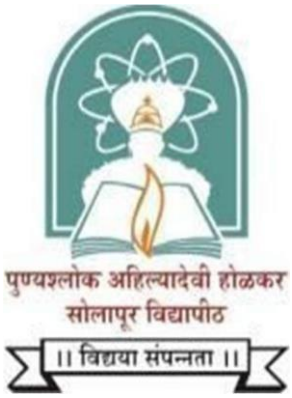
PUNYASHLOKAHILYADEVIHOLKARSOLAPUR UNIVERSITY, SOLAPUR



NAAC Accredited-2022

'B++'Grade (CGPA2.96)

B.COM. Information Technology

NEP 2020 Compliant Curriculum for B.Com.

with effect from 2025-26

PUNYASHLOKAHILYADEVIHOLKARSOLAPURUNIVERSITY,

SOLAPUR

FACULTY OF COMMERCE INFORMATION TECHNOLOGY

NEP 2020 Compliant Curriculum

B.Com. IT

Program Preamble

Preamble

The Bachelor of Commerce Information Technology programme at Punyashlok Ahilyadevi Holkar Solapur University, Solapur, is designed in accordance with the visionary framework of the National Education Policy (NEP) 2020. The NEP emphasizes a holistic, flexible, and multidisciplinary approach to higher education, fostering critical thinking, creativity, and ethical responsibility. In this spirit, Commerce the Information Technology programme aims to produce graduates who are not only proficient in commerce and business but are also equipped with the skills needed for lifelong learning, global employability, and societal contribution.

The programme is structured to provide comprehensive knowledge in areas such as financial accounting, banking, economics, statistics, insurance, and business administration along with information technology. Aligned with the NEP‘s vision of making education more inclusive and equitable, the curriculum is designed to empower students from diverse backgrounds, promoting academic excellence alongside professional and personal growth.

The National Education Policy (NEP) 2020 represents a transformative vision for education in India, emphasizing holistic, multidisciplinary learning, flexibility, and inclusivity to prepare students for a rapidly evolving world. It seeks to bring about profound changes in the educational landscape, ensuring that students not only gain knowledge but also develop critical thinking, ethical values, and a sense of social responsibility.

In alignment with the principles of NEP 2020, the Bachelor of Commerce Information Technology programme at Punyashlok Ahilyadevi Holkar Solapur University, Solapur, is designed to empower students with a well rounded education in commerce, business, and management, while fostering skills that are vital in the modern, interconnected global economy. The programme‘s curriculum is built to nurture innovation, adaptability, and an entrepreneurial mindset among students, ensuring that they can contribute meaningfully to society and excel in their careers.

Importance of the National Education Policy 2020 in the Bachelor of Commerce Information Technology Programme

The NEP 2020 is a landmark policy that reshapes education with key characteristics that are critical to the Bachelor of Commerce Information Technology programme at our university:

1. Holistic and Multidisciplinary Education: NEP 2020 advocates for an integrated education that goes beyond disciplinary silos. The Bachelor of Commerce Information Technology programme reflects this by offering courses in commerce, economics, business management, accounting, banking, information technology, C programming, web technology and insurance, providing students with a broad understanding of the business world. This holistic approach helps students adapt to diverse career paths and industries.

2. Flexibility in Learning Pathways: The NEP emphasizes flexibility in education, allowing students to tailor their learning experiences. The Bachelor of Commerce Information Technology programme offers electives and interdisciplinary subjects, enabling students to shape their academic journey according to their career goals. This flexibility encourages lifelong learning and adaptability to changing economic and business environments.

3. Skill Development and Employability: Recognizing the importance of practical skills, the NEP 2020 focuses on bridging the gap between education and employment. The Bachelor of Commerce Information Technology curriculum is designed to develop market-relevant skills such as digital literacy, financial analysis, data interpretation, business ethics, and communication, making students industry-ready upon graduation.

4. Critical Thinking and Innovation: NEP 2020 promotes critical thinking, creativity, and problem solving abilities as essential attributes of future professionals. In this light, the Bachelor of Commerce Information Technology programme encourages students to engage in case studies, research projects, internships, and entrepreneurship initiatives, fostering an innovative mindset and analytical capabilities.

5. Ethical Leadership and Social Responsibility: NEP 2020 emphasizes values-based education to create ethical and socially responsible citizens. The Bachelor of Commerce information technology programme integrates courses on business ethics, corporate social responsibility, and sustainable development, aiming to produce graduates who understand the importance of ethical leadership in business and its impact on society.

6. Inclusivity and Access to Quality Education: The NEP underscores the importance of inclusive education, ensuring that students from all socio-economic backgrounds have access to quality learning. The Bachelor of Commerce information technology programme at Punyashlok Ahilyadevi Holkar Solapur University strives to provide an equitable learning environment, accommodating diverse learners and promoting social justice and equity.

7. Global Outlook with Local Relevance: While NEP 2020 encourages global competence, it also stresses the need for education to be relevant to local contexts. The Bachelor of Commerce information technology programme prepares students for global business environments while addressing the unique socio-economic challenges of the region, ensuring that graduates can contribute both locally and internationally.

Commitment to NEP 2020's Vision

At Punyashlok Ahilyadevi Holkar Solapur University, we are committed to the transformative principles of NEP 2020. Through the Bachelor of Commerce information technology programme, we aim to produce graduates who are not only proficient in their domain but also innovative thinkers, ethical leaders, and responsible citizens. By fostering a spirit of curiosity, adaptability, and integrity, we aspire to contribute to the holistic development of students and the nation's growth in an increasingly interconnected global economy. This preamble reflects our dedication to upholding the values of NEP 2020, ensuring that our Bachelor of Commerce information technology graduates are well-prepared to navigate the complexities of the business world while making meaningful contributions to society The program offers a flexible, multidisciplinary, and learner-centric curriculum that encourages critical thinking, innovation, and holistic development. The Bachelor of Commerce information technology program spans four years, with each year offering a progressively advanced curriculum designed to build a strong foundation in commerce information technology while allowing for specialization and interdisciplinary learning. The curriculum is structured around several key components:

1. **Major Courses**: These core courses form the backbone of the program, providing in-depth knowledge and understanding of information technology concepts, theories, and methodologies. Students will engage with topics ranging from insurance, management, data base management system, accounting ensuring a robust and comprehensive education in the discipline.

2. **Minor Courses**: Students have the opportunity to choose minor courses from related or distinct disciplines, promoting an interdisciplinary approach to learning. This flexibility allows students to complement their commerce information technology education with insights from fields such as economics, computer science enhancing their versatility and broadening their career prospects.

3. **Open Electives/General Electives**:The program encourages intellectual exploration beyond the core discipline by offering a wide range of elective courses. These electives enable students to pursue their interests in diverse subjects, fostering creativity, critical thinking, and a well-rounded educational experience.

4. **Vocational and Skill Enhancement Courses**:Practical skills and technical proficiency are integral to the program, with vocational and skill enhancement courses providing hands-on experience in areas such as tally prime , share market, andweb designing. These courses are designed to prepare students for immediate employment and equip them with the tools necessary for career advancement in various scientific and technological fields.

5. **Ability Enhancement Courses (AEC), Indian Knowledge System (IKS), and Value Education Courses (VEC):** In alignment with NEP 2020, the program integrates courses that emphasize the Indian Knowledge System, ethical values, and life skills. These courses foster a deep appreciation for India's rich cultural heritage, while also developing essential communication and ethical decision-making skills that are vital for personal and professional growth.

6. **Field Projects/Internships/Apprenticeships/Community Engagement Projects/On-Job Training**: To bridge the gap between theoretical knowledge and real-world applications, the program includes opportunities for field projects, internships, apprenticeships, and community engagement. These experiences provide students

with practical insights, problem-solving abilities, and exposure to professional environments, enhancing their readiness for careers in commerce information technology and related fields.

7. **Research Methodology and Research Projects**: Research is a critical component of the commerce information technology program, with students acquiring skills in research methodology, data collection, analysis, and scientific inquiry. By engaging in independent research projects, students are encouraged to develop innovative solutions to complex scientific problems, preparing them for advanced studies and research-oriented careers.

Multiple Entry and Multiple Exit Options

In accordance with the NEP 2020, the Bachelor of commerce information technology program incorporates a Multiple Entry and Multiple Exit framework, offering students the flexibility to enter or exit the program at various stages. This approach ensures that students can tailor their educational journey according to their personal and professional goals, with options to earn certificates, diplomas, or degrees based on the duration of study completed.

● Year 1: Upon completion of the first year, students may exit with a Certificate in Commerce information technology

● Year 2: After two years, students may choose to exit with a Diploma in Commerce information technology

● Year 3: Completion of the third year qualifies students for a B.Com Degree in Commerce information technology

● Year 4: The fourth year offers an advanced curriculum with a focus on research, allowing students to graduate with an Honors Degree in Commerce information technology

Eligibility for B.Com. Information Technology
Student shall be passed 12th Examination

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FACULTY OF COMMERCE INFORMATION TECHNOLOGY

NEP 2020 Compliant Curriculum

B.Com. Information Technology

Program Outcomes (PO)

Students graduating from the Bachelor of commerce program will be able to:

Major Courses:

● PO1: Demonstrate in-depth knowledge and understanding of core concepts, theories, and methodologies in the chosen major discipline.

● PO2: Apply disciplinary knowledge to solve complex problems, analyze data, and make informed decisions in professional and research contexts.

Minor Courses:

● PO3: Acquire complementary knowledge and skills from a related or distinct discipline, enhancing interdisciplinary understanding and versatility.

Open Electives/General Electives:

● PO4: Explore diverse subjects beyond the core discipline, fostering a broad-based education and cultivating critical thinking and creativity.

Vocational and Skill Enhancement Courses:

● PO5: Gain hands-on experience and technical proficiency in specific vocational areas, preparing for immediate career opportunities.

Ability Enhancement Courses (AEC), Indian Knowledge System (IKS), and Value Education Courses (VEC):

● PO6: Understand and appreciate the rich heritage of the Indian Knowledge System, integrating traditional wisdom with modern education.

● PO7: Develop ability enhancement skills like communication and life skills along with ethical values, social responsibility, and a strong sense of citizenship, contributing positively to society.

Field Projects/Internship/Apprenticeship/Community Engagement Projects/ On Job Training/Internship/Apprenticeship:

● PO8: Apply theoretical knowledge to real-world situations through field projects, internships, community engagement and On job Training for gaining practical experience and problem solving skills.

Research Methodology and Research Project:

● PO9: Acquire research skills, including data collection, analysis, and interpretation, fostering a scientific approach to problem-solving to develop independent research projects handling capabilities.

