

MAHARISHI MAHESH YOGI VEDIC VISHWAVIDYALAYA
MADHYA PRADESH



Syllabus
For

BACHELOR OF COMMERCE (B.COM.)
(Computer Application)
I, II & III YEAR

19

Yearly Syllabus for Undergraduates
As recommended by Central Board of Studies of Computer Application &
Approved by H E the Governor of Madhya Pradesh
Session 2017-18
JULY 2017 Onwards

Class: B.Sc./BA/B.Com (Computer Application)

Paper Code	First Year	Internal			Theory	Total	Practical	Grand Total
		Three Months	Six Months	Total				
CA101	Fundamentals of Computer and PC Software	10	10	20	40	80		100
CA102	Desktop Publishing and Multimedia				40			
CA103P	PRACTICAL					50	50	
Second Year								
CA201	Internet and E-Commerce	10	10	20	40	80		100
CA202	Relational Database Management System				40			
CA203P	PRACTICAL					50	50	
Third Year								
CA301	Web Designing	10	10	20	40	80		100
CA302	Digital Marketing				40			
CA303P	PRACTICAL					50	50	
Grand Total								450

Remark: (i) Each theory paper contain five objective type question of 1 mark and
(ii) Five short answer type question of 2 marks and
(iii) Five long answer type question of 5 marks, with internal choice in (ii) and (iii)

(Abhishek Kumar)
(Dr Anuj Hundet)
(Dr. Pooja Singh)
(Dr. Umesh Singh)
(Rajiv)
(Sachin Shastri)
(Mrs. S. Khandelwal)
(Ningh Satpal Singh)
(S.K. Singh)
(Dr. S. Kumar)

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B.A/B.Com/B.Sc. (Computer Application) First Year

First Paper

Paper Code - CA -101
Paper Name - Fundamentals of Computer and PC Software

Maximum Marks: 40

Course Objectives:

1. To review the basic concepts and functional knowledge in the field of computer application
2. To expose the students to computer application in the field of Business.

Unit I

Introduction to Computer System: Block diagram, components: mother board, processor, main memory, cache memory, hard disk.
Input devices, Output devices, External storage devices: floppy disk, CD ROM, DVD, USB drives.
Types of software: System software, Application software.
System software: Operating system. Utility programs: anti-virus, disk cleaning, defragmentation, compression and decompression of files.
Application software: examples of commercial software with brief introduction.
Programming Languages: Low-level Language, Assembly Language, Middle Level Language and High Level Language, Compiler, Interpreter, Assembler, Difference between Compiler & Interpreter.

Unit II

Operating system : Definition, Functions of operating system, CUI, GUI, types of operating systems like Single user, Multi-user, Real time, Time sharing and Batch processing, Multiprocessing, Multiprogramming, Multitasking, Distributed processing. Elementary idea of various common operating system prevalent round the world.

MS Windows: An introduction and its features, desktop, taskbar, files and folders start menu operations, my computer, network neighborhood, recycle-bin, windows explorer, creating, copying, moving and deleting files, setting wall paper, changing the mouse pointer, paint, notepad, understanding the OLE features.

Unit III

Introduction to MS-Word: Advantages of word processing, Creating, Saving and Editing a document: Selecting, Deleting, Replacing Text, Copying text to another file. Insert, Formatting Text and Paragraph, Using the Font, Dialog Box, Paragraph Formatting using

Pravin Bandy
Aras
(Anuj Hundet)

Aansan
Nand

Deep (Number 1)
(Dr. Umesh Singh)

Daxer
(Ashulashakunna)

Aluna
(Dr. S. Kusumanya)

Rajni
(Rajni dahi)

Pranav
(Seemant Sharma)

Am

Mani
(Mrs. S. Kusali)

Mingh
Satpal Singh

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B.A/B.Com/B.Sc. (Computer Application) First Year

Second Paper

Paper Code - CA-102
Paper Name - Desktop Publishing and Multimedia
Maximum Marks: 40

Course Objectives:

1. To review the basic concepts and functional knowledge in the field of computer application
2. To expose the students to computer application in the field of Business.

