of marketing management and their applications in the business and industry

CO03: To help students to understand the concept of marketing and its applications

CO04: To help the students for applications of marketing principles in business and industry

CO05: To make the students aware of modern methods and techniques of marketing.

| PSO-PO-CO MAPPING MATRIX | | | | | | | | |
|--------------------------|------|------|------|------|------|-------|-------|-------|
| PO & PSO | PO01 | PO02 | PO03 | PO04 | PO05 | PSO01 | PSO02 | PSO03 |
| CO | | | | | | | | |
| CO01 | - | - | 3 | - | - | - | - | 2 |
| CO02 | 3 | - | 2 | - | - | - | - | 2 |
| CO03 | - | - | 3 | - | - | - | - | 2 |
| CO04 | 3 | - | 2 | - | - | - | - | 1 |
| CO05 | 1 | - | 3 | - | - | - | - | 2 |

PC PACKAGES - I with practical's (Theory & Practical)

Objectives: To learn about Computers and to gain practical knowledge and application in Business.

(Theory - 60 marks; UE: 45; IA: 15)

Unit I:

Introduction to computers – Meaning – Characteristics – Areas of Application – Components of Computer – Memory and control units – Input and Output devices – Hardware and Software – Operating Systems

Unit II:

Word – Creating Word Documents – Creating Business Letters using wizards – Editing Word Documents – Inserting Objects – Formatting documents – spelling and grammar check – Word Count, Thesaurus, Auto Correct – Working with tables – Saving, opening, closing and protecting documents – Mail Merge.

Unit III:

Introduction to Spread Sheet (MS –Excel) – Introduction to spread sheets – entering and editing text, numbers and formulae – Inserting rows and columns Building Worksheets – Creating and formatting charts – Application of Financial and Statistical functions – MS Power Point Creating a simple presentation – Creating, inserting and deleting slides – Saving a Presentation.

(Practical – 40 marks UE: 30 marks IA: 10 marks)

Unit IV:

Word – Creating personal letters – Official letters – circulars – templates – Use of Wizards – Resumes – Preparation of Bio-data – Creating Greetings – Clip Art – Bullets and Numbering – Insertion of charts and diagrams – Tables – Mail merge.

Unit V:

Excel – Entering information in worksheet - Sum functions – Align data cells – Changing column width and row height – Pay bill – mark sheet – Electricity bill – Pay slip – PowerPoint – Simple presentations – creating slide show – animation – inserting and deleting slides.

Text and Reference Books (Latest revised edition only)

1. E.D. Jones and Derek “**Microsoft Office for Windows**”, Sutton Publication.
2. Sanjay Saxena, “**MS Office 2000**” Vikas Publishing House.
3. S.V. Srinivasa Vallabhan, “**Computer Applications in Business**” Sultan Chand and Sons,
4. TD Malhotra, **Computer Applications in Business** Kalyani PublicationsPC
5. Taxali, “**Software for windows made simple**” Tata McGraw Hill Publishing Company Ltd .

CO01: To learn about Computers and to gain practical knowledge and application in Business.

CO02: To introduce the students about basics of MS-Office

CO03: To provide practical knowledge exposure to MS- Word

CO04: To provide practical knowledge exposure MS- Power Point

CO05: Develop the competence of database management

| PSO-PO-CO MAPPING MATRIX | | | | | | | | |
|--------------------------|------|------|------|------|------|-------|-------|-------|
| PO & PSO | PO01 | PO02 | PO03 | PO04 | PO05 | PSO01 | PSO02 | PSO03 |
| CO | | | | | | | | |
| CO01 | - | - | 2 | 3 | - | - | 3 | 2 |
| CO02 | - | - | - | 3 | - | - | 2 | 3 |
| CO03 | - | - | 3 | 2 | - | - | - | 3 |
| CO04 | - | - | 1 | 2 | - | - | - | 3 |
| CO05 | - | - | - | 3 | - | - | - | 2 |

CORE COURSE –III

BUSINESS MANAGEMENT

Objective: To impart knowledge on the concepts and principles of Management and application of practices in various organisation.

(Theory only)

UNIT I

Management – Definition, nature, scope, functions and Levels of Management-Art, Science and Profession - functions of Managers- Development of management thought – Contribution by F.W.Taylor, Henry Fayol and others.

UNIT II

Planning –Classification – Objectives – characteristics-Steps - process- types- Methods- advantages - limitations, Decision making – Policies.

UNIT III

Organisation and Structure– Types – Supervision and Span of Control - Departmentation – Organisation charts – Authority and Responsibility- Delegation and Decentralisation.

UNIT IV

Motivation - types -Theories – Maslow, Herzberg, McGregor, and others. Communication - Principles - types and barriers of communication.