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Program Specific Outcomes (PSOs)

Students graduating from B.com information technology will able to :

Specific Outcomes (SOs)

1. Remembering: Students will memorize and define key concepts of Financial Accounting, such as journal entries, ledgers, and balance sheets.

Example: List the steps involved in preparing final accounts.

2. Understanding: Students will explain and summarize the fundamentals of Banking and Insurance, understanding their importance in the business world.

Example: Summarize the basic functions of banks and describe various types of insurance policies.

3. Applying: Students will apply data base management system and web technology to solve business problems.

Example: Use software tools to perform business forecasts or apply it to analyze market trends.

4. Analyzing: Students will analyze financial data in Financial Accounting to identify areas of inefficiency and suggest improvements in business operations.

Example: Analyze financial statements and determine the financial position of the firm.

5. Evaluating: Students will evaluate financial performance using tools from Advanced Accountancy and make recommendations for improvement.

Example: Evaluate the liquidity and profitability of a company using financial ratios and make recommendations for future investments.

These outcomes ensure a holistic approach to learning, following Bloom‘s Taxonomy to foster deep understanding, critical thinking, and practical application, aligning with the NEP‘s objectives.

Faculty of Commerce Information Technology

Structure for Four Year Multidisciplinary Under Graduate Degree Programme Commerce Information Technology (Bachelor of Commerce Information Technology) with Multiple Entry and Exit (Honors and Research)

Year&Level	**Sem**	**Major**		**Minor(DSM) (Choose any one from pool of courses from same discipline)**	**Open Elective (There are two baskets of GE) Select one course from each basket oother disciplines or faculty)**	**VSC, SEC (VSEC) (Choose any one from pool of Major)**	**AEC, VEC, IKS**	**OJT, FP,CEP,CC, RP**	**Cum.Cr. per Semester**	**Cum. Cr. per Degree**
		(DSC) Mandatory	**(DSE) Elective (Choose any one from Poolof Courses)**							
1	**2**	**3**		**4**	**5**	**6**	**7**	**8**	**9**	**10**
I 4.5	I	DSC1:4 Cr DSC1: 4 Cr DSC1: 4 Cr	-	-	GE/OE: 2 Cr	VSC 1:2 Cr	AEC EN : 2 Cr VEC: 2Cr (Indian Constitution.) IKS: 2 Cr		22	UG Certificate44
	II	DSC2:4 Cr DSC2: 4 Cr DSC2: 4 Cr	-	-	GE/OE: 2 Cr	VSC 2 :2 Cr	AEC ENG : 2Cr VEC: 2 Cr (Env. Studies)	CC2:2 Cr (NSS/NCC/Sports/Culture /Health Wellness/ Fitness/Yoga Edu.)	22	
	Cum. Cr.	24	-		4	4	4+4+2	2	44	
Exit Option :Award of UG Certificate in Major with 44 Credits and an additional 4 credit score NSQF course/Internship OR Continue with Major and Minor										

II 5.0	III	DSC3:4 Cr DSC4: 4 Cr	-	DSM2:4 Cr	OE5: 2 Cr	VSC 1 :2Cr	AEC L1: 2 Cr: (XX=MR/HN/PL/ SK/KN/Urdu)	FP1: 2 Cr CC3:2 Cr (NSS/NCC/Sports/Culture /Health Wellness/ Fitness/Yoga Edu)	22	UG Diploma 88
	IV	DSC5:4 Cr DSC6: 4 Cr	-	DSM3:4 Cr	OE6 :2 Cr	VSC3: 2 Cr	AEC L1: 2Cr: (XX=MR/HN/PL/ SK/KN/Urdu)	CEP1:2 Cr CC4:2 Cr (NSS/NCC/Sports/Culture /Health Wellness/ Fitness/Yoga Edu)	22	
	Cum. Cr.	40	-	8	8	4+4 =8	8+4+2	8+4	88	
Exit Option: Award of UG Diploma in Major with 88 Credits and an additional 4 credit score NSQF course /Internship OR Continue with Major and Minor										
III 5.5	V	DSC7: 4 Cr DSC8: 4 Cr DSC9;2 Cr	DSE1: 4 Cr	DSM4:4 Cr		VSC 2: 2 Cr		FP2/CEP2:2 Cr	22	UG Degree132
	VI	DSC10: 4 Cr DSC11: 4 Cr DSC12: 2 Cr	DSE2: 4 Cr	DSM5:4 Cr				OJT1:4 Cr	22	
	Cum. Cr.	58	8	18	12	10+ 6	8+4+2	8+6+4	132	
Exit Option: Award of UG Degree in Major with 132 Credits OR Continue with Major and Minor										
IV 6.0	VII	DSC13: 4 Cr DSC14: 4Cr DSC15: 4 Cr DSC16: 2 Cr	DSE3: 4 Cr	RM401: 4 Cr					22	UG HonoursDegree176
	VIII	DSC17: 4 Cr DSC18: 4 Cr DSC19: 4 Cr DSC20: 2 Cr	DSE 4:4 Cr					OJT2:4 Cr	22	

	Cum. Cr.	88	16	18+4= 22	12	10+ 6	8+4+2	8+6+8	176	
Four Year UG Honours Degree in Major and Minor with 176 Credits										
IV 6.0	VII	DSC13: 4 Cr DSC 14: 4 Cr DSC15: 2 Cr	DSE5: 4 Cr	RM401: 4 Cr				RP1:4 Cr	22	UG Honours with Research
	VIII	DSC16: 4 Cr DSC17: 4 Cr DSC18: 2 Cr	DSE6: 4 Cr					RP2: 8 Cr	22	Degree 176
	Cum. Cr.	78	**16**	**18+4**	12	10+ 6	8+4+2	**8+6+8+12**	**176**	
Four Year UG Honours with Research Degree in Major and Minor with 176 Credits										

Abbreviations: Yr.: Year; Sem.: Semester; OJT: On Job Training: Internship/ Apprenticeship; FP: Field projects; RM: Research Methodology; Research Project: RP; Cumulative Credits: Cum. Cr.

Abbreviations:

1. DSC: Department/Discipline Specific Core (Major)
2. DSE: Department/Discipline Specific Elective (Major)
3. DSM: Discipline Specific Minor
4. GE/OE: Generic/Open Elective
5. VSEC: Vocational Skill and Skill Enhancement Course
6. VSC: Vocational Skill Course
7. SEC: Skill Enhancement Course
8. AEC: Ability Enhancement course
9. MIL: Modern Indian languages
10. IKS: Indian Knowledge System
11. VEC: Value Education Course
12. OJT: On Job Training: (Internship/Apprenticeship)
13. FP: Field Projects
14. CEP: Community Engagement and Service
15. CC: Co-Curricular Courses
16. RM: Research Methodology
17. RP: Research Project/Dissertation

CURRICULUM FRAMEWORK AND CREDIT STRUCTU RE FOR FIRST YEAR UNDERGRADUATE PROGRAMS

B.COM. PART I SEMESTER I WITH MAJOR DSC

(Information Technology, Database Management System, Advanced Accountancy, Fundamentals of Business Management , Business Micro Economics)

Teaching Structure

	Courser Vertical	Course Title	Course Code	Course Credit	Exam Marks		
					UA	CCA	Total
Level 4.5 Semester I	**Any Three out of the basket**						
	DSC-1 Theory	Fundamentals of Information Technology		4	60	40	100
	DSC-2 Theory	Database Management System		4	60	40	100
	DSC-3 Theory	Advanced Accountancy I		4	60	40	100
		Business Micro Economics I					
		Fundamentals Of Business Management – I					
	Generic Elective / Open Elective Theory	Insurance – I		2	30	20	50
	Skill Enhancement Course **Practical**	Skills In Data Base Management System		2	30	20	50
	Ability Enhancement Course Theory	English Communication–I		2	30	20	50
	Value Education Course Theory	Indian Constitution–I		2	30	20	50
	Indian Knowledge System(Theory)	Ancient Indian Technology		2	30	20	50
	Total Number of Credits			22	330	220	550

	Courser Vertical	Course Title	Course Code	Course Credit	Exam Marks		
					UA	CCA	Total
Level 4.5 Semester II	Any Three out of the basket						
	DSC-1 Theory	Introduction To Programming In C		4	60	40	100
	DSC-2 Theory	Web Technology		4	60	40	100
	DSC-3 Theory	Advanced Accountancy II		4	60	40	100
		Business Micro Economics II					
		Fundamentals Of Business Management - II					
	Generic Elective /Open Elective Theory	Digital Marketing		2	30	20	50
	Skill Enhancement Course **Practical**	C Programming Skills		2	30	20	50
	Ability Enhancement Course	English Communication -II		2	30	20	50
	Value Education Course Theory	Environmental Studies		2	30	20	50
	Co-Curricular Course	NSS		2	30	20	50
		NCC					
		Sports					
		Culture					
		Health Wellness Fitness					
		Yoga Edu.					
	Total Number of Credits			22	330	220	550

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – I (NEP 2020)

VERTICAL: MAJOR MANDATORY

COURSE CODE:

COURSE NAME: FUNDAMENTALES OF INFORMATION TECHNOLOGY Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
04 Credits	04 Hours	60 Hours	100 (UA 60 + CA 40)

Preamble: The goal of the course is to make students familiar with the information technology being used by the corporate world and to expose the students to applicability of various software and its needs.

Course Objectives:

1. Introduce Information Technology in a simple language to all undergraduate students, regardless of their Specialization
2. It will help them to pursue specialized programs leading to technical and professional careers and certifications in the IT industry
3. Introducing skills relating to Information Technology basics, computer applications, programming, interactive Medias, Internet basics etc.

Unit I Introduction to Computers	**Lectures 15**	**Weightage: 9-15 Marks**
1.1 Introduction, Definition 1.2 Characteristics of computer 1.3 Evolution of Computer 1.4 Block Diagram Of a computer 1.5 Generations of Computer 1.6 Classification Of Computers 1.7 Applications of Computer 1.8 Capabilities and limitations of computer		
Unit-II Basic Computer Organization	**Lectures 15**	**Weightage: 9-15 Marks**

2.1 Role of I/O devices in a computer system

2.2 Input Units: Keyboard, Terminals and its types. Pointing Devices, Scanners and its types, Voice Recognition Systems, Vision Input System, Touch Screen

2.3 Output Units: Monitors and its types.

Printers: Impact Printers and its types. Non-Impact Printers and its types, Plotters, types of plotters, Sound cards, Speakers.

