



B  
Accredited By  
NAAC  
(2009)

SHIVAJI UNIVERSITY, KOLHAPUR - 416 004, MAHARASHTRA

PHONE : EPABX- 2609000 GRAM : UNISHIVAJI

FAX : 0091 - 0231 - 2691533 & 0091 - 0231 - 2692333 - BOS 2609094

शिवाजी विद्यापीठ, कोल्हापूर - ४१६ ००४, महाराष्ट्र

दुरध्वनी : (ईपीएबीएक्स) २६०९००० (बी .ओ .एस .२६०९०९४) तार : युनिशिवाजी

फॅक्स : ००९१ - ०२३१ - २६९१५३३ व २६९२३३३. e - mail : bos@unishivaji.ac.in

SU/BOS/ Comm/ B.Com. IT/ 6988

Date :- 30-10-2012

The Principal,  
Sadguru Gadage Maharaj College  
Vidyanagar, Karad Dist : Satara

Subject:- Regarding Syllabi and Nature of Question Paper of B.Com. I Information  
Technology (Entire) (Sem-I & II) under the Faculty of Commerce.

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the Syllabi and Nature of question paper of B.Com.-I Information Technology (Entire) (Sem-I & II) under the Faculty of Commerce.

This syllabi shall be implemented from the academic year 2012-2013 (i.e. from June 2012) onwards and the same is enclosed herewith and also made available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in).

You are therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,

Sd-  
Dy. Registrar

Encl: C.D. of the above mentioned syllabi

Copy to:-

- |   |  |   |                 |   |                         |
|---|--|---|-----------------|---|-------------------------|
| 1 | Dean, Faculty of Commerce  | } | For information |   |                         |
| 2 | Chairman, BOS in 1.Bus. Management<br>2. Bus. Economics 3. Commerce 4. Accountancy |   |                 |   |                         |
| 3 | Appointment Section  |   |                 | } | For information & n. a. |
| 4 | B.Com. Section   |   |                 |   |                         |
| 5 | Affiliation Section (U.G.)   |   |                 |   |                         |
| 6 | Computer Centre  |   |                 |   |                         |

# **SHIVAJI UNIVERSITY, KOLHAPUR.**



**B**  
(2009)

Accredited By NAAC

Syllabus For  
**Bachelor of Commerce**  
**B.Com. Part-I**  
**Information Technology (Entire)**  
**Sem-I & Sem-II**

Introduced from June 2012 and Onwards

(Subject to the modifications will be made from time to time)

## **B.C.A. Course Structure**

### **B.C.A. Part-I**

No	Sem-I	Paper No.	Sem-II
1	Financial Accounting	1	Financial Accounting with Tally
2	Principles of Management	2	Bank Management
3	Office Management And Communications	3	Principles of Marketing
4	Computer Paper	4	Computer Paper
5	Computer Paper	5	Computer Paper
6	Lab Course Based on Computer Paper-4	6	Lab Course Based on Paper-1, 4
7	Lab Course Based on Computer Paper-5	7	Lab Course Based on Paper-5

### **B.C.A. Part-II**

No	Sem-III	No	Sem-IV
1	Cost Accounting	1	Entrepreneurship Development
2	Human Resource Management	2	Organizational Behaviour
3	Computer Paper	3	Computer Paper
4	Computer Paper	4	Computer Paper
5	Computer Paper	5	Computer Paper
6	Lab Course Based on Paper	6	Lab Course Based on Paper
7	Mini Project	7	Mini Project

### **B.C.A. Part-III**

No	Sem-V	No	Sem-VI
1	Management Accounting	1	Strategic Management
2	Computer Paper	2	Computer Paper
3	Computer Paper	3	Computer Paper
4	Computer Paper	4	Computer Paper
5	Computer Paper	5	Lab Course
6	Lab Course	6	Lab Course
7	Mini Project	7	Mini Project

First year (Semester-I and II)

Sr. No.	Subject/Paper	Teaching Scheme (Hrs/Week)				Examination Scheme (Marks)			
		L	T	P	Total	Theory	Term Work	Practical	Total
1	Accountancy Paper-I (Sem.-I)	4	-	-	4	50	----	----	50
2	Accountancy Paper-II (Sem.-II)	4	-	-	4	50	---	----	50
3	Principles of Business Management (Sem.-I)	4	-	-	4	50	---	----	50
4	Principles of Marketing(Sem.-II)	4	-	-	4	50	---	----	50
5	Business Economics Paper-I (Sem.-I)	4	-	-	4	50	---	----	50
6	Business Economics Paper-II (Sem.-II)	4	-	-	4	50	---	----	50
7	Impression Management Paper-I (Sem.-I)	4	-	-	4	50	---	----	50
8	Impression Management Paper-II (Sem.-II)	4	-	-	4	50	---	----	50
9	Fundamentals of I.T (Sem.-I)	4	-	-	4	50	---	----	50
10	Data Base Management System (DBMS) (Sem-II)	4	-	-	4	50	---	----	50
11	Lab Course (based on paper-105)	-	-	4	4	----	----	50	50
12	Lab Course (based on paper-205)	-	-	4	4	----	----	50	50