UNIT V

Leadership –functions - styles - theories. Co-ordination – features – types and techniques. Control- process- effective control system - Techniques of control.

Text and Reference Books (Latest revised edition only)

1. DinkarPagare, “Principles of Management,” Sultan Chand & Sons New Delhi.
2. K. Sundar, “Principles of Management, “Vijay Nicole Imprints Private Limited, Chennai.
3. Drucker Peter F, Butterworth Heinemann,” Management Challenges,” Oxford.
4. Weihrich and Koontz, et.al, “ Essentials of Management,” Tata- McGraw Hill, New Delhi.

5. Fred Luthans, "Organizational Behaviour;" McGraw Hill, New York.
6. Louis A. Allen, "Management and Organisation," McGraw Hill, Tokyo.
7. Hampton, David R, "Modern Management", McGraw Hill, New York.
8. Stoner and Free, "Management," Prentice - Hall, New Delhi.
9. Prasad. L.M, "Principles & Practice of Management", Sultan Chand & Sons, New Delhi.

CO01: To impart knowledge on the concepts and principles of Management and application of practices in various organization.

CO02: To familiarize the students with concept sand principles of management

CO03: To familiarize the students with the application of different techniques of management

CO04: To help the students to understand how the business strategies help in effective utilization of organizational resources

CO05: The course is intended to familiarize the students with the various managerial functions of the organization

| PSO-PO-CO MAPPING MATRIX | | | | | | | | |
|--------------------------|------|------|------|------|------|-------|-------|-------|
| PO & PSO | PO01 | PO02 | PO03 | PO04 | PO05 | PSO01 | PSO02 | PSO03 |
| CO | | | | | | | | |
| CO01 | 3 | - | 2 | - | - | - | 3 | 1 |
| CO02 | 1 | 3 | - | - | - | - | 2 | - |
| CO03 | - | - | 3 | - | - | - | - | - |
| CO04 | 3 | 2 | 2 | - | - | - | - | - |
| CO05 | 3 | - | 2 | - | - | - | - | 3 |

CORE COURSE IV

INTERNET (WITH PRACTICALS) (Theory & Practical's)

Objective : To learn about Internet and to gain practical knowledge and application in Business.

Theory: 60 marks (UE: 45 marks IA: 15 marks) Unit

I:

Introduction to Internet – A brief History of Internet – Use of Internet – Connection to the Internet – web pages – Web Pages come from the web server – Web sites – The normal Modem – ISDN, ADSL, CABLE Modems – Introduction to Bluetooth and WiFi.

Unit II:

Internet Service Provider – Dialer Programs and Internet Programs – Internet Explorer – Netscape – Netscape navigation – Animation – Frames: Several Web pages at one – Several windows simultaneously – Printing.

Unit III:

Internet Basics: Evolution – Basic Terminology – Getting into the net – Browsers – Applications of Internet – Introduction to internet protocols – Language of Internet.

E-mail and voice mail – Creating mail address – Meaning of Net Meeting and Chatting – Tool bar.

Practical 40 marks (UE: 30 marks IA: 10marks) Unit IV:

E-mail address – creation – browsing – search engines –downloads

Unit V:

Visiting business places, libraries, Railway and Airline reservation, online chatting **Books for**

Reference:

1. Paul E. Hoffman, “**The Internet Instance Reference**“BPB Publications
2. Alexis Leon Mathews, Leon Tech world,“**Internet for Everyone**“UBS Publications
3. S. Aarathi,“**Internet Programming and Web Design**” Kalaikathir Achagam 4. “**Internet and E-mail**“ Yatin Publications, Delhi
5. **Internet Complete**” BPB Publications.

CO01: To learn about Internet and to gain practical knowledge and application in Business.

CO02: To acquaint with internet as a knowledge management tool.

CO03: Devise Object Oriented Programs using VB .NET

CO04: Develop multithreading, remoting, parsing and inter-operability with Adv.NET Programming.

CO05: *Apply*E-mail concepts.

| PSO-PO-CO MAPPING MATRIX | | | | | | | | |
|--------------------------|------|------|------|------|------|-------|-------|-------|
| PO & PSO | PO01 | PO02 | PO03 | PO04 | PO05 | PSO01 | PSO02 | PSO03 |
| CO | | | | | | | | |
| CO01 | - | 3 | - | 3 | 2 | - | 2 | 3 |
| CO02 | - | - | - | 3 | - | - | 1 | 3 |
| CO03 | - | - | - | 2 | 3 | - | 2 | 1 |
| CO04 | - | - | - | 2 | 5 | - | 1 | 2 |
| CO05 | - | - | - | 3 | 2 | - | 2 | 1 |