Unit-III Storage Fundamentals	**Lectures 15**	**Weightage: 9-15 Marks**

3.1 Primary Vs. Secondary Storage
3.2 Data storage & retrieval methods
3.3 Primary Storage: RAM ROM, PROM, EPROM, EEPROM
3.4 Secondary Storage: Magnetic Tapes, Magnetic Disks. Cartridge tape, hard disks, Floppy disks Optical Disks, Compact Disks, Zip Drive, Flash Drives.

Unit-IV Software	**Lectures 15**	**Weightage: 9-15 Marks**

4.1 Software and its needs
4.2 Types of Software
4.3 System Software: Operating System
4.4 Utility Programs
4.5 Programming Language: Machine Language, Assembly Language, High Level Language their advantages & disadvantages
4.6 Application S/W and its types:
Word Processing, Spread Sheets Presentation, Graphics, DBMS s/w.

Course Outcome

On successful completion of the course, the students will be able to…

1. Basic knowledge of Computer Applications.
2. Understand basic concepts and terminology of information technology.
3. Basic understanding of personal computers and their operations

Suggested Readings:

1) Computer Fundamentals ,P. K .Sinha
2) Introduction to Information Technology , Rajaraman V
3) Introduction to Information Technology: ITL Education Solutions Limited by ITL ESL
4) An Introduction to Information Theory: Symbols, Signals and Noise , John R Pierce
5) Fundamentals of Information Technology , Alexis Leon and Mathews Leon

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PROGRAMME: B.COM. Information Technology

B.COM. - I SEMESTER – I (NEP 2020)

VERTICAL: MAJOR MANDATORY

COURSE CODE:

COURSE NAME: DATABASE MANAGEMENT SYSTEM Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
04 Credits	04 Hours	60 Hours	100 (UA 60 + CA 40)

Preamble: The goal of the course is to make students familiar with the database systembeing used by the corporate world and to expose the students to applicability of various software and its needs.

Course Objectives:

1) To know and create awareness about database Management system Concepts.
2) To Store retrieve & process the data with the help of MS-ACCESS.

Unit-I Introduction to DBMS	**Lectures 15**	**Weightage: 9-15 Marks**
1.1 Introduction, Definition: Database – An Introduction File Processing System, Database Management System 1.2 Components of database management system. 1.3 Environment , Advantages/ features of database system, Disadvantages of DBMS 1.4 Functions of DBMS, Structure of DBMS, Services provided by DBMS 1.5 Comparison of File Management System with DBMS		
Unit-II Database - Basics	**Lectures 15**	**Weightage: 9-15 Marks**
2.1 Schema And Subschema, Data Abstraction, Data Independency, The Architecture Of Data Database System, Data Dictionary, Database Administration, Database Manager. 2.2 Organization of database system: Files- An Introduction, File Types, and File Organization – Heap or pile file organization serial file organization, Sequential File, Random Access File. 2.3 Types of Database System- Centralize Database System, Client-server system, Distributed database (DDB).		
Unit-II Data Modelling	**Lectures 15**	**Weightage: 9-15 Marks**

3.1 Data Model-An Introduction Database design
3.2 Types of Data Model-Object Base data Model: The entity relationship model, Record base model, Relational model, Network model, Hierarchical model, Physical data model, KEYS- Primary key, Super Key/ Candidate key, alternate key/Unique key, Foreign key.
3.3 Normalization: Introduction, Normalization- First Normal form (1 NF), Second Normal Form (2NF), Third Normal Form (3NF), Normalization example,

Unit-IV Relationships and model	**Lectures 15**	**Weightage: 9-15 Marks**

4.1. Introduction types of relationship-one to one relationship One to many relationship (1:M), Many to One (M:1) relationship, Many to Many (M:M) relationship, Entity relationship Diagram(ERD),
4.2 Introduction to Relation algebra and relation calculus.
4.3 Structured Query Languages: Introduction to SQL Data Types, SQL Operators, DDl,
4.4 Commands- Create Table, Describe, Alter Table, Drop Table. DML Commands- Insert, Update, Delete commands, DQL Commands- Select, DCL Commands: Grant and Revoke
4.5 Data Administration statements, Transaction Control Statements- Commit, rollback Save point, Database Security, Database Backup and Recovery

Course Outcome

On successful completion of the course, the students will be able to

1. Demonstrate the basic elements of a relational database management system.
2. Identify the data models for relevant problems.
3. Demonstrate their understanding of key notions of query evaluation.

Suggested Readings:

1. An Introduction to Database system—Data Pearsons education 8th edition.
2. Database system Concepts -----S liberschatz & Korth Mc graw –Hill Publication
3. Ms-Office --Dream tech publication
4. Introduction to Computer and Data processing- D. R. Patil, Pawar, Lad, Shinde (Dream tech)
5. Fundamentals of database, mgt.system,5e, Elulasri

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – II (NEP 2020)

VERTICAL: DEPARTMENT SPECIFIC CORE

COURSE CODE:

COURSE NAME: ADVANCED ACCOUNTANCY I Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
04 Credits	04 Hours	60 Hours	100 (UA 60 + CA 40)

Preamble

Financial Accounting is the backbone of any business, providing essential insights into a company's financial health and guiding decision-making processes. This course aims to introduce students to the foundational concepts and principles of accounting, along with the processes involved in recording, classifying, and summarizing financial transactions. Financial Accounting is essential for understanding and managing the financial operations of any organization. This course introduces fundamental accounting principles, concepts, and procedures. Students will learn how to record, classify, and summarize financial transactions, prepare financial statements, and apply accounting methods for different types of organizations, including partnerships and non-profits. By mastering these skills, students will be equipped to analyze financial data and contribute to effective decision-making in the business world.

Course Objectives:

1 The Objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions. After completing this course. You will have a solid understanding of accounting in today‘s world

2. To gain comprehensive understandings of all aspects relating to financial statements, principles, procedures of accounting and their application to different practical situations.

3. To give an insight in to the basics of Accounting of Single-Entry System, Consignment Accounting, Branch Accounting and Departmental Accounting.

Unit-I: Introduction to accounting	lectures - 15	Weightage: 9-15 Marks
1.1 Branches of Accounting 1.2 Introduction to accounting principles, concept and conventions. 1.3 Capital and revenue transactions – capital and Revenue expenditures capital and revenue receipt. 1.4 Accounting Cycle- charts of accounts and		

1.5 Codification structure, analysis of transaction 1.6 Accounting Equation, double entry system,, books of original entry, subsidiary books and finalization. of accounts 1.7 Bases of Accounting a. Accounting on cash basis b. Accrual basis of Accounting or mercantile system makes or hybrid basis of accounting		
Unit-II : Journal and Ledger Posting	**lectures - 15**	**Weightage: 9-15 Marks**
1 Classification of accounts and golden rules of accounting. 2. Recording a transaction in journal :- meaning, importance and utility of journal, specimen of journal, writing of journal entries. 3. ledger posting :- meaning need and contains of ledger specimen of ledger, posting of journal entries to ledger, balancing of ledger accounts. 4. Accounting equation – Trial balance :- Meaning of purpose, specimen of trial balance, Preparation of trial balance from given balance of accounts- Theory and practical problems.		
Unit-III: Partnership Accounts	**lectures - 15**	**Weightage: 9-15 Marks**
Advanced issues in Partnership accounts – Meaning and need of conversion – calculation of purchase consideration theory and accounting problems in the books of partnership firm.		
Unit IV: Financial statements of a Not-for-profit organization	**lectures - 15**	**Weightage: 9-15 Marks**
Preparation financial statements of a Not-for-profit organization (Non trading concern) preparation of receipts and payment accounts from income and expenditure accounts, preparation of income and expenditure accounts and preparation of balance sheet.		

College Level Assessment (CA) Activities:
Assignments/Group Discussion/Presentation/Project

Course Outcome :

1. After Completing 3 years of bachelor in commerce (B.Com) program, student would gain a through grounding in the fundamentals of accountancy.
2. The commerce and accountancy focused a curriculum offers a number of specialization and practical exposures which would equip the student to face the modern day challenges in commerce and business.
3. The all inclusive outlooks of the course offer a number of values based and job oriented courses ensures that student are trained in to up to date. In advanced accounting courses beyond the introductory level, affective development will also progress to the valuing and organization levels.
4. The primary goal of accounting education is to produce competent and ethical professional accounts capable of making positive contribution over their life time to the profession and society in which they work.

Suggested Readings:

1 C.A. Foundation and Intermediate Study materials, ICAI, New Delhi.

2. Robert N. Anthony, Devid Hawkins, Kenneth A. Merchant, Accounting: text and cases McGraw- hill education, 13 Ed. 2013

3. Charls T. Horngren and donna Phil Brick, Introduction financial accounting, Person education.

4. J. R. Monga, Financial accounting: Concepts and application, Mayur paper books, New Delhi.

5. M. C. Shukla, T. S. Grewal and S.C. Gupta, Advanced accounts . Vol.-I S. Chand and Co.. New Delhi.

6. S.N. Maheshwari, and S.K. Maheshwari financial accounting Vikas publishing house new Delhi.

7. Deepak Sehagal, financial accounting Vikas publishing house new Delhi.

8. Bhushan Kumar Goyal and H.N. Tiwari, Financial Accounting. International book house.

9. Goldwin, alderman and Sanyal, Financial accounting, Cengage learning, P.C. Tulsian, Financial accounting, person education.

10. compendium of statements and standards of accounting, The institute of charted accounts of India, New Delhi.

11. T. S. Reddy And A. Murti. ― Financial Accounting‖ , Margham Publication 6th revision edition, 2011

12. P.C. Tulsian , ―Financial Accounting. Tata McGraw Hill Ltd.

PUNYASHLOKAHILYADEVIHOLKARSOLAPURUNIVERSITY, SOLAPUR

PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – I (NEP 2020)

VERTICAL: DEPARTMENT SPECIFIC CORE

COURSE CODE:

COURSE NAME:BUSINESS MICRO ECONOMICS I Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
04 Credits	04 Hours	60 Hours	100 (UA 60 + CA 40)

Preamble: This course offers an in-depth exploration of business microeconomics, providing a foundational understanding of how microeconomic principles apply to business decision-making and strategy. Students will examine the nature and scope of business microeconomics, the fundamental problems of an economy, and the role of the price mechanism. The course covers key concepts including demand and supply analysis, consumer behavior, and demand forecasting, equipping learners with the analytical tools necessary to interpret and predict market dynamics effectively. By bridging theoretical concepts with practical applications, this course aims to prepare students for strategic economic thinking and decision-making in various business contexts.