**Shivaji University, Kolhapur**  
**Course Name: B.Com. IT (Entire)**  
**Title: B.Com- IT**  
Semester –I & Semester -II

- 1) **Subject:** Accountancy
- 2) **Year of implementation:** w. e. f. June, 2012 onwards
- 3) **Pattern:** Examination will be semester-wise
- 4) **Medium of instruction:** The medium of instruction shall be English
- 5) **STANDARD OF PASSING:-**  
As Prescribed under rules & regulation for concerned degree/programme.
- 6) **NATURE OF QUESTION PAPER AND SCHEME OF MARKING:-**  
The nature of question paper will be same as B.Com- I other papers.

**Title: B.Com- IT (Entire)Part-I**  
Semester –I  
Paper No- 101  
**Subject: Accountancy**  
Paper- I

Objective :-

To know Financial Accounting principles and Practice as applicable to Information Technology.

- Unit-I - Meaning:- (08 Periods)  
Book –Keeping, Accounting- Scope of financial Accounting- Accounting , Concepts and Conventions, Accounting Standards Indian and International.
- Unit-II - Basic Accounting terms: (12 Periods)  
Types of Accounts- -Accounting Rules-Capital and Revenue Items- Journal-Meaning. Importance- Journalising procedure.
- Unit-III - Ledger:- (25 Periods)  
Meaning-procedure for recording and posting of trans actions- Balancing of Ledger-Preparation of Trial Balance and final Accounts for sole Trader & Partnership Firm
- Unit-IV - Bank Reconciliation Statement - (20 Periods)

**References:-**

1. Gupta R.L. and Gupta V.K.- principles and Practice of Accountancy.

2. Shuklo and Grewal – Advanced Accounts
3. Khan & Jain – Financial Accounting
4. Maheshwari & Maheshwari- An Introduction to Accountancy.
5. Jain & Narang- Advanced Accounting
6. Arora – Computer Accounts.

**Title:** B.Com- IT (Entire)Part-I  
Semester –II  
Paper- 201  
**Subject:** Accountancy  
Paper- II

Objective :-

To know Financial Accounting principles and Practice as applicable to Information Technology.

Unit-I - Non Trading concern Accounts:- (20 Periods)  
Preparation of Receipts and payments Account, Income and expenditure Account and Balance sheet.

Unit-II - Financial Statements:- (15 Periods)  
Meaning & Types- Ratio Analysis- Meaning advantages & limitations – Classification of Ratios- Liquidity Ratios, Solvency Ratios and profitability Ratios.

Unit-III - Working Capital:- (15 Periods)  
Meaning, necessity- Preparation of working Capital Statement and funds flow statement.

Unit-IV - Introduction to Tally Package - (10 Periods)  
Features of Tally- Accounting procedure with Tally-ERP latest version.

**References:-**

1. Gupta R.L. and Gupta V.K.- principles and Practice of Accountancy.
2. Shuklo and Grewal – Advanced Accounts
3. Khan & Jain – Financial Accounting
4. Maheshwari & Maheshwari- An Introduction to Accountancy.
5. Jain & Narang- Advanced Accounting
6. Arora – Computer Accounts.

**Nature of Question Paper**  
**Paper No-101 & 201**  
**Accountancy Paper- I & II**

**Total Mark - 50**

Instructions- 1) All questions are Compulsory.  
2) Use of calculator is allowed.

---

Q.1 Problem on Common Data	20 marks.
a)	10 Marks
b)	10 Marks

Q.2 Attempt any Two from A.B.C 20 marks.

A) Independent Problem 10 marks

B) Independent Problem 10 marks

C) Independent Problem 10 marks

Q.3 Write Short Notes [ Any Two out of Four] 10 marks

**Course Name:** B.Com. IT (Entire)

**Title:** B.Com- IT(Entire)

(Part-I – Semester I )

Principles of Business Management

1) **Subject:** Principles of Business Management

2) **Year of implementation:** w.e.f. June, 2012 onwards

3) **Pattern:** Examination will be semester-wise

4) **Medium of instruction:** The medium of instruction shall be English

5) **Equivalence in accordance with titles and contents of paper**

(For semester pattern- new syllabus)

Sr. No.	Title of Old Paper*	Title of New Paper
1	-----	Principles of Business Management Sem-I

B.Com. (I.T.) (Entire) Part I

Semester –I

Paper-102

Principles of Business Management

### **Unit-I Business & Management**

Meaning, Characteristics & Scopes of Business, Meaning, Characteristics & importance of Management, Nature of Management – An art, a Science, Management as a Profession, Principles of Management.

### **Unit-II Functions of Management**

Planning, Organizing, Staffing, Directing, Motivation, Leading, Communicating, Co-Ordination-Meaning, Characteristics & importance.

### **Unit-III Total Quality Management (TQM)**

Event & Time Management : Meaning of Total Quality Management, Elements of TQM, Meaning & importance of

Event & Time Management, Techniques of Time Management.