Unit I

Importance and Advantages of DTP, DTP Software and Hardware, Commercial DTP Packages, Page Layout programs, Introduction to Word Processing. Commercial DTP Packages, Difference between DTP Software and Word Processing Software.

Unit II

Types of Graphics, Uses of Computer Graphics Introduction to Graphics Programs, Font and Typefaces, Types of Fonts, Creation of Fonts (Photographer), Anatomy of Typefaces, Printers, Types of Printers used in DTP, Plotter, Scanner.

Unit III

History and Versions of PageMaker, Creating a New Page, Document Setup Dialog Box, Paper Size, Page Orientation, Margins, Different Methods of placing text and graphics in a document. Master Page, Story Editor, Formatting of Text, Indent, Leading, Hyphenation, Spelling Check, Creating Index, Text Wrap, Position (Superscript/Subscript), Control Palette.

Unit IV

History, Multimedia Elements; Text, Images, Sound, Animation and Video. Text, Concept of Plain Text and Formatted Text, RTF & HTML Text, Image, Importance of Graphics in Multimedia, Image Capturing Methods, Scanner, Digital Camera, Sound - Sound and its effect in Multimedia, Analog and Digital Sound, Animation, Basics, Principles and use of Animation. Video, Basics of Video, Analog and Digital Video.

Unit V

Features of Multimedia, Overview of Multimedia, Multimedia Software Tools, Multimedia Authoring - Production and Presentation, Graphic File Formats, MIDI - Overview, Concepts, Structure of MIDI, MIDI Devices, MIDI Messages.

leest
(Dr. Umesh Singh)
Rajendra Singh
Dumhar
(A. Mani)
Rajni
(Rajni Devi)
Dumhar
(Seemant Sharma)
Amm
Bansal
(Anubhav)
Ahd
Amm
3
Singh
Mingh
Satpal Singh
Mrs. S. K. Kaur

Bullets and Numbering in Paragraphs, Use of Smart Art, Checking Spelling, Line spacing, Margins, Space before and after paragraph, Mail merge, customizing the ribbon.

Introduction to MS-Excel: Entering information: Numbers, Formula, Editing Data in a cell, Excel functions, using a Range with SUM, Moving and Copying data, Inserting and Deleting Row and Columns in the worksheet, Using the format Cells Dialog box, Using chart wizard to create a chart.

Introduction to MS-Power Point: Introduction to PowerPoint presentation, Slide show, Formatting, creating a Presentation, inserting Smart Arts, Adding Objects, Applying Transitions, Animation effects, Adding Tables, Charts and Media files .

Unit IV

Decision Support System: Importance of Decision support system, limitation, Characteristics of DSS, Decision Support and Structure of Decisions Making Decision Support and Repetitiveness of Decisions, DSS Users.

Expert Systems: Support for decision making phases, Support for the Intelligence Phase, Support for the Design Phase, Support for the Choice Phase, Decision Support and Alternative Concepts of Decision Making.

Management Information System: Introduction, Role of IT, MIS characteristics and application areas, Business and Technology trends-specialization, management by methodology, decentralization, internationalization etc.

Unit V

Internet: Meaning, Definitions, History, Internet protocols, TCP/IP, FTP, HTTP, URL, Internet Browsers, WWW Consortium, Search engines. Introduction to Internet Security terminology- network security, firewall, cryptography, password, biometrics, digital signature, digital certificate. Business applications of internet, e-mail, UseNet, newsgroup, telnet, intranet, extranet, e-ticketing, chatting.

E-Banking and its benefits: Smart Card, E-cash, Online financial Services Stock trading, E-brokering, E-business Model, Do-it-yourself model, Made-to-Order model, Information Service Model, Emerging hybrid models.

Text Books and Reference Books:

1. Computer Fundamentals by P.K. Sinha
2. Fundamentals of Information Technology by A. Leon & M. Leon
3. Computer Today by Suresh K. Basandra
4. Internet business models and Strategies by Afuah A. & Tucci C.
5. P C Software MS Office by Nitin K Nayak
6. MS-Office Interactive course by Greg Perry, Techmedia
7. MS Office Complete Reference TMH Publication.
8. Operating System: Achyut S. Godbole
9. Management Information systems by Gerald V. Post & David L. Anderson.
10. Understanding Computer Fundamentals & Dos by G.K. Iyer

Instruction to Paper Setter:

Question Paper should be framed in both English and Hindi version.