Course Objectives:

1. To understand the basic concepts, nature, and scope of business microeconomics.
2. To differentiate between economics and business economics and recognize the importance of business microeconomics.
3. To analyze demand and supply dynamics and their impact on market equilibrium.
4. To evaluate consumer behavior through utility analysis and indifference curves.
5. To comprehend and apply demand forecasting methods for strategic business planning.

Unit I :Introduction to business microeconomics	**No. of lectures - 15**	**Weightage: 9-15 Marks**
1.1 Meaning Nature and scope of business microeconomics 1.2 Distinction between economics and business economics 1.3 Importance of business microeconomics 1.4 Basic problems of an economy and role of price mechanism 1.5 Features of free market economy		
Unit-II : Demand and supply analysis	**No. of lectures - 15**	**Weightage: 9-15 Marks**
2.1 Concept of demand and law of demand 2.2 Elasticity of demand 2.3 Meaning, types (price income cross and advertising) measurement demerits and importance of		

elasticity of demand 2.4 Concept of supply and low of supply 2.5 Elasticity of supply meaning and determinants of elasticity of supply 2.6 Determination of equilibrium price and quantity through demand and supply		
Unit-III: Consumer behaviour analysis	**No. of lectures - 15**	**Weightage: 9-15 Marks**
3.1 Utility analysis and its limitations 3.2 Meaning and properties of indifference curve 3.3 Marginal rate of substitution and price income line 3.4 Consumers equilibrium 3.5 Price income and substitution effect		
Unit IV: Demand forecasting	**No. of lectures - 15**	**Weightage: 9-15 Marks**
4.1 Concept of demand forecasting 4.2 Objectives of demand forecasting 4.3 Types of demand forecasting 4.4 Methods of demand forecasting 4.5 Importance of demand forecasting		

Course Outcome :

On successful completion of the course, the students will be able to…

1. Students will be able to articulate the meaning, nature, and scope of business microeconomics and its relevance to business practices.
2. Students will distinguish between economics and business economics, and understand the critical role of business microeconomics in addressing basic economic problems.
3. Students will analyze demand and supply curves, determine equilibrium prices and quantities, and evaluate the elasticity of demand and supply.
4. Students will apply utility theory and indifference curves to assess consumer behavior and market choices.
5. Students will utilize various demand forecasting methods to predict future demand and guide business strategies.

College Level Assessment (CA) Activities:

Assignments/Group Discussion/Presentation/Project

SuggestedReadings:

1. "Microeconomics" Author: Robert S. Pindyck and Daniel L. Rubinfeld Publication: Pearson 2. "Principles of Microeconomics" Author: N. Gregory Mankiw Publication: Cengage Learning
3. "Business Economics: Theory and Application" Author: J. W. Mason Publication: McGraw-Hill
4. "Managerial Economics" Author: William F. Samuelson and Stephen G. Marks Publication: Wiley
5. "Intermediate Microeconomics: A Modern Approach" Author: Hal R. Varian Publication: W.W. Norton & Company

PUNYASHLOK AHILYADEVI HOLKARSOLAPURUNIVERSITY, SOLAPUR

PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – I (NEP 2020)

VERTICAL: MAJOR MANDATORY

COURSE CODE:

COURSE NAME: FUNDAMENTALS OF BUSINESS MANAGEMENT – I Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
4 Credits	4 Hours	60 Hours	100 (UA 60 + CA 40)

Preamble:

The course "Fundamentals of Business Management" provides an essential foundation for understanding the principles and practices that drive successful business operations. It covers key management functions such as planning, organizing, leading, and controlling, as well as introducing students to the business environment, decision-making processes, and strategic management. Through this course, students will develop the knowledge and skills needed to manage resources effectively, make informed decisions, and contribute to organizational success in a dynamic business world.

Course Objectives:

1. To introduce students to the basic concepts and principles of business management.
2. To develop an understanding of the roles and functions of managers in organizations.
3. To provide insights into key management processes, including planning, organizing, leadership, and control.
4. To help students analyze the external business environment and its impact on decision-making.
5. To foster skills in strategic thinking and resource management for effective business operations

Unit I Introduction to management	Lectures 15	Weightage: 9-15 Marks
1.1 Management meaning and concept 1.2 Importance and functions of management 1.3 Nature of management - management is an art, science and profession 1.4 Levels of management 1.5 Functional areas of management		
Unit-II Contribution of management thinkers	**Lectures 15**	**Weightage: 9-15 Marks**

2.1 Concept of scientific management and modern 2.2 management Contribution of F W Tailor 2.3 Contribution of Henry Fayol 2.4 Contribution of George Alten Meyo 2.5 Contribution of C K Pralhad		
Unit-III: Planning and decision making	**Lectures 15**	**Weightage: 9-15 Marks**
3.1 Planning meaning and features of planning 3.2 Types and process of planning 3.3 Planning at different level 3.4 Decision making meaning types and process of decision making 3.5 Decision making individual and group		
Unit-4: Organizing	**Lectures 15**	**Weightage: 9-15 Marks**
4.1 Meaning of organizing principles and process of organizing 4.2 Types of organization traditional and modern 4.3Decentralization concept meaning and importance 4.4 Delegation of authority meaning and importance 4.5 Factors affecting organizational design		

Course Outcome

1. Students will understand the fundamental concepts of business management and its key functions.

2. Students will be able to apply management theories to real-world business situations and decision making processes.

3. Students will demonstrate the ability to analyze the external and internal factors influencing businesses.

4. Students will develop leadership and organizational skills to manage resources and teams effectively.

5. Students will gain the ability to formulate and implement business strategies for achieving organizational goals.

Suggested Readings:

Textbooks/Reference Books

Unit-1: Introduction to Management : Tasks, Responsibilities, Practices Publication: Harper & Row Author: Peter F. Drucker Principles of Management Publication: Cengage Learning Author: Charles W. L. Hill, Steven L. McShane Management: A Global Perspective Publication: McGraw-Hill Education Author: Richard L. Daft Fundamentals of Management Publication: Pearson Author: Stephen P. Robbins, Mary Coulter Management: A Practical Introduction Publication: Pearson Author: Angelo Kinicki, Brian K. Williams

Unit-2: Contribution of Management Thinkers Scientific Management Publication: Routledge Author: F.W. Taylor Henri Fayol: Critical Evaluations in Business and Management Publication: Routledge Author: W. P.

Robson Management: A Systematic Approach Publication: Tata McGraw-Hill Author: George A. Steiner The Core Competence of the Corporation Publication: Harvard Business Review Press Author: C.K. Prahalad, Gary Hamel The Human Side of Enterprise Publication: McGraw-Hill Education Author: Douglas McGregor

Unit-3: Planning and Decision Making Principles of Management: Planning and Control Publication: Pearson Author: Philip L. Pearce, Richard B. Robinson Management Planning and Control Publication: Routledge Author: Peter G. Northouse Decision Making and Problem Solving Publication: Routledge Author: John Adair Strategic Decision Making: A Dynamic Process Publication: Springer Author: Peter P. Myles Management Decision Making Publication: Wiley Author: J. H. Boyd

Unit-4: Organizing Organizational Behavior and Management Publication: Cengage Learning Author: John M. Ivancevich, Robert Konopaske, Michael T. Matteson Organizational Theory: Modern, Symbolic, and Postmodern Perspectives Publication: Pearson Author: Mary Jo Hatch Organizational Behavior Publication: McGraw-Hill Education Author: Stephen P. Robbins, Timothy Judge Principles of Organization and Management Publication: Wiley Author: James L. Gibson, John M. Ivancevich The Essence of Organizational Behavior Publication: Pearson Author: Derek Rollinson

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – I (NEP 2020)

VERTICAL: VOCATIONAL SKILL COURSE

COURSE CODE:

COURSE NAME: SKILLS IN DATA BASE MANAGEMENT SYSTEM Practical

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
02 Credits	02 Hours	30 Hours	50 (UA 30 + CA 20)

Preamble:

The goal of the course is to make students practically familiar with the Database Management System being used by the corporate world and to expose the students to applicability of various software and its needs.

Course Objectives:

1. Understand the practical applicability of database management system concepts.
2. Working on existing database systems, designing of database, creating relational database, analysis of table design.
3. The lab course also provide practical knowledge to understand database concepts.

Unit I Practical work of Introduction to Database	**Lectures15**	**Weightage:9-15 Marks**
1.1 Definitions –Table, Field, Field Name, Record, Database, Database Objects, Opening Microsoft Access– Start button & Desktop icon. 1.2 Creating a database file–Designing a table Fieldnames, Data Types, Description 1.3 Data Types–Text, Number, Date/Time, Yes/No, Currency, Memo, AutoNumber, Ole Object 1.4 Lookup Wizard Entering Records within a Table Editing parts of a table– Selecting, Renaming, Inserting, Deleting, Hiding, Freezing, Resizing Rows and Columns. 1.5 Sorting Records Moving to specific records –First, Last, Previous, Next, New Formatting a table–Font, Cells.		
Unit-II Practical work of Basic Computer Organization	**Lectures15**	**Weightage:9-15 Marks**
2.1 DDl, Commands-, Describe, Alter Table, Drop Table 2.2 DML Commands- Insert, Update, Delete commands		

2.3 DQL Commands- DCL Commands: Grant and Revoke

2.4 Data Administration statements, Transaction Control Statements- Commit, rollback Save point, Database Security, Database Backup and Recovery, Join Queries

Course Outcomes:

1. Students get practical knowledge on designing and creating relational database systems.
2. Understand various advanced queries execution such as relational constraints, joins, set operations, aggregate function.
3. Students will be able to design and implement database applications on their own.

Suggested Readings:

1. An Introduction to Database system—Data Pearsons education 8th edition.
2. Database system Concepts ----- Sliber schatz & Korth McGraw –Hill Publication
3. Ms-Office---Dream tech publication
4. Introduction to Computer and Data processing- D. R. Patil, Pawar, Lad, Shinde (Dream tech)
5. Fundamentals of database management system, 5e, Elulasri

PUNYASHLOK AHILYADEVI HOLKARSOLAPURUNIVERSITY, SOLAPUR

PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – I (NEP 2020)

VERTICAL: OPEN ELECTIVE

COURSE CODE:

COURSE NAME: INSURANCE – I Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
2 Credits	2 Hours	30 Hours	50 (UA 30 + CA 20)

Preamble:

The "Introduction to Insurance" course provides a fundamental understanding of the insurance industry, with a focus on life insurance. It covers the essential concepts, principles, and significance of insurance, highlighting its role in risk management and financial security. Students will explore the history and need for insurance, delve into the procedures and types of life insurance policies, and examine the role of the Life Insurance Corporation of India (LIC) in the national economy. This course aims to develop a thorough knowledge of insurance, preparing students to navigate the insurance landscape effectively.