#### **Unit-IV Outsourcing & I-T Management**

Business process outsourcing (B.P.O) – concept importance & Scopes - front office and Back other B.P.O Knowledge process Outsourcing (K.P.O.) and Marketing Process outsourcing (M.P.O.) Application of Management Principles of functions in Information Technology Sector.

**Nature of Question Paper  
Sem-I  
Principles of Marketing  
Paper-102**

**Total Mark - 50**

Instructions- 1) Attempt any five out of seven questions.  
2) All questions carry equal Marks

---

Q.1 Short answers (any two out of three)	10 marks.
Q.2 Broad question	10 marks.
Q.3 Broad question	10 marks.
Q.4 Broad question	10 marks.
Q.5 Broad question	10 marks.
Q.6 Broad question	10 marks.
Q.7 Short notes (any two out of three)	10 marks.

**Shivaji University, Kolhapur**  
**Course Name:** B.Com. (IT ) (Entire)  
**Title:** B.Com- IT (Entire)  
Semester –II  
Principles of Marketing

- 1) **Subject:** Principles of Marketing
- 2) **Year of implementation:** w.e.f. June, 2012 onwards
- 3) **Pattern:** Examination will be semester-wise



4) **Medium of instruction:** The medium of instruction shall be English

5) **Scheme of Examination**

- Examination shall be conducted at the end of each semester.
- The theory paper shall carry 50 marks each semester

6) **Equivalence in accordance with titles and contents of paper**

(For semester pattern- new syllabus)

Sr. No.	Title of Old Paper*	Title of New Paper
1	-----	Principles of Marketing Sem -II

\* *The course has been newly introduced*

**Title:** B.Com(IT ) (Entire)

Part-I – Semester – II

Paper No-202

**Subject:** Principles of Marketing

Objective :-

To help the students to understand the concepts & principles of Marketing and their applications.

Unit-I - Introduction to Marketing:- (15 Periods)

Meaning & Definition of Marketing, Importance of Marketing, Core concepts of Marketing- Need, want, demand, value & satisfaction, exchange and transactions, seven P's of Marketing- product, price, place, promotion, people, process & physical evidence, Meaning of Marketing Management, Marketing as a functional area of Management.

Unit-II - Market Segmentation:- (15 Periods)

Meaning, definition, Importance, Bases for Market segmentation, Requisites of sound Market segmentation, E-Advertising media's.

Unit-III - I T Marketing & Marketing Information System (15 Periods)

I T Marketing- Meaning, Importance of I. T. in Marketing, concept & forms of E-Marketing MIS-meaning, definition, Importance, Components of MIS

Unit-IV - Customer Relationship Management (CRM) (15 Periods)

Meaning & Process of CRM, Broad areas of CRM, E-CRM & its importance & applications.

**References:-**

1. S.A. Sherlekar "Marketing Management" Himalaya Publishing House, Mumbai

2. Suri, “ Marketing Management”
3. Philip Kotler, “Marketing Management” Prentice Hall of India Ltd, New Delhi.
4. Marchand & B. Vardharajan, “ An Introduction to Marketing ” Vikas publishing House, 5 Ansaird New Delhi
5. Maurice & Mondell & Larry Rosenberg – Marketing
6. Dr. C.N. Sontakk ; Marketing Management
7. Arun Kumar & Meenakshi Marketing management
8. Davis- Olsan, Marketing Information System
9. Namkumari – Marketing Management
10. Stanton- Marketing Management

**Nature of Question Paper**  
**Principles of Marketing Sem-II**  
**Paper No-202**

**Total Mark - 50**

Instructions- 1) Attempt any five out of seven questions.  
 2) All questions carry equal Marks

---

Q.1 Short answers (any two out of three)	10 marks.
Q.2 Broad question	10 marks.
Q.3 Broad question	10 marks.
Q.4 Broad question	10 marks.
Q.5 Broad question	10 marks.
Q.6 Broad question	10 marks.
Q.7 Short notes (any two out of three)	10 marks.

**Shivaji University, Kolhapur**  
**Course Name: B.Com. (IT) (Entire)**  
**Title: B.Com- (IT) (Entire)**  
**Part-I – Semester I and II**

- 1) **Subject:** Business Economics - Paper- I and II
- 2) **Year of implementation:** w.e.f. June, 2012 onwards
- 3) **Pattern:** Examination will be semester-wise
- 4) **Medium of instruction:** The medium of instruction shall be English
- 5) **Scheme of Teaching**
- 6) **Scheme of Examination**
  - Examination shall be conducted at the end of each semester.
  - The theory paper shall carry 40 marks each semester

7) **Equivalence in accordance with titles and contents of paper**  
**(For semester pattern- new syllabus)**

<b>Sr. No.</b>	<b>Title of Old Paper*</b>	<b>Title of New Paper</b>
1	-----	Business Economics -Paper-I
		Business Economics -Paper-II

*\* The course has been newly introduced*

B.Com. (I.T.) (Entire)Part I  
Semester –I  
Business Economics (Paper -I)  
Paper No-103  
(Introduced from June 2012)

