

Shri Rawatpura Sarkar University, Raipur
Department of Commerce
Scheme of Exam
B.Com. (Hon) Sem 5 (Session July Dec 2023)
Computer Application

S.N.	Course Code	Th/Pr	Subject	Type of Course	Teaching hours per week			T C	Examination Scheme				Total Marks
					L	T	P		Theory		Practical		
									EX	IN	EX	IN	
1	BCH-5.1	Th	Principles of Marketing	Core Course C-11	3	1		4	70	30			100
2	BCH-5.2	Th	Fundamentals of Financial Management	Core Course C-12	3	1		4	70	30			100
3	BCH 5.3 CA1	Th	Computer in Business Operation	Discipline Specific Elective (DSE)-1	2	1	1	4	70	20		10	100
4	BCH 5.4 CA2	Th	Computer Concept and WebTechnology	Discipline Specific Elective (DSE)-2	2	1	1	4	70	20		10	100
Total Contact Hr per week: 30			Total Credit: 16					Grand Total Marks:				400	

Course Code	BCH-5.1				
Course Title	PRINCIPLES OF MARKETING				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Student should basic knowledge of Principles of Marketing				
Course Objectives	The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.				
Course Contents	<p>Unit 1: Introduction: 13 Lectures Nature, scope, and importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal).</p> <p>Unit 2: a. Consumer Behaviour: Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour. b. Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.</p> <p>Unit 3: Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging, and labelling; Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process.</p> <p>Unit 4: a. Pricing: Significance. Factors affecting price of a product. Pricing policies and strategies. b. Distribution Channels and Physical Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-tailing, Physical Distribution.</p> <p>Unit 5: a. Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions; b. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism</p>				
Course Outcomes	<p>CO1: To provide a sound understanding of the basic principles of marketing management and their applications in the business and industry.</p> <p>CO2: State the recent developments in marketing</p> <p>CO3: Analyse the factors that affect the buying decision of a consumer</p> <p>CO4: Explain the various stages of product life cycle</p> <p>CO5: To analyse the pricing policies and strategies adopted by businesses</p>				

Text Books	<ol style="list-style-type: none"> 1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. <i>Principles of Marketing</i>. 13th edition. Pearson Education. 2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. <i>Marketing: Concepts and Cases</i>. (Special Indian Edition)., McGraw Hill Education 3. William D. Perreault, and McCarthy, E. Jerome., <i>Basic Marketing</i>. Pearson Education. 4. Majaro, Simon. <i>The Essence of Marketing</i>. Pearson Education, New Delhi. 5. The Consumer Protection Act 1986.
Reference Books	<ol style="list-style-type: none"> 1. Iacobucci and Kapoor, <i>Marketing Management: A South Asian Perspective</i>. Cengage Learning. 2. Dhruv Grewal and Michael Levy, <i>Marketing</i>, McGraw Hill Education. 3. Chhabra, T.N., and S. K. Grover. <i>Marketing Management</i>. Fourth Edition. Dhanpat Rai & Company. 4. Neeru Kapoor, <i>Principles of Marketing</i>, PHI Learning 5. Rajendra Maheshwari, <i>Principles of Marketing</i>, International Book House