Course Objectives:

1. To introduce the fundamental concepts and principles of insurance, including its history, need, and significance.
2. To provide an understanding of life insurance, its principles, and the procedures for obtaining and managing life insurance policies.
3. To familiarize students with various types of life insurance policies, including whole life and endowment policies.
4. To explore the settlement process of life insurance claims.

.Unit 1 Introduction to insurance Contents	Lectures 15	Weightage:9-15 Marks
: 1.1 Concept of insurance History of insurance 1.2 Need of insurance 1.3 Significance of insurance 1.4 Principles of insurance - primary principles and secondary principles		

Unit-2: Introduction to Life insurance	Lectures15	Weightage:9-15 Marks
2.1 Concept of life insurance, Significance of life insurance 2.2 Procedure of taking Life insurance policy 2.3 Conditions of life insurance policy 2.4 Types of life insurance policies Whole life policy -meaning features and types 2.5 Endowment policy meaning features and types 2.6 Settlement of Life insurance claim		

Course Outcome

1. Students will gain a strong understanding of the concepts, significance, and principles of insurance, with a focus on life insurance.
2. Students will be able to explain the procedures involved in obtaining life insurance and understand the conditions of life insurance policies.
3. Students will demonstrate knowledge of different types of life insurance policies and their features, including whole life and endowment policies.
4. Students will acquire the skills to understand and manage the settlement of life insurance claims

Suggested Readings:

Unit-1: Introduction to Insurance

1. Principles of Insurance o Publication: S. Chand Author: M. N. Mishra, S. B. Mishra

2. Insurance Principles and Practices Publication: Cengage Learning o Author: H. J. Arnold 3. Fundamentals of Risk and Insurance Publication: Wiley Author: Emmett J. Vaughan, Therese M. Vaughan

Unit-2: Introduction to Life Insurance

1. Life Insurance: Principles and Practice Publication: Pearson Author: L. C. Gupta

2. Introduction to Life Insurance Publication: S. Chand Author: M. N. Mishra

3.Life Insurance Publication: Routledge Author: Robert W. Klein
Life Insurance Policies

4. Life Insurance Policies: A Comprehensive Guide Publication: McGraw-Hill Education Press Author: C. B. Dempsey

5. The Handbook of Life Insurance Publication: Springer Author: John W. Perry

6. Life Insurance: A Study of Its Principles and Practice Publication: Oxford University Press Author: C. B. Dempsey

7. Insurance and Risk Management Publication: Himalaya Publishing House Author: P. Periasamy

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – I (NEP 2020)

VERTICAL: Ability Enhancement Course

COURSE CODE:

COURSE NAME: English For Communication-I [AEC] Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
2 Credits	2 Hours	30 Hours	50 (UA 30 + CA 20)

Preamble:

The paper _English for Communication‘ is introduced at U.G. (B. A. /B.Sc. /B. Com. I) for semester I and II as _Ability Enhancement Course‘ under NEP-2020. It is meant for overall development of the students who want to complete their degree. The present paper aims at enabling the students to acquire and demonstrate the core linguistic skills. The course will emphasize the development and enhancement of various communication skills. Communication in English language is very important for acquiring knowledge and information all over the world. The students are expected to know the basic communication skills in English language for a better career prospect. It will help the students develop their personality. The course will make the students proficient in oral and written communication.

Course Objectives:

This paper is aimed at helping the students:

1. To make them aware about various types of communication skills
2. To recognize various tones in English Language
3. To acquire skills for interviews and group discussion
4. To prepare official letters, blogs, emails and newspaper reports
5. To make them proficient in oral and written communication in English

. **Unit 1 Basics of Communication Contents**	**Lectures15**	**Weightage:9-15 Marks**
Meaning and significance of communication b. Types of communication c. 7 Cs of communication d. Barriers to effective communication		

Unit 2: Oral Communication	Lectures15	Weightage:9-15 Marks
What is group discussion? b. Techniques of group discussion c. Dos and don‘ts in group discussion		

Course Outcome

After completing this course, the students will be able to

1. Identify various types of communication skills
2. Listen carefully and understand the tones
3. Acquire skills for interviews and group discussion
4. Write official letters, blogs, emails and newspaper reports
5. Do oral and written communication in English

Suggested Readings:

1. Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003.

2. Amos, Julie-Ann. Handling Tough Job Interviews. Mumbai: Jaico Publishing, 2004.

3. Guffey, Mary Ellen. Essentials of Business Writing. Ohio: South Western College Publication, 2000.

4. Kratz, Abby Robinson. Effective Listening Skills. Toronto: ON: Irwin Professional Publishing, 1995.

5. Prasad, H. M. How to Prepare for Group Discussion and Interview. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2001.

. Lesikar, Raymond V., & John D. Pettit, Jr. Report Writing for Business: Tenth Edition. Delhi: McGraw-Hill, 1998.

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – I (NEP 2020)

VERTICAL: Vocational Enhancement Course

COURSE CODE: : COURSE NAME: Indian Constitution and Democracy Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
2 Credits	2 Hours	30 Hours	50 (UA 30 + CA 20)

Preamble:

This course acquaints students with the constitutional design of state structures and institutions, and their actual working overtime. The Indian Constitution accommodates Conflicting impulses (of liberty and justice, territorial decentralization and a strong union, for Instance) within itself. The course traces the embodiment of some of these conflicts in Constitutional provisions, and shows how these have played out in political practice. It further encourages a study of state institutions in their mutual interaction, and in interaction with the larger extra-constitutional environment. The syllabus will help them develop interest in reading Political Process written worldwide. Besides the knowledge of existing topics, the students will be equipped with applied skills of Political Process by virtue of the additional components.

Course Objectives:

1. Students enable to understand the philosophy of Indian constitutions.
2. Students enable to know the salient features in making of Indian constitution.
3. Complete Knowledge about Indian constitution and Democracy.
4. Make him/her alert and sharp about Indian Politics and Democracy.
5. Preparing him/her for National level Competitive examination.

Unit –I The Constituent Assembly and the Constitution	**Lectures15**	**Weightage:9-15 Marks**
A) Preamble of the Constitution. B) Features of the Constitution C) Fundamental Rights of Indian Citizen D) Fundamental Duties of Indian Citizen		
Unit II - Democracy in India	**Lectures15**	**Weightage:9-15 Marks**
A) Meaning, Definition, Features and Types of the Democracy		

B) Election commission of India - Structure, Power and Function
C) Good Governance - Meaning and Features
D) Indian Election and Voting Awareness Programme

Course Outcome

After completing this course, the students will be able to

1. Examining the Fundamental Rights and Duties of Indian citizens with a study of the significance and status of Directive Principles.
2. Student explains separation of power in Indian Political System and actual functioning of legislature, executive, judiciary in India.
3. Students enable to understand the various acts of Indian Government, their provision and reforms.
4. Student simultaneously studies structure & function of Election commission of India.
5. Understand the significance of the Indian constitution and Democracy

Suggested Readings:

1. Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003.

2. Amos, Julie-Ann. Handling Tough Job Interviews. Mumbai: Jaico Publishing, 2004.

3. Guffey, Mary Ellen. Essentials of Business Writing. Ohio: South Western College Publication, 2000.

4. Kratz, Abby Robinson. Effective Listening Skills. Toronto: ON: Irwin Professional Publishing, 1995.

5. Prasad, H. M. How to Prepare for Group Discussion and Interview. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2001.

. Lesikar, Raymond V., & John D. Pettit, Jr. Report Writing for Business: Tenth Edition. Delhi: McGraw-Hill, 1998.

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – I (NEP 2020)

VERTICAL: INDIAN KNOWLEDGE SYSTEM

COURSE CODE: IKS

COURSE NAME: - Ancient Indian Technology Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
2 Credits	2 Hours	30 Hours	50 (UA 30 + CA 20)

Preamble:

This course provides a fundamental understanding of the Information Technology from ancient period in India It covers the essential concepts, theories developed relating to Information Technology.

Course Objectives:

1. Exploring Science and Technology in Ancient India
2. It will help them to pursue specialized awareness of Indian knowledge system

3. Introducing evolutionary skills relating to Technology basics.

Unit 1 General introduction	**Lectures 15**	**Weightage:9-15 Marks**
1.1 Principles followed and sources of technology; Abacus & Napier‘s Bones, Pascaline; Stepped Reckoner or Leibniz wheel. 1.2 Difference Engine, Analytical Engine; Tabulating Machine, Differential Analyzer, 1.3 Astronomy & mathematics in Jain and Buddhist literature, Chakravala method of Algorithms,		
Unit-2 Indian contribution in Technology	**Lectures 15**	**Weightage:9-15 Marks**
2.1 The Zero, The decimal system, Numeral notation(the Hind numerals) Ruler Measurements, 2.1 The theory of Atom, 2.3 The Heliocentric Theory, Wootz Steel 2.4 Transformation of Indian Technology- Generations of Computers, Satellite and communication revolution in India, C-DOT and telecom revolution, IT revolution and railway computerization, Blue Revolution, Param A home-made, super supercomputer, Birth of ISRO,		

Course Outcome

1. Understand basic concepts and terminology of Ancient Indian Technology.
2. Have a basic understanding of personal computers and their operations.
3. Preliminary knowledge of computer, their operations and applications.

Suggested Readings:

1) Franklin, Ursula. 1992 [1990]. The Real World of Technology. CBC Massey Lectures Series. Concord, Ontario: House of Anansi Press.
2) Indian Mathematics and Astronomy: Some Landmarks, by S. Balachandra Rao
3) Aspects of Science and Technology in Ancient India Edited By Arun Kumar Jha, Seema Sahay
4) Engineering and Technology in Ancient India by Ravi Prakash Arya

SEMESTER II

	PUNYASHLOKAHILYADEVIHOLKARSOLAPURUNIVERSITY, SOLAPUR **PROGRAMME: B.COM. INFORMATION TECHNOLOGY** **B.COM. - I SEMESTER – II (NEP 2020)**	
VERTICAL: MAJOR MANDATORY **COURSE CODE:** **COURSE NAME: INTRODUCTION TO PROGRAMMING IN C Theory**		

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
04 Credits	04 Hours	60 Hours	100 (UA 60 + CA 40)

Preamble:

This course provides a fundamental understanding of the C language. It explore user-defined data structures like arrays, structures and pointers in implementing solutions to problems. Students will be able to apply programming constructs of C language to solve the real-world problems.