**PREAMBLE** – Business Economics is called as Applied Economics, also it is referred as Managerial Economics. Hence commerce students should know about

the Applied Economics. It contains application of pure economic theories to the business. Today Indian economy is rapidly growing. Since economic reforms various changes took place in the economy. Economic and commercial scenario is totally changed. Information and technology sector is playing vital role in service sector and especially in banking and finance, communications, educational and other sectors. This global as well as Indian economy scenario needs the knowledge of Applied Economics to the students of commerce. They should aware regarding to changing picture and needs of economy. In order to find out different opportunities in jobs and business through their education, the knowledge of concepts, principles, and theories in Business Economics to the students is essential. It will strengthen the students to fight out in global market environment.

### **Unit I - Introduction of Business Economics**

- A) Definition, Concept, Nature and scope of Business Economics - Business Economics and Business Decisions.
- B) Features of Business Economics – Micro and Macro Economics, Prescriptive Science bridges gap between theoretical Economics.
- C) Goal of Business Firm- Profit maximization.

### **Unit II Demand Function –**

- A) Concept of Demand – Demand Function - Types of goods- Consumer's and Producer's goods, Perishable and Non-perishable goods, Autonomous and Derived goods.
- B) Elasticity of Demand –Concept of Price Elasticity of Demand, Types of price elasticity of Demand – Income elasticity of Demand, Cross elasticity of Demand.

### **Unit III - Demand Forecasting –**

- A) Meaning of Demand forecasting – Importance in Business decision making.
- B) Methods of Demand forecasting - Market survey, Time Series and Graphical method.

### **Unit IV- Production Function -**

- A) Meaning of Production Function – Total, Average, and Marginal production. Inputs – fixed and Variable inputs.
- B) Production Theories: Law of variable proportion, Law of Returns to scale. - Internal Economies and External Economies.

---

B.Com. (I.T.) (Entire) Part I  
Semester –II  
Business Economics (Paper -II)  
Paper-203  
(Introduced from June 2012)

**PREAMBLE** – Business Economics is called as Applied Economics, also it is referred as Managerial Economics. Hence commerce students should know about the Applied Economics. It contains application of pure economic theories to the business. Today Indian economy is rapidly growing. Since economic reforms various changes took place in the economy. Economic and commercial scenario is totally changed. Information and technology sector is playing vital role in service sector and especially in banking and finance, communications, educational and other sectors. This global as well as Indian economy scenario needs the knowledge of Applied Economics to the students of commerce. They should aware regarding to changing picture and needs of economy. In order to find out different opportunities in jobs and business through their education, the knowledge of concepts, principles, and theories in Business Economics to the students is essential. It will strengthen the students to fight out in global market environment.

### **Unit I – Cost of production and Revenue –**

- A) Concepts of costs: Money and Real cost, Opportunity cost, Social cost, Total, Average, and Marginal costs. Short run and long run cost curves.
- B) Revenue - Meaning of Revenue – Total, Average, and Marginal Revenue. Average, Marginal Revenue Curves in Perfect Competition and Monopoly market.
- C) Break Even Analysis.

### **Unit II - Product Pricing I –**

- A) Perfect competition: - Characteristics – Price and output determination of firm in short and long run.
- B) Monopoly: - Characteristics – Price determination – Concept and types of Price discrimination.

### **Unit III- Product Pricing II –**

- A) Monopolistic Competition – Characteristics – price and output determination of firm in short and long run.
- B) Oligopoly – Characteristics.

### **Unit IV- Factor Pricing-**

- A) Rent- Ricardian theory and modern theory of rent.
  - B) Wages – Money and real wage – wage determination under imperfect market- Exploitation of labour.
  - C) Interest – Neo - Classical and Keynesian theory of profit.
  - D) Profit –Risks –Bearing and Uncertainty theories of Profit.
- 

### **REFERENCE BOOKS**

#### **Sem I & II Paper I & II**

1. Principles of Economics – Alfred Marshall
2. Economic Analysis –Boulding E.K.
3. A Textbook of Economics – A.W Stonier & D.C. Hague.
4. Risk, Uncertainty and Profit. – F.H.Knight.