Course Title	FUNDAMENTALS OF FINANCIAL MANAGEMENT				
Course Code	BCH 5.2				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Student should basic knowledge of fundamentals of financial management				
Course Objectives	To familiarize the students with the principles and practices of financial management.				
Course Contents	<p>Unit 1: Introduction Nature, scope and objective of Financial Management, Time value of money, Risk and return (including Capital Asset Pricing Model), Valuation of securities – Bonds and Equities</p> <p>Unit 2: Investment Decisions The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk – Certainty Equivalent Approach and Risk- Adjusted Discount Rate.</p> <p>Unit 3: Financing Decisions Cost of Capital and Financing Decision: Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage; Determinants of capital structure</p> <p>Unit 4: Dividend Decisions Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Dividend policies in practice</p> <p>Unit 5: Working Capital Decisions Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management and payables management.</p>				
Course Outcomes	<p>CO1 : To provide introduction to financial management.</p> <p>CO2 : To create an awareness on capital structure and theories of capital structure.</p> <p>CO3 : To make them understand the cost of capital in wide aspects.</p> <p>CO4 : To provide knowledge on divided policies and various divided models.</p> <p>CO5 : To enable them to understand working capital management</p>				
Text Books	<p>1. James C. Van Horne and Sanjay Dhamija, <i>Financial Management and Policy</i>, Pearson Education</p> <p>2. Levy H. and M. Sarnat . <i>Principles of Financial Management</i>. Pearson Education</p> <p>3. Brigham and Houston, <i>Fundamentals of Financial Management</i>, Cengage Learning</p> <p>4. Khan and Jain. <i>Basic Financial Management</i>, McGraw Hill Education</p> <p>5. Prasanna Chandra, <i>Fundamentals of Financial Management</i>. McGraw Hill Education</p>				

Reference Books	<ol style="list-style-type: none">1. Singh, J.K. <i>Financial Management- text and Problems</i>. Dhanpat Rai and Company, Delhi.2. Rustagi, R.P. <i>Fundamentals of Financial Management</i>. Taxmann Publication Pvt. Ltd.3. Singh, Surender and Kaur, Rajeev. <i>Fundamentals of Financial Management</i>. Mayur Paperback, New Delhi.4. Pandey, I.M. <i>Financial Management</i>. Vikas Publications.5. Bhabatosh Banerjee, <i>Fundamentals of Financial Management</i>, PHI Learning
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Course Title	Computer in Business Operation				
Course Code	BCH 5.3 CA				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Knowledge of class 12 or equivalent				
Course Objectives	To know use of computer in Business Operations				
Course Contents	<p>UNIT –I Create Amazing Presentations-Introduction to Google Slides, Accessing Google Slides, Inserting Videos like YouTube, Managing Slides in Presentation, Google Themes & Background, Adding Images & Audio to Slides, Creative Presentation Elements, Inserting Charts & Diagrams, Building Your Own Themes, Notes, Exporting & Sharing, Layout & Media</p> <p>UNIT-II Word Processor- Introduction to Google Docs, Basics of Google Docs Walk, Getting Started with Google Docs, Menu Layout & Page Setup, Typing & Import 3rd Party, Headers & Footers in Docs, Setting Up Page Number, Inserting Images inside Docs ,Inserting Media inside Docs, Inserting Equation, Charts, etc, Inserting Tables in Docs, Exporting & Sharing Docs, Versions & Add Ons, Symbol, Emojis & Drop down, Emails, Watermark & Compare , Live, Notifications & Sidebars</p> <p>UNIT-III Excel Spreadsheet Editor-Basics of Google Sheets Preview, BODMAS & Basic Functions ,Advanced Maths Functions, Using Wild Card Functions ,Logical Functions (IF),IF Related Functions ,IF Related Functions Task, Upper Lower Proper Function, Left Right Find Function, Left & Right more examples, Concatenate Function, Replace & Substitue Function ,Split Function one Column, Filters Function in Google Sheets, Named Ranges & Links.</p> <p>UNIT-IV Calendar & Schedule App: Introduction to Google Calendar, Google Calendar Interface & Events, Getting Up Reminders & Tasks, Google Calendar- Sharing & Settings, Google Calendar- Search & Support.</p> <p>UNIT-V Google Workspace (G Suite): Introduction to Google Keep, Basics of Google Keep, Taking Notes with Text & Check Box, Taking Notes with Drawings & Image, Sharing, Color & Labeling Notes, Archiving & Deleting Google Keep Notes, Everything About Reminders in Google Keep, Amazing Ways to Use Google Keep, Creative Ways to Use Google Keep.</p>				