Course Objectives:

1) Elucidate the basic architecture and functionalities of a Computer
2) Apply programming constructs of C language to solve the real-world problems
3) Explore user-defined data structures like arrays, structures and pointers in implementing solutions to problems
4) Design and Develop Solutions to problems using modular programming constructs such as functions and procedures

Unit I Fundamental of 'c'	**Lectures**15	**Weightage:9-15 Marks**
1.1History of _C' language 1.2Application areas. 1.3 Structure of a _C' program 1.4 Character set, Keywords, Identifiers Variables, (input output functions)Constants 1.5 Data Types Built-in and user defined		
Unit II Control Structure and Functions	**Lectures**15	**Weightage:9-15 Marks**

2.1 Decision making structures:- If , if-else, nested if, switch and conditional operator. 2.2 Loop control structures: - while, do while, for. 2.3 Use of break and continue. 2.4 Concept of function, Standard library functions 2.5 User defined functions:-declaration, definition, function call, parameter passing (by value), and return statement. Recursive functions.		
Unit-III Array	**Lectures 15**	**Weightage:9-15 Marks**
3.1 Overview and definition of array. 3.2 Declaration, initialization, accessing array elements 3.3 Types of Arrays– One and Two dimensional array.(with e.g.) Multidimensional arrays. 3.4 Applications of arrays		
Unit-IV Introduction to strings and Pointer	**Lectures 15**	**Weightage:9-15 Marks**
4.1 Introduction to strings: Reading strings, writing strings, String Handling function . 4.2 introduction to pointer 4.3 call by value vs call by reference types4.4 Utility Programs 4.5 Application		

Course Outcome

On successful completion of the course, the students will be able to

1. Write good programs in C language
2. Understand and use C libraries
3. Effectively use of Arrays and functions

Suggested Readings:

1. C: The Complete Reference, Schildt Herbert,4th edition, Mc Graw Hill

2 A Structured Programming Approach Using C, Behrouz A. Forouzan, Richard F. Gilberg, Cengage Learning India

3. The _C‘ programming language, Brian Kernighan, Dennis Ritchie, PHI

4. Programming C,A Practical Approach, Ajay Mittal, Pearson

5. Programming with C, B. Gottfried,3rdedition, Schaum‘s outline Series, Tata McGraw Hill.

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – II (NEP 2020)

VERTICAL: MAJOR MANDATORY

COURSE CODE:

COURSE NAME: Web Technology Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
04 Credits	04 Hours	60 Hours	100 (UA 60 + CA 40)

Preamble:

This course provides a basic understanding of the internet and web terminologies . It will develop knowledge in regard to web based applications. Students will be able to learn about the HTTP communication protocol, the mark-up languages HTML, CSS.

Course Objectives:

1. To comprehend the basics of the internet and web terminologies.
2. The development of web based applications requires knowledge about the underlying technology
3. In this course you will learn about the HTTP communication protocol, the mark-up languages HTML, CSS.

Unit I Basics of HTML	**Lectures15**	**Weightage:9-15 Marks**

1.1 Introduction, Features of HTML

1.2 Limitations, Tags and Attributes

1.3 Structure of HTML program

1.4 Headings and formatting tags, Paragraph

1.5 Font tags, List tag-ordered; unordered; definition, Singular and paired tags

1.6
;<HR>;<MARQUEE>,Hyper link and Image tag, Other test effects tags.

Unit-II Table and Frame Tags	**Lectures15**	**Weightage:9-15 Marks**

2.1 Table tags, Aligning entire table, Alignment of row, cell, content, Table attributes.

2.2 Setting of background colour, width, adding border, spacing with cell padding, row span, cols pan

2.3 Insertion of Audio & Video files using <BGSOUND> and <EMBED>

Frames and its tags, Frameset, Targeting named frames, Creating floating frames.		
Unit-III Forms and Basics of CSS	**Lectures15**	**Weightage:9-15 Marks**
3.1 Creating Forms,<FORM>tag, Form attribute,<INPUT>tag, Drop down and list boxes, Text Area; Password, Button and Action button – submit, reset, Radio button and checkbox 3.2 HTML5- Introduction to HTML5, Need of HTML5,DOCTYPE Element Tags-Section, Article, aside, header, foot figure etc., Events in HTML5, Input tag in HTML5- (Type, Auto focus, placeholder, required etc. attributes.), Graphics in HTML5, Media tags in HTML5 3.3 Introduction to CSS, In line ; internal; external style sheets CSS selector elements, Cross browser texting, Properties, Values., CSS Properties- Background, Text, Fonts, Link, List, Table, Box Model, Border, Margin, Padding, Display, Positioning, Floating, Opacity, Media type, Back grounds and Borders Image		
Unit-IV Java Script Introduction	**Lectures15**	**Weightage:9-15 Marks**
4.1 Client-side scripting Language Java Script Embedding Java Script in HTML page: Control Statements, Operator in JavaScript Arrays in JavaScript 4.2 Function in Java Script, built in functions in JavaScript, Control structure in JavaScript, DOM, Math, Array, History, Navigator, Location, Windows, String, Date, 4.3 Document objects, user defined function, Validation in JavaScript, Event & event handling in JavaScript.		

Course Outcome

On successful completion of the course, the students will be able to…

1. Design and develop web applications.
2. Format sand languages used in modern web-pages: HTML,CSS.
3. Use of web technology-Retrieval of information, use of documentation and standards.

Suggested Readings:

1. HTML, JavaScript, D HTML & PHP by Ivan Bay ross- (BP Publication)
2. HTML Black Book by Steven Holzner- (Dream Tech Publication)
3. Web Technologies Black Book by Kogent Learning Solution (Dream tech)

PUNYASHLOK AHILYADEVIHOLKARSOLAPURUNIVERSITY, SOLAPUR

PROGRAMME: B.COM. Information Technology

B.COM. - I SEMESTER – II (NEP 2020)

VERTICAL: DSC

COURSE CODE:

COURSE NAME: ADVANCED ACCOUNTANCY II Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
04 Credits	04 Hours	60 Hours	100 (UA 60 + CA 40)

Preamble:

We will explore key areas of accounting that deal with unique and complex financial scenarios. This course is designed to deepen your understanding of specific accounting systems and methodologies, providing you with the skills to handle incomplete records, special sales transactions, branch accounting, and departmental accounts. Through theoretical discussions and practical problem-solving, you will gain expertise in applying these concepts to real-world situations. By the end of this course, you'll be equipped to manage and analyze financial data from various accounting frameworks, enhancing your proficiency in handling complex accounting tasks.

Course Objectives:

1. To study the single-entry system to simplify accounting processes, especially for small business.
2. To understand how to account for consignment transaction to ensure transparency in financial reporting, especially when dealing with goods sent on consignment to agent or consignees and proper valuation of unsold consigned goods minimizing losses.
3. To maintain financial control accountability over branch operation by taking income, expenses, and assets for each branch separately and evaluate the performs of each branch in visually to identify areas for improvement and cost optimization.
4. To Study how to allocate costs accurately among various departments within and organization to determine true profitable of each department and efficiently allocate resources, both financial and non financial, based on the performance and needs of the department.

Unit-1 Single entry System:	**lectures - 15**	**Weightage: 9-15 Marks**
1.1Meaning- Features of Single – Entry system- Types of Single Entry-Statement of Affairs- 1.2Difference Between Statement of affairs and Balance Sheet.		

1.3Preparation of accounts from incomplete records – Conversion Method only Theory and Accounting Problem.		
Unit-II: Accounting for Special Sales transaction-Consignment Accounting	**lectures - 15**	**Weightage: 9-15 Marks**
2.1 Meaning –Basic features 2.2 Difference Between consignment and Sale 2.3 Goods sent at cost& at invoice price 2.4 Valuation of unsold stock 2.5 Types of commission-Ordinary, Special and Del credere 2.6 Accounting treatment in the books of consignor and consignee. Theory and accounting problems**.**		
Unit-III: Branch Accounting	**lectures - 15**	**Weightage: 9-15 Marks**
3.1 Concept of Branch 3.2 Different types of branches 3.3 Objectives of branch Accounting. 3.4 Goods sent at cost or at Invoice price. 3.5 Methods of maintaining accounts of Dependent Branches. 3.6 Methods of Accounting. Theory and accounting problems. (**on stock and Debtors Method only**)		
Unit IV: Departmental Accounts	**lectures - 15**	**Weightage: 9-15 Marks**
4.1 Concept, Objective of preparation of Departmental Accounts. 4.2 Basis of allocation of Common expenditure among different departments. 4.3 Preparation of Departmental Trading and profit and loss Accounting 4.4 Consolidated Trading and Profit and Loss Account. 4.5 Inter departmental transfer of goods at cost & cost cost plus. Theory and Accounting Problems		

College Level Assessment (CA) Activities:
Assignments/Group Discussion/Presentation/Project

Course Outcome :

1 Student can able to prepare trading and profit and loss account and balance sheet from incomplete records. Help you manage the financial aspect of small business or personal finances more effectively. Enabling you to make informed decisions.

2. Understand the special feature of consignment business. Analyze the difference between sale and consignment and understand that why consignment termed as special transaction.

3. Able to use the technic of computing value of consignment stock, cost of abnormal loss and treatment of insurance claim in relation to it. Understand the different types of commission in consignment transaction

4. student would be able to understand the concept the branches and their classification from accounting point of view. Understanding principal and concepts involved in branch accounting. Which is essential for managing multiple business location or branches.

5. Student would be able to allocate common expenditure of the organization among various department on appropriate bases. Deal with the inter departments transfers and their accounting treatment and calculate account of unrealized profit on unsold interdepartmental stock in hand at the end of the accounting year.

6. After studying departmental accounts unit with departmental accounting, you can allocate resources (such as budget, staff, and assets) more effectively based on the specific needs and performance of each department.

Suggested Readings:

1 C.A. Foundation and Intermediate Study materials, ICAI, New Delhi.

2. Robert N. Anthony, Devid Hawkins, Kenneth A. Merchant, Accounting: text and cases McGraw- hill education, 13 Ed. 2013

3. Charls T. Horngren and donna Phil Brick, Introduction financial accounting, Person education.

4. J. R. Monga, Financial accounting: Concepts and application, Mayur paper books, New Delhi.

5. M. C. Shukla, T. S. Grewal and S.C. Gupta, Advanced accounts . Vol.-I S. Chand and Co.. New Delhi.

6. S.N. Maheshwari, and S.K. Maheshwari financial accounting Vikas publishing house new Delhi.

7. Deepak Sehagal, financial accounting Vikas publishing house new Delhi.

8. Bhushan Kumar Goyal and H.N. Tiwari, Financial Accounting. International book house.

9. Goldwin, alderman and Sanyal, Financial accounting, Cengage learning, P.C. Tulsian, Financial accounting, person education.

10. compendium of statements and standards of accounting, The institute of charted accounts of India, New Delhi.