5. Economic Theory of Monopolistic Competition – Chamberlin E.H.
6. Economic theory and Operations Analysis – Baumol W.L.
7. Managerial Economics – D.Gopalkrishna .
8. Managerial Economics – Dr. M.N.Shinde.
9. Managerial Economics – D.N. Dwivedi.
10. Fundamentals Of Economics – D.N.Elhance.
11. Managerial Economics – H.C. Peterson & Cpislewis.
12. Managerial Economics – J.C.Verma.
13. Principle of Economics – K.P.M.Sundaram & M.C. Vaish.
14. Modern Economic Theory - K.K.Dewett.
15. Introduction to Positive Economics – R.J. Lipsey.
16. Advanced Economic Theory-M.L. Jhingan.
17. Economics of Imperfect Competition – Mrs.Joan Robinson.
18. Business Economics – O.M.Agarwal & R.Narayan.
19. Advanced Economic Theory – P.N. Chopra.
20. Methods in Business Statistics – R.J.Shah.
21. Economics – Samuelson.
22. Business Administration and Management – S.C. Saksena.
23. Business Management – Sinha J.C. and Mugali V.N.
24. Statistical Methods – S.P.Gupta.
25. Theory of Price – G. J. Stigler.
26. Principles of Economics. – S.M.Israney and N.K.Sastry.
27. Mathematics for Economists – Taro Yamane.
28. Business Economics – S.K.Misra & V.K.Puri.
29. व्यावसायिक अर्थशास्त्र – डॉ. एम.एन.शिंदे
30. व्यावसायिक अर्थशास्त्र – प्रा.भोसले, प्रा.काटे
31. सांख्यिकीय साधने – ल.ग.बापट

**Nature of Question Paper  
Paper No-103 & 203**

**Total Mark - 50**

All questions carry 8 marks.

Attempt any five questions out of seven

- 
- Q.1 Write short answers (any two out of three) 10 marks.
- Q.2 Broad question 10 marks.
- Q.3 Broad question 10 marks.
- Q.4 Broad question 10 marks.
- Q.5 Broad question 10 marks.
- Q.6 Broad question 10 marks.
- Q.7 Write short notes (any two out of three) 10 marks.

**Shivaji University, Kolhapur**  
**Course Name: B.Com.( IT) (Entire)**  
**Title: B.Com- (IT) (Entire)**  
Part-I – Semester I and II

- 1) **Subject:** Impression Management - Paper- I and II
- 2) **Year of implementation:** w.e.f. June, 2012 onwards
- 3) **Pattern:** Examination will be semester-wise
- 4) **Medium of instruction:** The medium of instruction shall be English
- 5) **Scheme of Teaching**
- 6) **Scheme of Examination**
  - Examination shall be conducted at the end of each semester.
  - The theory paper shall carry 50 marks each semester

7) **Equivalence in accordance with titles and contents of paper**  
(For semester pattern- new syllabus)

Sr. No.	Title of Old Paper*	Title of New Paper
1	-----	Impression Management -Paper-I
		Impression Management -Paper-II

*\* The course has been newly introduced*

**B.Com. (IT) (Entire) Part-I**  
**Impression Management-Paper-I**  
**(Semester-I)**  
**Paper No-104**

(New syllabus will be implemented from June, 2012 onwards)

**Objectives:**

- 1) To make students familiar with the concept and techniques of impression management
- 2) To espouse the students to acquire the skills of impression management required to improve their employability

**Unit-1: Introduction to Impression Management**

Meaning, Definitions, Motives and Strategies of Impression Management, Techniques of Impression Management-Self Descriptions, Association, Opinion, Conformity, Excuses, Apologies, Acclaiming, Flattery and Favours

**Unit-2: Personality**

Concept, Characteristics of Personality, Factors influencing Personality, Types of Personality, Internal and External Personality

**Unit-3: Soft Skills**

Interpersonal Skills, Motivation, Negotiating and Conflict Resolution, Assertiveness, Leadership, Team-Building, Decision-making, Time Management- Importance and Techniques of Time management

**Unit-4: Communication Skills**

**(A) Oral Communication:** Meaning, Scope, Principles of Oral Communication, Techniques of Effective Speech, Face-to-Face Conversation, Tele-Conferencing, Demonstration, Meetings

**(B) Written Communication:** Purpose of writing, Concept of Electronic Writing Process, Writing Business Letters and Reports

**References:**

- 1) Impression Management in the organization-- Robert a. Giacalone and Paul Rosenfeld, Routledge, 1989
- 2) Erving Goffman: The Presentation of Self in Everyday Life--Barnhart, Adam, 1994
- 3) Impression Management: The Self-Concept, Social Identity and Interpersonal Relations-- Schlenker, Barry R, Monterey/ California: Brooks/ Cole, 1980
- 4) Organisational Behaviour-- Stephon Robbins
- 5) Human Behaviour at Work-- Keith Davis
- 6) Human Behaviour-- Dr. Anjali Ghanekar
- 7) Business Communication--The ICFAI Publication (The ICFAI Center for Management Research), 2003



- 8) Business Communication Today--Courtland L. Bovee , John S. Thill and Barbara E. Schatzman, Pearson Education, 2003
- 9) Business Communication- Dr. C.S Rayudu, HH Publication, Eight Revised Edition

**Concerned websites may also be referred.**

**PERIODS ALLOTTED PER UNIT**

<b>Unit</b>	<b>No. of Periods</b>
1	12
2	12
3	16
4	20
<b>Total</b>	<b>60</b>

**NATURE OF QUESTION PAPER**

**Paper No-104**

Total Marks: 50

- Instructions:** 1) Attempt **ANY FIVE** questions out of **SEVEN**  
2) All questions carry **EQUAL MARKS**

Que.-1: Short answer type questions: (Any **TWO** out of **THREE**)