Rejin Vandy *Saman* *leegh* *(Mhuber)* ²
(Dr. Umesh Singh) *Springer*
Ashish *Abey* *nambhar* *Daxerl* *Shunaz*
Rajit *Praveen* *Om* *Pan* *Mingh*
(Rajit Jain) *(Seemant Sharma)* *Mrs. S. Kucali* *Satpal Singh*

Text Books and reference books:

1. Desktop Publishing on PC by M. C. Sharma
2. Professional in Desktop Publishing by Dinesh Maidasani
3. DTP Courses 2/e by Singh & Singh
4. Multimedia, Computing, Communication & Applications by Ralf Steinmetz
5. Fundamentals of Multimedia by Ze-Nian Li
6. Page Maker – Manual
7. 'o' level module m3.2 Desktop publishing & Presentation graphics by V. K. Jain

Instruction to Paper Setter:

Question Paper should be framed in both English and Hindi version.

(Handwritten signatures and names)

Sumbar
Rajendra Pandey (for rank)
Srivastava
Veer Singh (for rank)
Mishra
Daxer
Humar
Singh

Rajni
(Rajni dain)
Suman
(Seemant Sharma)
Mishra
Mrs. S. Kwali
Mishra
Satpal Singh

MS Power Point

1. Design a presentation of your institute using auto content wizard, design template and blank presentation.
2. Design a presentation illustrating insertion of pictures, word Art and clipart.
3. Design a presentation learn how to save it in different format, copying and opening an existing presentation.
4. Design a presentation illustrating insertion of movie, animation and sound.
5. Illustrate use of custom animation and slide transition (using different effects).
6. Design a presentation using charts and tables of the marks obtained in class.
7. Illustrate use of macro in text formatting in your presentation.

PageMaker

1. Create a Greeting Card for New Year.
2. Create a Visiting Card.
3. Create your Resume.
4. Create an advertisement for job in well-known firm.
5. Create a Newspaper Report.
6. Create a document by importing Graphic Image from Clip Art.
7. Create a Wedding Card.
8. Type a document using Story Editor.
9. Input a text from Word Document into a PageMaker document.
10. Create a document on Importance of Text Wrap, applying proper font size,



Rejish Babbar
Suman
Ajay
Aad
Muney
Daxa
Suman
Rajul
(Rajul dani)
Dumant
(Seemant Sharma)
Amit
Ravi
Mrs. Kneali
Mingh
Satpal Singh

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B.A/B.Com/B.Sc. (Computer Application) Second Year

First Paper

Paper Code - CA-201
Paper Name - Internet and E-Commerce

Maximum Marks: 40

Course Objectives:

1. To review the basic concepts and functional knowledge in the field of computer application.
2. To expose the students to computer application in the field of Business.

Unit I

Internet: Evolution, Concepts, Growth of Internet, ISP, ISP in India, Types of connectivity, Dial-up, leased line, DSL, Broadband, RF, VSAT etc., Methods of sharing of Internet connection, Use of proxy server.

Internet Services: USENET, GOPHER, WAIS, ARCHIE and VERONICA, IRC, Concept of Search Engines, Search engines types, searching the Web, Web Servers, TCP/IP and other main protocols used on the Web.

E-Mail: Concepts of e-mailing, POP and WEB Based E-mail, merits, address, Basics of Sending & Receiving, E-mail Protocols, Mailing List, Free E-mail services, e-mail servers and e-mail client programs.

Unit II

Introduction to E-Commerce: Emergence of the Internet, Commercial use of the Internet, Emergence of World Wide Web, Advantages and Disadvantages of E-Commerce, Transition to E-Commerce in India, E-Commerce opportunities for Industries.