11. T. S. Reddy And A. Murti. ― Financial Accounting‖ , Margham Publication 6th revision edition, 2011

12. P.C. Tulsian , ―Financial Accounting. Tata McGraw Hill Ltd.

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – II (NEP 2020)

VERTICAL: Discipline Specific Core

COURSE CODE:

COURSE NAME: BUSINESS MICRO ECONOMICS II Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
04 Credits	04 Hours	60 Hours	100 (UA 60 + CA 40)

Preamble:

This course provides a comprehensive exploration of key analytical tools and concepts in economics and business management, including revenue and cost analysis, production analysis, market structure, and break-even analysis. Students will gain the skills needed to assess financial performance through revenue and cost evaluations, analyze production processes, understand various market structures, and determine break-even points for decision-making. The course is designed to equip students with analytical capabilities to make informed business decisions and optimize operational efficiency.

Course Objectives:

1. Understand and apply methods for revenue and cost analysis to evaluate financial performance and make strategic decisions.
2. Analyze production processes and evaluate efficiency through various production analysis techniques.
3. Explore different market structures, including perfect competition, monopoly, monopolistic competition and oligopoly, and understand their impact on business strategies.
4. Learn to perform break-even analysis to determine the level of output at which total revenues equal total costs.
5. Develop the ability to use analytical tools to make informed decisions regarding pricing, production, and market strategies.

Unit-1: Revenue and Cost Analysis	**No. of lectures 15**	**Weightage: 9-15 Marks**
1.1 Revenue Concepts : Total Revenue, Average Revenue and Marginal Revenue 1.2 Behavior of Revenue curves under Perfect and Imperfect competitions 1.3 Meaning and Types of cost (Fixed, Variable, Opportunity, Explicit cost) 1.4 Behavior of cost curves in Short Run and Long Run 1.5 Types of Profit (Accounting and Economic)		
Unit-II : Production Analysis	**No. of lectures - 15**	**Weightage: 9-15 Marks**
2.1 Concept of Production 2.2 Factors of Production and It‘s Features 2.3 The Law of Variable Proportions 2.4 The Law of Return to Scale 2.5 Economies and diseconomies of Scale – Internal and External		

Unit-III: Market Structure	**No. of lectures - 15**	**Weightage: 9-15 Marks**
3.1 Introduction and Classification of Markets 3.2 Perfect Competition – Meaning, Characteristics and Price Determination 3.3Monopoly - Meaning, Characteristics ,Price Determination and Price Discrimination 3.4 Monopolistic Competition- Meaning, Characteristics ,Price Determination and Product Differentiation 3.5 Oligopoly- Meaning, Characteristics and Types of Oligopoly		
Unit IV: Break Even Analysis	**No. of lectures - 15**	**Weightage: 9-15 Marks**
4.1 Meaning and concept of Break Even Point 4.2Assumptions of Break Even Analysis 4.3 Determination Break Even Point 4.4Importance of Break Even Analysis 4.5Limitations of Break Even Analysis		

College Level Assessment (CA) Activities:
Assignments/Group Discussion/Presentation/Project

Course Outcome :

On successful completion of the course, the students will be able to…

1. Students will be able to effectively conduct revenue and cost analyses to assess financial performance and support strategic business decisions.
2. Students will demonstrate the ability to analyze production processes and identify areas for efficiency improvements using production analysis techniques.
3. Students will be proficient in identifying and differentiating between various market structures and understanding their implications for business strategy and competition.
4. Students will be capable of performing break-even analysis to calculate the necessary output levels for cost coverage and profitability.
5. Students will apply analytical tools and techniques to make informed decisions related to pricing, production levels, and market positioning.

Suggested Readings:

1 Business Economics : H. L. Ahuja ,Chand Publication

2 Managerial Economics : D. M. Mithani

3 Micro Economics : Amit Sachdeva, Kusum Lata Publishers

4 Managerial Economics : D. N. Dwivedi, Vikas Publication House

5 Managerial Economics : Suma Damodaran, Oxford University Press

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – II (NEP 2020)

VERTICAL: MAJOR MANDATORY

COURSE CODE:

COURSE NAME: FUNDAMENTALS OF BUSINESS MANAGEMENT – II

Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
4 Credits	4 Hours	60 Hours	100 (UA 60 + CA 40)

Preamble:

This course provides an in-depth examination of core management concepts with a focus on motivation, directing, controlling, and change management. Students will explore various theories and practices related to motivating employees, directing teams, implementing effective control mechanisms, and managing organizational change. The course aims to equip students with practical skills and theoretical knowledge essential for effective leadership and management in dynamic business environments.

Course Objectives:

1. Define motivation, explore its characteristics, significance, and types, including positive and negative motivation, and understand both financial and non-financial incentives.
2. Examine key motivation theories, including Abraham Maslow‘s Hierarchy of Needs, Frederick Herzberg‘s Two-Factor Theory, and Douglas McGregor‘s Theory X and Theory Y.
3. Understand the meaning, characteristics, and importance of directing, including leadership concepts and styles, and the essentials of effective directing.
4. Analyze the concept of controlling, its features, importance, limitations, principles, and modern techniques.
5. Explore the basics of change management, including the nature of change, types of change, need for change, the process of organizational change, and the hybrid work model.

. **Unit-1: Motivation**	**Lectures 15**	**Weightage: 9-15 Marks**
1.1 Meaning concept characteristics and significance of motivation 1.2 Types of motivation positive and negative motivation 1.3 Financial and non financial incentives 1.4 Theory of motivation 1.5 Abraham Maslow‘s need Hierarchy Theory 1.6 Fredric Herzberg‘s theory 1.7 Douglas McGregor‘s X and Y theory 1.8 Essentials of effective motivation		
Unit-2: Directing	**Lectures 15**	**Weightage: 9-15 Marks**

2.1 Meaning characteristics and importance of directing 2.1 Principles of directing 2.3 Elements of directing 2.4 Leadership concept and styles of leadership 2.5 Concept and characteristics of charismatic leadership		
Unit-3: Controlling	**Lectures 15**	**Weightage: 9-15 Marks**
3.1 Controlling meaning features of controlling 3.2 Importance and limitations of controlling 3.3 Control process 3.4 Principles of effective control 3.5 Modern techniques of control		
Unit-4: Basics of change management	**Lectures 15**	**Weightage: 9-15 Marks**
4.1 Meaning definition and the nature of change 4.2 Types of change individual group and organizational change 4.3 Need for change 4.4 Process of organizational change 4.5 Hybrid work model concept benefits and challenges		

College Level Assessment (CA) Activities:
Assignments/Group Discussion/Presentation/Project

Course Outcome

1. Students will be able to articulate the meaning, characteristics, and significance of motivation and differentiate between positive and negative motivation, as well as financial and non-financial incentives.
2. Students will critically assess major motivation theories and apply Maslow‘s Hierarchy of Needs, Herzberg‘s Theory, and McGregor‘s Theory X and Y to real-world management scenarios.
3. Students will demonstrate an understanding of directing, including its principles and elements, and evaluate different leadership styles, including charismatic leadership.
4. Students will effectively describe the controlling process, its importance and limitations, and apply principles and modern techniques of control to manage organizational performance.
5. Students will explain the nature and types of organizational change, the need for change, and the process of managing change, including the benefits and challenges of the hybrid work model

Suggested Readings:

1. "Organizational Behavior" Author: Stephen P. Robbins and Timothy A. Judge Publisher: Pearson
2. "Management and Organizational Behavior" Author: Laurie J. Mullins Publisher: Pearson
3. "Work and Motivation" Author: Victor H. Vroom Publisher: Wiley
4. "Management: Tasks, Responsibilities, Practices" Author: Peter F. Drucker Publisher: Harper Business
5. "Principles of Management" Author: Charles W. L. Hill and Steven L. Mc Shane Publisher: McGraw-Hill Education

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – II (NEP 2020)

VERTICAL: Open Elective

COURSE CODE: : OE

COURSE NAME: Digital Marketing Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
2 Credits	2 Hours	30 Hours	50 (UA 30 + CA 20)

Preamble:

This course provides a comprehensive exploration of marketing fundamentals and their practical applications. Students will learn about the evolution of marketing, the intricacies of the marketing mix, and the strategic processes of segmentation, targeting, and positioning. Additionally, the course addresses consumer behavior and the evolving dimensions of marketing, including green, online, and social marketing. Through a structured approach, students will gain a robust understanding of marketing principles and their significance in contemporary business contexts.

Course Objectives:

Define marketing, explore its evolution, and understand its nature, scope, and functions.
2. Differentiate between selling and marketing and contrast traditional versus modern marketing approaches.
3. Analyze the core concepts of marketing and the factors influencing the marketing environment.
4. Examine the components of the marketing mix, including product, price, place, and promotion, and their interrelationships.
5. Understand market segmentation, targeting, and positioning strategies and their impact on effective marketing practices.

Unit I Introduction to marketing	**Lectures 15**	**Weightage: 9-15 Marks**
1.1 Marketing meaning definition and evolution 1.2 Nature scope and functions of marketing 1.3 Selling versus marketing 1.4 Traditional versus modern marketing 1.5 Core concepts of marketing		
Unit II - Marketing mix	**Lectures 15**	**Weightage: 9-15 Marks**
2.1 Product concept and types of product , Price concept, Place concept, Promotion concept 2.2 Market segmentation meaning significance and bases for market segmentation 2.3. Market targeting concept and selecting target market segment 2.4. Market positioning concept and strategies		

College Level Assessment (CA) Activities:
Assignments/Group Discussion/Presentation/Project

Course Outcome

After completing this course, the students will be able to

1. Students will be able to articulate the fundamental principles and historical development of marketing, including its various functions and scope.
2. Students will distinguish between selling and marketing strategies and explain the evolution from traditional to modern marketing approaches.
3. Students will apply core marketing concepts and assess the factors affecting the marketing environment to real-world scenarios.
4. Students will analyze the components of the marketing mix and develop integrated marketing strategies that encompass product, price, place, and promotion.
5. Students will demonstrate the ability to segment markets, select target segments, and position products effectively, incorporating current trends in consumer behavior and marketing innovations.