Course Outcomes	<ol style="list-style-type: none">1. The basics of how to set up, format and manage data - information is more easily digestible in an organized presentation.2. The essential formulas to manage and understand data - add, subtract, sum, average.3. How to best control team members contributions when working on a collaboration to ensure a smooth operation.4. To manage data professionally.5. Short cuts that will improve workflow.6. Google Apps Scripts
Text Books	
Reference Books	

Course Title	Computer Concept and Web Technology				
Course Code	BCH5.4 CA				
Course Credits	L	T	P	TC	
	3	-	1	4	
Prerequisites					
Course Objectives	<ul style="list-style-type: none"> • To understand the basics of a Computer, network and internet. • Write a valid standards-conformant -including hyperlinks, images, lists, tables, and forms . • Use CSS to implement a variety of presentation effects in HTML and XML documents. • Demonstrate techniques for improving the accessibility of an HTML document 				
Course Contents	<p>UNIT-I Computer Basics: Computer Generations and its Classification, Flowchart, Algorithms, Characteristics of computers, Input/output Units, Description of a processor, Computer Languages (Machine, Assembly, High Level), Introduction of operating system, Functions of operating system, Single User and Multi-user operating systems, Introduction to systems software. Different storage media-CDROM, DVD, BD and HDD.</p> <p>UNIT-II Network: Introduction of computer networks - LAN, MAN, WAN, Internet & Intranet, Asynchronous, Synchronous and Isochronous, Transmission Mode Internet: Internet, Connecting to Internet: Telephone, Cable, Satellite connection, Choosing an ISP, Introduction to Internet services, E-Mail concepts, Sending and Receiving secure E-Mail, Voice and Video Conferencing. Protocols governing the web, Web applications.</p> <p>UNIT- III WWW: Understanding the WWW and the Internet, Emergence of Web, Web Servers, Web Browsers, Protocols, Building Web Sites HTML: Planning for designing Web pages, Model and structure for a Website, Developing Websites, Basic HTML using images links, Lists, Tables and Forms, Frames for designing a good interactive website CSS; XML: Document Type Definition (DTD), Namespaces, XML schemes, presenting and using XML, Entities, XSL, XLINK, XPATH, XPOINTER, XML Parser, Applications, Integrating XML with other applications.</p> <p>UNIT-IV JAVA SCRIPT: Fundamentals of Programming, Statements, Expressions, Operators, Popup Boxes, Control Statements, Try....Catch Statement, Throw Statement, and Objects of JavaScript: Date object, array object, Boolean object, math object CSS: External Style Sheets, Internal Style Sheets, Inline Style, The class selector, div & span tag, introduction to AJAX.</p> <p>UNIT-V DOM: HTML DOM, inner HTML, Dynamic HTML (DHTML), DHTML form, XML DOM. CGI/PERL: Introduction to CGI, Testing &debugging Perl CGI script, Using scalar variables and operators in Perl. Java Applet: Introduction to Java, Writing Java applets, Life cycle of applet.</p>				

Course Outcomes	<p>After completion of the course students will be able</p> <ul style="list-style-type: none"> • To design web sites utilizing multiple tools and techniques. • To demonstrate the ability to create dynamic pages that are easy to navigate and easy to update. • To demonstrate the ability to apply testing, debugging, and troubleshooting skills. • To exhibit the ability to design and implement an internet database.
Text Books	<ol style="list-style-type: none"> 1. Fundamentals of Computer, V. Rajaraman, Prentice-Hall of India 2. HTML, DHTML, Java Script, Perl & CGI by Ivan Bayross, BPB Publication. 3. Web Warrior Guide to Web Design Technologies, Don Gosselin, Joel Sklar & others, Cengage Learning
Reference Books	<ol style="list-style-type: none"> 1. Web Technology and Design by Xavier, C, New Age International 2. Internet and Web Design by Ramesh Bangia, New Age International 3. Web Technology: A developer perspective, Gopalan & Akilandeswari, PHI