Unit III

Models: Business Models for E-commerce, Models based on Relationship of Transaction parties: B2C, B2B, C2C, C2B; Models based on the Relationship of Transaction types, Brokerage Model, Aggregator Model, Infomediary Model, Community Model, Value Chain Model, Manufacturer Model, Advertising Model, Subscription Model, Affiliate Model.

Unit IV

E-Marketing versus Traditional Marketing: Identifying Web Presence Goals, Browsing Behavior Model, Online Marketing, E-advertising, Internet Marketing Trends, E-branding and E-Marketing strategies.

Unit V

E-Security: Information system security, security on the internet, E-business risk management issues, information security environment in India.

③ *Sumit*
Rajendra
Arad

Samson
Ady

Leela
(Dr. Umesh Singh)
Hemant

(Mubey)
Daxal
Singh

Rajni
(Rajni Devi)

Praveen
(Seemant Sharma)

Amr
Bar
Mrs. S. Kusali

Mingh
Satpal Singh

E-Payment Systems: Digital payment requirements, Digital Token based e-paymentsystems, properties of Electronic cash, risk and e-payment systems and designing e-payment systems.

Secure Business, Web store, Online Payment, Internet Banking. Security- E-commerce security issues, Cryptography, Digital Signature & Authentication protocol, Digital Certificates. Online Security, Secure Electronic Transaction (SET) .

Text Books and reference books:

1. Internet for Everyone by AlexinLeon and Mathews Leon
2. Doing Business on the Internet: E-Commerce by S. Jaiswal
3. E-Business and E-commerce Management, 3rd Edition by Pearson Education
4. E-Commerce: An Indian Perspective, 2nd Edition by P.T. Joseph
5. Introduction to E-Commerce by Zheng Qin
6. E-commerce Development: Business to Business by WP Publishers
7. Frontiers of Electronic Commerce by R. Kalakota
8. E-business: Roadmap for success by R. Kalakota
9. Electronic Commerce by Gary P. Schneider
10. The E-Business Revolution by Daniel Amor

Instruction to Paper Setter:

Question Paper should be framed in both English and Hindi version.



Rejishankar
Surbhan

~~Sammani~~

leag
(Dr. Umesh Singh)

Mouhey

Amor
Hemant

Arad

Boxel

King

Rajit
(Rajni Jain)

Seemant
(Seemant Sharma)

Amr

Par
Mrs. S. Kusali

Mingh
Satpal Singh

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Second Paper

Paper Code - CA-202
Paper Name - Relational Database Management System

Maximum Marks: 40

Course Objectives:

1. To review the basic concepts and functional knowledge in the field of computer application
2. To expose the students to computer application in the field of Business.

Unit I

Evolution of Databasetechnology, File-Oriented System, Database System, Client Server Platforms.Database System in the Organization: Databases and Data sharing, Strategicdatabase planning, Management control, Risks and cost of database, Logical andPhysical data representation.

Unit II

Database Development Life Cycle(DDLC), Principles ofConceptual Database Design, Objects, Specialization, Generalization, Relationship, Cardinality, Attributes.Relational data model: Fundamental Concepts, Normalization process (1NF, 2NF,3NF, BCNF, 4NF), Transforming Conceptual Model to a Relational Model.

Unit III

Relational Algebra, Relationalimplementation with SQL, Introduction, Data Definition language (DDL), DataManipulation Language (DML), Data Control Language (DCL), Transaction Control Language(TCL), Schema and table definition, SQL functions: Mathematicalfunctions, Group functions, View definition: Introduction, Command to create a VIEW.

Unit IV

Physical, storage media, Disk performance factors Datastorage format file organization and addressing methods implementing, Managingthe Data base environment - Database administration and control, DBA functions,goals, integrity, security and recovery.