Suggested Readings:

1. "Consumer Behavior: Buying, Having, and Being"
Author: Michael R. Solomon Publisher: Pearson
2. "Consumer Behavior: A Strategic Approach" Author: Henry Assael
Publisher: Cengage Learning
3. "Consumer Behavior" Author: Leon G. Schiffman, Joseph L. Wisenblit
Publisher: Pearson
4. "Understanding Consumer Behavior" Author: G. E. Belch, M.A. Belch
o Publisher: McGraw-Hill Education
5. "Consumer Behavior and Managerial Decision Making" Author: J. Paul Peter, Jerry C. Olson
Publisher: McGraw-Hill Education

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – II (NEP 2024)

VERTICAL: Vocational Skill Course

COURSE CODE: VSC

COURSE NAME: C PROGRAMMING SKILLS Practical

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
02 Credits	02 Hours	30 Hours	50 (UA 30 + CA 20)

Preamble: The goal of the course is to make students practically familiar with the programming language C being used by the corporate world and to expose the students to develop logical abilities for efficiently solving the problems using C language.

Course Objectives:

2 This course is to develop logical abilities of students using C language as a vehicle.
3 Students will be exposed to C programming language with an emphasis on semantics and problem solving.
4 Understand and use C libraries

Unit I Practical work of Basic Programming	**Lectures 15**	**Weightage: 9-15 Marks**
1.1 Write a C program to calculate natural number 1.2 Write a C Program to Check Whether a Number is Even or Odd 1.3 Write a C Program to Find the Largest Number Among Three Numbers 1.4 Write a C Program to Check Whether a Number is Prime or Not. 1.5 File handling and Web Technology		
Unit-II Practical work of Arithmetic Operators and looping ,Statements, Array and pointer	**Lectures 15**	**Weightage: 9-15 Marks**
2.1 Write a C Program to Add, Subtract, Dividend Multiply Two Integers, Write a program on Operators and Expressions, 2.2 Write a C Program to pattern program, 2.3 Write a C Program on switch		

2.4 Write a C Program to Find Largest Element of an Array.

2.5 Write a C Program to Add and Subtract Two Matrix Using Multidimensional Arrays,

example on pointer among three numbers,

2.6 Write a C Program to check whether a number is Prime or Not.

Course Outcome

On successful completion of the course, the students will be able to

1. Provide foundation for programming
2. Enable the students to analyze and efficiently solve the problems using C language
3. Effectively use of Arrays and functions

Suggested Readings:

1) C: The Complete Reference, Schildt Herbert,4th edition,McGrawHill
2) A Structured Programming Approach UsingC, Behrouz A. Forouzan, Richard F.Gilberg, Cengage Learning India
3) The _C' programming language, Brian Kernighan, Dennis Ritchie, PHI

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – II (NEP 2020)

VERTICAL: Ability Enhancement Course

COURSE CODE: AEC

COURSE NAME: English For Communication-II [AEC] Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
2 Credits	2 Hours	30 Hours	50 (UA 30 + CA 20)

Preamble:

The paper _English for Communication' is introduced at U.G. (B. A. /B.Sc. /B. Com. I) for semester I and II as _Ability Enhancement Course' under NEP-2020. It is meant for overall development of the students who want to complete their degree. The present paper aims at enabling the students to acquire and demonstrate the core linguistic skills. The course will emphasize the development and enhancement of various communication skills. Communication in English language is very important for acquiring knowledge and information all over the world. The students are expected to know the basic communication skills in English language for a better career prospect. It will help the students develop their personality. The course will make the students proficient in oral and written communication.

Course Objectives:

Course Objectives: This paper is aimed at helping the students:

1. Recognize various dimensions of business communication
2. Comprehend stages involved in the process of business communication
3. Use these skills for better performance in individual and professional life
4. Get to know the application of the business communication skills in day-to-day life
5. Use these skills for creating healthy atmosphere at different social and professional levels

Unit 1. Business Correspondence	Lectures 15	Weightage: 9-15 Marks
1.1 Theory of Business Letter Writing, Elements, Structure, Layouts: Full Block, Modified Block, Semi-Block 1.2 Principles of Effective Letter Writing, Principles of effective Email Writing		
Unit 2. Trade Letters	**Lectures 15**	**Weightage: 9-15 Marks**
2.1 Order, Credit and Status Enquiry, Collection Letters 2.2 Letters of Inquiry Sales Letters, Letters of Complaints Appreciation& Apology Letters		

Course Outcome

After completing this course, the students will be able to

1. Recognize various dimensions of business communication.
2. Understand the importance of communication skills in overall development.
3. Apply these skills for better performance at different levels.
4. Know how to apply these skills for success in life and career.
5. Create various conducive opportunities for others to take advantage of their expertise.

Suggested Readings:

1. Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
2. Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing.
3. Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
4. Ludlow, Ron. (1995) The Essence of Effective Communication, Prentice, New Delhi.
5. Bovee Courtland, L and Thrill, John V (1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
6. Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.
7. Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H. New Delhi.
8. Fisher Dalmar, (1999), Communication in Organization, Jaico Pub House, Mumbai, Delhi.
9. Ghanekar, A (1996) Communication Skills for Effective Management. Everest Publishing House, Pune.

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PROGRAMME: B.COM. INFORMATION TECHNOLOGY

B.COM. - I SEMESTER – II (NEP 2020)

VERTICAL: - Value Education Course

COURSE CODE:

COURSE NAME: - Environmental Studies (VEC) Theory

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
2 Credits	2 Hours	30 Hours	50 (UA 30 + CA 20)

Preamble:

Education serves the vital purpose of nurturing a holistic development of an individual's personality, and the educational system plays a pivotal role in facilitating this process. Hence the objective of this course- ‗Environmental Studies' under paper category Value Education Course (VEC) is intended to make the students to understand the basic concepts of environment, ecology and pollution of the current environmental issues and to participate in various activities on conserving and protecting the environment. It is designed for students interested in studying environmental problems from a scientific perspective. The syllabus of this course is prepared for second semester of all Undergraduate Programs under the Faculty of all discipline of Punyashlok Ahilyadevi Holkar Solapur University, Solapur. It is multi departmental as well as interdisciplinary in nature and has been framed as per UGC Model Curriculum under the Credit Framework guidelines of National Education Policy (NEP) 2020.

Course Objectives:

1. To know the importance of environment and various issues in environment.
2. To test the knowledge and understanding of the students in the field of environmental science.
3. To inculcate the positive approach in the students towards environment and ecology from the social perspective.
4. To develop scientific, interpretive and creative thinking skills in the students about environment.
5. To explore the problems that we face in understanding our nature that correlate with socio- economical solution for sustainable development.

Unit I Introduction, Environmental Pollution, Biodiversity, Ecosystems, Natural Resources and Management	Lectures 15	Weightage: 9-15 Marks

Sub-Unit 1: Introduction to Environmental Studies

1.1.1 Multidisciplinary nature of environmental studies
1.1.2 Scope and importance; Concept of sustainability and Sustainable Development Goals, Environment Social Governance (ESG), Green Finance and Environmental Economics.
1.1.3 Environmental pollution types, causes, effects and controls; Air, water, soil and noise pollution, nuclear hazards and human health risks, Solid waste management, 3R Principle and Pollution case studies.

Sub-Unit 2: Biodiversity and Conservation
1.2.1 Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
1.2.2 India as a mega-biodiversity nation; Endangered and endemic species of India
1.2.3 Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;
Conservation of biodiversity: In-situ and Ex- situ conservation of biodiversity and Values of Biodiversity.

Sub-Unit 3: Ecology & Ecosystems:
1.3.1 Structure and function of ecosystem, Energy flow, food chains, food webs and ecological succession. Forest ecosystem, Grassland ecosystem, Desert ecosystem and Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) and case studies.

Sub-Unit 4: Natural Resources: Renewable and Non- renewable Resources
1.4.1 Land resources and land use change; Land degradation, soil erosion and desertification.
1.4.2 Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
1.4.3 Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
1.4.4 Energy resources: Renewable and non- renewable energy sources, use of alternate energy sources, growing energy needs, case studies

Unit II : Environmental Policies, practices, Acts and regulations	**Lectures 15**	**Weightage: 9-15 Marks**

2.1 Human population growth: Impacts on environment, human health and welfare.
2.2 Resettlement and rehabilitation of project affected persons; case studies.
2.3 Disaster management: floods, earthquake, cyclones and landslides.
2.4 Environmental ethics and Environmental movements: Chipko, Silent valley, Bishnoi's of Rajasthan in environmental conservation.
2.5 Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi), National Climate Action Programme (NCAP)

Course Outcome

1. Have awareness on issues with environmental pollution, their effects and possible solutions.

2. Gain knowledge of natural resources, their significance, and the effects of human activity on the resources in environment.
3. Be familiar with biodiversity conservation and its significance.
4. Understand the need of sustainable development for future and become competent and socially responsible citizen of India.

Suggested Readings:

References:

1. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
2. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
3. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
4. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India‘s Himalaya dams. Science, 339: 36-37.
5. McNeill, J. R. 2000. Something New Under Sun: An Environmental History of Twentieth Century.
6. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.
7. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
8. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
9. Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. 1992.
10. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
11. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014.Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
12. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
13. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
14. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
15. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.
16. World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press.

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur **Faculty of Commerce Information Technology** **Nature of Question Paper for CBCS Pattern** **FOR 4 CREDIT PAPER** **B.Com. Information Technology (SEMESTER-I&II)w.e.f.2024-25** **For 4 credit courses**	
Time:3Hrs.		TotalMarks–60
Q1A.	Multiple Choice Questions (One Mark Each)	08
1		
2		
3		
4		
5		
6		
7		
8		
Q1.B	Fill in the blanks/True or false.(One Mark Each)	04
1		
2		
3		
4		
Q.NO.2	Answer the following. (Short note/Short Problem/Short Answer)	12
1		
2		
3		
4		
Q.NO.3	Attempt the following.(Short note/Short Problem/Short Answer)	12
1		
2		
Q.NO.4	Attempt <u>any one</u> of the following.(Long Answer/Problem)	12
	A) O R B)	
Q.NO.5	Attempt <u>anyone</u> of the following.(Long Answer/Problem)	12
	A) O R B	

PunyashlokAhilyadeviHolkarSolapurUniversity,Solapur

Faculty of Science & Technology.

NatureofQuestionPaper

B.Sc./B.C.A/B.com Information Technology

(Part-I) w.e.f. AY 2024-25

University Assessment (UA)

Time: Total Marks:30

Instructions

1) All Questions are compulsory.

2) Figure to right indicate full marks.

Q.1	Choose correct alternative.(MCQ)	6Marks
1)	a) b) c) d)	
2)		
3)		
4)	/	
5)		
6)		
Q.2.	Answer the following.(Any three)	6Marks
A)		
B)		
C)		
D)		
E)		
Q.3.	Answer the following (Any two).	6Marks
A)		
B)		

C	

Q.4.	Answer the following (Any two).	6Marks
A)		
B)		
C)		
Q.5.	Answer the following(Anyone).	6 Marks
A)		
B)		