Que.-2: Long question

Que.-3: Long question

Que.-4: Long question

Que.-5: Long question

Que.-6: Long question

Que.-7: Write Short Notes (Any **TWO** out of **THREE**)

**B.Com. (IT) (Entire)Part-I**  
**Impression Management-Paper-II**  
**(Semester-II)**  
**Paper No-204**

(New syllabus will be implemented from June, 2012 onwards)

**Objectives:**

- 1) To acquaint the students with the concept and techniques of self-presentation skills
- 2) To espouse the students to acquire the various soft skills required to improve their employability

**Unit-1: Self-Presentation**

Physical appearance, Factors affecting Physical Appearance, Self-Introduction, Self-Confidence, Body Language, Interaction Skill, Argumentation Skill

## **Unit-2: Interview Techniques**

Meaning and definitions of Interview, Types of Interview, Preparing for job interview, Verbal and non-verbal communication during job interview, Observation session and role play techniques to be used to demonstrate interview strategies

## **Unit-3: Group Discussion**

Concept, Features and Scope of Group Discussion, Process of Group Discussion, Dynamics of group behavior, Techniques of effective participation in GD

## **Unit-4: Business Etiquettes**

Meaning and Definitions of Etiquette and Business Etiquettes, Etiquettes during Business Meetings, Etiquettes during Conference, Dining Table Etiquettes, Common Etiquette Mistakes

### **References:**

- 1) Impression Management: The Self-Concept, Social Identity and Interpersonal Relations-- Schlenker, Barry R, Monterey/ California: Brooks/ Cole, 1980
- 2) Organisational Behaviour-- Stephon Robbins
- 3) Human Behaviour at Work-- Keith Davis
- 4) Human Behaviour-- Dr. Anjali Ghanekar
- 5) Business Communication--The ICFAI Publication (The ICFAI Center for Management Research), 2003
- 6) Business Communication Today--Courtland L. Bovee , John S. Thill and Barbara E. Schatzman, Pearson Education, 2003
- 7) Business Communication- Dr. C.S Rayudu, HH Publication, Eight Revised Edition

**Concerned websites may also be referred.**

### **PERIODS ALLOTTED PER UNIT**

<b>Unit</b>	<b>No. of Periods</b>
1	15
2	15
3	15
4	15
<b>Total</b>	<b>60</b>

### **NATURE OF QUESTION PAPER**

#### **Paper No-204**

Total Marks: 50

- Instructions:** 1) Attempt **ANY FIVE** questions out of **SEVEN**  
2) All questions carry **EQUAL MARKS**

Que.-1: Short answer type questions: (Any **TWO** out of **THREE**)

Que.-2: Long question

Que.-3: Long question

- Que.-4: Long question  
Que.-5: Long question  
Que.-6: Long question  
Que.-7: Write Short Notes (Any **TWO** )

**Shivaji University, Kolhapur**  
**Bachelor of Commerce Information Technology**

1. **SUBJECT : Fundamental of Information Technology**
2. **YEAR OF IMPLEMENTATION:** New Syllabi for the B.Com. Information Technology will be implemented from June 2012 onwards.
3. **PREAMBLE:**

Bachelor of Commerce is an integrated academic degree in the faculty of commerce. As per need of hour, the new era of ultra modern subjects like Information Technology has to be introduced. The faculty is not ignoring these developments in the field of Information Technology. To introduce an Information Technology subject in commerce is essential nowadays. This is a humble endeavor to initiate the process towards an era of knowledge. The students from commerce faculty should also be competent for this change in the technology.

In a first year, the foundation course in Information Technology is introduced. To compete the students with other students and technology is needed.

In this year, a student will able to handle computers and other peripherals with confidence. In the subject, the student will also get a basic and proper knowledge in the field of Information Technology.

4. **GENERAL OBJECTIVES OF THE COURSE:**

- 1) To introduce the basic knowledge of computers among the students.
- 2) To introduce the computer software and hardware to the students.
- 3) To develop the skills in handling of application software's to the students.
- 4) To enable the students to get a basic and proper knowledge in the field of Information Technology.

5. **DURATION**

- **The course shall be a full time course.**
- **The duration of course shall be of Three years.**

6. **PATTERN:**

Pattern of Examination will be Semester.

7. **FEE STRUCTURE :**

**As per Government /University rules**

8. **ELIGIBILITY FOR ADMISSION:**

As per eligibility criteria prescribed for respective degree programme and the merit in the qualifying examination.

9. **MEDIUM OF INSTRUCTION:**

The medium of instruction shall be in English.

**10. STRUCTURE OF COURSE-**

**11. SCHEME OF TEACHING AND EXAMINATION:-**

[The scheme of teaching and examination should be given as applicable to the course/paper concerned.]