Unit V

Introduction to SQL: Components of SQL, DDL, DML, Query Language, DCL, TCL, SCL etc. Invoking sql*plus. The oracle data types two dimensional matrix creation. Insertion,

Rejisha Pandey
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(Dr. Umesh Singh)
Arde
(Mouhey)
Satpal Singh
Rajni
(Rajni Jain)
Seemant
(Seemant Sharma)
Ms. S. Kusali
Mingh
Satpal Singh

update, deletion operations, the many faces of SELECT command, creating tables using query, inserting data using query, modifying the structure of tables, renaming tables, dropping tables, dropping columns, logical operators, range searching, pattern matching, use of Alias, Oracle Functions. Accessing data from multiple tables. Set operations: Union, Intersect, Minus. Data Constraints: I/O constraints, Business Rule constraints. Grouping data from tables. Joins: Equi-join, Self-join, Sub-Queries. Views, Sequences, Synonyms, use of savepoint, ROLLBACK&COMMIT commands, creating user accounts, granting permission, revoking permission.

Text Books and Reference Books:

1. Database Management & Design by G. W. Hansen & J. V. Hansen
2. Database System Concepts by Silberschqtz, Korth&Sudarshan
3. SQL, PL/SQL: The Programming Language of Oracle by Ivan Byross
4. Introduction to Database Systems by C. J. Date
5. Oracle: The Complete Reference by Oracle Press
6. SQL/PL-SQL by P. S. Deshpande

Instruction to Paper Setter:

Question Paper should be framed in both English and Hindi version.

Rajesh Boudiy
Choubey
Dumbhas
Hannani
Ajay
Hannani
Aade
Daxerl
10
Sangar

Rajni
(Rajni Jain)
Dumant
(Seemant Sharma)
Dumant
Daxerl
Mrs. K. K. K. K.
Mingh
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B.A/B.Com/B.Sc. (Computer Application) Second Year

Suggested list of exercises for practical

Maximum Marks: 50

Internet and E-Commerce

1. To set and change computer name.
2. To set and change work group name.
3. To include web-site in your favorite.
4. To un-hide pop-up block.
5. To show default workgroup name.
6. To set default workgroup name.
7. To set default gateways.
8. To identify IP address.
9. To set URL as home page.
10. To set IP address and subnet mask.
11. To view network connection.
12. To change font size of web content.
13. To view the coding of web page.
14. To enable/disable firewall.
15. To turn on and turn off automatic updates.
16. To create e-mail account.
17. To send e-mail.
18. To add name in address book.

SQL

1. Create table for student information like name, age, add, phone, class, college, etc.
Using
2. Create table command.

Dumhar
Rajibandya
Chouhary

Samrani
Arya

Leesh
(or. vishal kumar)
Arora

Boxer
11
Sharma
Sharma

Rajni
(Rajni dain)

Devi
(Seemant Sharma)

Sharma
Mrs. S. K. Khandelwal

Mishra
Satpal Singh

3. Insert data into tables using both types of insert commands.
4. Add another column into database using modify command.
5. Select particular type of data using select command using like, functions etc.
6. Create another table from old table.
7. Run commands like DROP table, ROLLBACK, EDIT, DESC, /, etc.
8. Apply nested queries by joining two tables & select particular data item from both tables.
9. Arrange columns data items in ascending or descending order.
10. Create view & Indexes on table.
11. Join tables using join Command.
12. Create client table with following fields-cid, cname, cadd, city, state and insert 10 records
13. Create customer table with following fields-cust_id, cust_name, cust_add, city, state and insert 10 records and apply the following constraints *NOT NULL, *Primary Key, *Check Constraint,*Unique
14. Select two fields from the table using following clauses *Order by,*Distinct.
15. Select fields from the table and apply oracle functions like *AVG(),*MAX(),*MIN(),*COUNT(),*ABS(),*POWER(),*ROUND()
16. Apply the WHERE clause on Client(cid,cname,salary,cadd,city,state) table with 1.SELECT 2. DELETE 3. To insert data into some other table.
17. Create a table and apply ALTER TABLE command on the table.
18. Retrieve client information like cust_id, cust_name, city for customers where field city= Delhi or Baroda.
19. Create tables and relate them by using foreign key and reference table.



Rajsubandhy

~~Samant~~

Deep (Dr. Umakant Singh)

Daxer

(Mouhey)

2) Umkaran

Arif

Samant

Arad

12
Shruti

Rajit
(Rajit Jain)

Seemant
(Seemant Sharma)

Amr

Ms. S. K. Kaur

Mingh
Satpal Singh