**FIRST YEAR / SEMESTER - I**

Paper No.	Subject /Paper	Teaching Scheme (Hrs/Week)				Examination Scheme Marks			
		L	T	P	Total	Theory	Practical	Term Work	Total
105.	Fundamentals of Information Technology	4	-	-	4	50	-	--	50
106.	Lab Course Based on Paper 105	-	-	4	4	-	50	-	50
	<b>Total</b>	<b>4</b>	<b>-</b>	<b>4</b>	<b>8</b>	<b>50</b>	<b>50</b>	<b>--</b>	<b>100</b>

**FIRST YEAR / SEMESTER -II**

Paper No.	Subject /Paper	Teaching Scheme (Hrs/Week)				Examination Scheme Marks			
		L	T	P	Total	Theory	Practical	Term Work	Total
205.	Database Management System	4	-	-	4	50	-	-	50
206.	Lab Course Based on Paper 205	-	-	4	4	-	50	-	50
	<b>Total</b>	<b>4</b>	<b>-</b>	<b>4</b>	<b>8</b>	<b>50</b>	<b>50</b>	<b>-</b>	<b>100</b>

**Note: The practical batch will contains 20 students for first year of B.Com.(I.T.) Part - I.**

**12. SCHEME OF EXAMINATION :-**

- The examination shall be conducted at the end of each term for semester pattern.
- The Theory paper shall carry 40 marks.
- The evaluation of the performance of the students in theory papers shall be on the basis of Semester Examination of 40 marks.
- Question Paper will be set in the view of the /in accordance with the entire Syllabus and preferably covering each unit of syllabi.
- The practical examination of this course will be conducted internally at college level. The practical question paper will be set by University based on concerned theory paper(s).
- The college has to appoint two internal examiners for the practical examination.

**13. STANDARD OF PASSING:-**

**[As Prescribed under rules & regulation for each degree/programme.]**

- 14. NATURE OF QUESTION PAPER AND SCHEME OF MARKING:-** The nature of question paper will be same as B.Com- I.

**Nature of Theory Question Paper**

<b>Maximum Marks ( 50 marks)</b>		
Q. 1	8 Multiple Choice Questions ( One Mark each)	10 marks
Q. 2	Attempt any TWO out of THREE ( 8 marks each)	20 marks
	i)	
	ii)	
	iii)	
Q. 3	Attempt any FOUR ( 4 marks each)	20 marks
	i)	
	ii)	
	iii)	
	iv)	
	v)	
	vi)	

**15. NATURE OF PRACTICAL QUESTION PAPER:**

The practical question paper for B.Com.(I.T.) Part – I will be of maximum 50 marks. There will be FOUR questions based on concerned theory paper. Out of which the student has to solve any TWO questions. Each question carry 20 marks. 5 marks are reserved for certified journal and 5 marks are for viva based on practical question paper. The student appearing for the practical exam is expected to write paper work (Problem Analysis, Design if any) of two questions. The duration of practical will be 3 hours. Out of which 60 minutes are for paper work, 90 minutes are allocated for actual practical work and 30 minutes are for practical based viva.

**Instructions on Practical question paper:**

1. Solve any TWO questions.
2. Each question carries 20 marks of which 10 marks for paper work, 10 marks for actual output of the program.
3. Time distribution: 30 minutes for paper work, 90 minutes for computer work
4. Certified journal carries 5 marks and Viva based on the practical carries 5 marks.

**16. SPECIAL INSTRUCTIONS, IF ANY.**

**B.Com(I.T.) (Entire) Part- I (Sem-I)**  
**Paper 105: Fundamentals of Information Technology**

**Objective: To impart the basic knowledge of Information Technology and application softwares.**

**Lectures**

**Unit-1 Introduction to Information Technology:**

**12**

Evolution and History of computers, Computer generations, Basic Computer organization, classification and applications of computers, Concept of Data, Information, Need of Information in Business organization, Meaning and definition of Information Technology, IT, Application and limitation, Components of Information Technology.

**Unit-2 Computer Languages and I/O devices:**

**12**

Need of languages, Types of languages- machine dependent, machine independent, High-level, low-level, assembly level, their advantages and disadvantages, Translators- Interpreter, Compiler, and Assembler. Input devices- Keyboard, mouse, scanner, Output Devices- Screen, Printer, Primary storage and secondary storage- RAM, ROM, PROM, EPROM, floppy disk, hard disk, CD-ROM.

**Unit-3 Introduction to Operating system:**

**10**

Definition of OS, Types of OS, Basic functions, features of OS, Windows OS- concept of window, windows Explorer, control panel, managing files and folders.

**Unit-4 Application Softwares:**

**14**

**Microsoft Word:** Uses, features and applications of Word, Creating, Formatting and printing the documents, Table option, mail merge.

**Microsoft Excel:** Uses, features and applications of Excel, Creating, formatting and printing the worksheet, Formulas, different functions and graphs.

**Microsoft PowerPoint:** Uses, features and applications of PowerPoint, creating, adding, deleting Slide, sorting slide, slide show, animation effects.

**B.Com(I.T.) (Entire) Part- I (Sem-I)**  
**Paper 106:**

**Lab Course:**

**Experiments on Windows:**

Paint, notepad, control panel-Display-theme, desktop appearance, Creating, renaming, deleting, copying, moving folders, adding file to folder

**Experiments on MS-word:**

1. Creating letter, formatting documents, tables, headers and footers, back color, borders, bullets, numbering, and other features.
2. Mail-merge.

**Experiments on MS-Excel:**

1. Creating and saving worksheets
2. Use of different formula and functions
3. Creating worksheets and demonstrating various graphs

**Experiments on MS-PowerPoint:**

1. Creating and saving slides
2. Adding object and effects to the slide
3. Setting of Slide show

**Reference Books:**

1. Computer Today- S. Basandara
2. Computer Fundamentals- P. K. Sinha
3. Ms- Office – Dreamtech Publication
4. Computer Fundamentals- V. Rajaraman
5. Introduction to Computer and Data Processing- D. R. Patil, Pawar, Lad, Shinde, (Dreamtech)

**Shivaji University, Kolhapur**  
**Bachelor of Commerce**  
**Paper No-205**

4. **SUBJECT : Database Management System(DBMS)(Optional)**
5. **YEAR OF IMPLEMENTATION:** - New Syllabi for the DBMS and Lab Course will be implemented from June 2012 onwards.
3. **GENERAL OBJECTIVES OF THE COURSE/ PAPER/**
  - 1) To know and create awareness about Database management Concepts.
  - 2) To store, retrieve & process the data with the help of MS-ACCESS.
4. **MEDIUM OF INSTRUCTION:**  
The medium of instruction shall be in English.
5. **SCHEME OF TEACHING AND EXAMINATION:-**
6. **SCHEME OF EXAMINATION\_:-**
  - The examination shall be conducted at the end of each term for semester pattern.
  - The Theory paper shall carry 50 marks (as applicable to the course)
  - The evaluation of the performance of the students in theory papers shall be on the basis of Semester Examination of 50 marks.
  - Question Paper will be set in the view of the /in accordance with the entire Syllabus and preferably covering each unit of syllabi.

7. **STANDARD OF PASSING:-**  
As Prescribed under rules & regulation for concerned degree/programme.
8. **NATURE OF QUESTION PAPER AND SCHEME OF MARKING:-**  
The nature of question paper will be same as B.Com- I other papers.

**B.Com Part- I (I.T.) (Entire)**

**Paper No-205**

**Database Management System (DBMS)**

	<b>Lectures</b>
<b>Unit-1 Introduction to DBMS:</b>	<b>18</b>
Concept of Database & DBMS, Need of DBMS, Advantages & Limitations Of DBMS, Components of DBMS, Types of database, database users, data Constraints-primary Key, Foreign Key, Not null, check etc. Data Models -An Introduction, types of Data Models, Database Design, Normalization- 1NF,2NF,3NF	
<b>Unit-2 Introduction to RDBMS</b>	<b>10</b>
Definition of Entity, Attribute & types of Relationship, ER diagram, RDBMS – Meaning and Definition and Advantages, Difference between DBMS and RDBMS.	
<b>Unit-3 Basics of SQL</b>	<b>10</b>
Introduction to SQL, SQL Data types, operators, SQL commands- DDL,DML,DCL.	
<b>Unit-4 Introduction to MS-ACCESS</b>	<b>10</b>
Basics of MS-ACCESS , Starting MS-ACCESS , Creation of Table-use of constraints, Addition of records, Retrieval of records, deletion of records. Simple queries, Form and Report design	

**Reference Book**

1. An Introduction to Database system----- Date Pearsons education 8<sup>th</sup> edition
2. Database System Concepts-----Silberschatz & Korth Mcgraw-Hill Publication
3. Ms-Office----- Dreamtech Publication
4. Introduction to Computer and Data Processing- Pawar, Lad, Shinde, Patil (Dreamtech)
5. Fundamental of batabased , Mgt. System. 5e, Elulasri
6. DBMS : express learning it test.

**B.Com Part- I (I.T.) (Entire)**

**Lab Course**

**(Paper No. 205, based on Paper No-206)**

**DBMS Through MS-ACCESS- Practical Based On**

1. *Creation of Table using Design view*
2. *Writing queries using Design view*
3. *Creation of forms*



4. *Creation of reports using Design view*

**Practical Assignment-**

**(reveals of based a applicasoy of DDL, Dase, DeL, commands )**

1. *Library system*
2. *Payroll system*
3. *Hospital management system*
4. *Student Management system*
5. *Billing system*
6. *Railway Reservation system*
7. *Inventory Management System*
8. *Store Management system*

**Nature of Question Paper**

**Total Mark - 50**

All questions carry 8 marks.

Attempt any five questions out of seven

- 
- |  |           |
|--|-----------|
| Q.1 Write short answers (any two out of three) | 10 marks. |
| Q.2 Broad question                             | 10 marks. |
| Q.3 Broad question                             | 10 marks. |
| Q.4 Broad question                             | 10 marks. |
| Q.5 Broad question                             | 10 marks. |
| Q.6 Broad question                             | 10 marks. |
| Q.7 Write short notes (any two out of three)   | 10 marks. |

\*\*\*\*\*