

2010



North Maharashtra University, Jalgaon

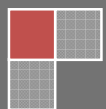
FACULTY OF COMMERCE &
MANAGEMENT

**Syllabus of
Master in Commerce**

M.Com-I

SEMESTER-II

(w.e.f.: June-2010)





North Maharashtra University, Jalgaon
(NACC Re-Accredited 'B' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

M.Com. Part I

Semester-IInd

Compulsory Paper: **201: Economics of Environment & Research Methodology** (W.E.F. June -2010)

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

1. The Environment And Development

lectures: 10

- a. The Environment And Development :The Basic Issues
 - i. Sustainable Development & Environmental Accounting
 - ii. Population ,Resources And Environment
 - iii. Poverty & Environment
 - iv. Growth Verses Environment
- b. The Scope Of Environmental Degradation
- c. Rural Urban Development & Environment
- d. The Global Environment Rain Forest Destruction, Green House Gases & Global Warming

2. Environmental Economics

Lectures: 14

- a. Interlink Ages Between Economy &Environment
- b. Market Failures
- c. Economic Incentives For Environmental Protection
- d. Pollution Taxes For The Efficient Control Of Pollution
- e. Tradable Pollution Permits
- f. An Economic Analysis For Renewable And Non Renewable Resources
- g. Methods Of Valuing Environmental Cost &Benefits
- h. Sustainable Development: Concept, Rules &Indicators
- i. Policy Option In Developing &Developed Countries

3. Research Methodology-I

Lectures: 10

- a. Meaning, nature and practical importance of research in economics and in commerce
- b. Scope of research in economics, commerce & management
- c. The research process & research designs
- d. The research problems &research proposal
- e. Hypothesis : meaning, characteristics sources
- f. Ethics in economic & business research

4. Research Methodology-II

Lectures: 14

- a. **Data:** meaning ,types & sources of collection of data of different types
- b. **Data collection methods** :census verses sample methods
- c. **Sampling methods:** meaning of sample-basic principles-process-various types of sampling methods –their advantages & disadvantages-choice of appropriate methods
- d. **Methods & Techniques of data collection:** observation, interview and questionnaire –their meaning, types, process &merits &demerits
- e. **Analysis of data:** importance of classification-coding-tabulation & presentation-statistical analysis of data-interpretation & generalization
- f. **Research report**-meaning-contents and the style of report

Books

1. **Environmental Economics:** Charles D.Kolstand, Oxford (2006)
2. **Environmental Economics:** Nick Hanley, Josant,Shorren & Ben White, Mac-Millan (1997)
3. **Economic Development** : Michel P.Todaro&Stephene Smith(8th Ed) S: Pearson Education(2003)
4. **Business Research Methods** : Donald R.Cooper &Parnela Schindler ,Tata Macgraw Hill(1999)
5. **Research Methods For Business Students:** Mark Saundray,Philip Laws,Adrin Thornhill,Pearson (2003)



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FACULTY OF COMMERCE & MANAGEMENT

M.Com. Part I (W.E.F. June -2010)

Semester-IInd

Compulsory Paper: 202: Case Studies in Management (Based On Paper No.102)

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

Comprehensive cases on various strategic situations based on application of strategic management must be discussed and solved, based on topics covered in paper No 102. At least three cases on each topic are expected, and a minimum 16 cases in all shall be studied during the semester.

REFERENCE BOOKS:

1. Business policy and Strategic Management - Azhar Kazmi-TMH
2. Marketing Strategy & Competitive Positioning by Hooley – Pearson Education
3. Business policy and Strategic Management : Concepts and Applications,- Gupta, Gollakota, Shrinivasan- Prantice Hall India
4. Strategic Management – Hunger, Wheelen – Addison Weesley
5. Strategic Management-P. Subba Rao – Himalaya Pub.
6. Strategic Management – Upendra Kachru- Excel Books
7. Strategic Management-Francis Cherunilam – Himalaya Pub Strategic Management-Saloner, Shepard, Podolny – Willey India
8. Strategic Management – B Hiriyappa – New Age International
9. Strategic Management – V.S.P. Rao, Harikrishna – Excel Books



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FACULTY OF COMMERCE & MANAGEMENT

M.Com. Part I (W.E.F. June -2010)

Semester-IInd

Minor specialization 203 (A) / Major specialization 204 (A)

Advanced Accountancy -II

Semester Pattern: External Marks 60 + Internal Marks 40 = Maximum Total marks: 100 lectures: 48

1. Accounts of Electricity Company:

[8 lectures]

Double Account System- Revenue Account, Net Revenue Account,- Capital Account- Balance Sheet
- Practical Problem & Theory

2. Branch Accounts:

[8 lectures]

Foreign Branch only - conversion of Trial Balance into Head Office currency- preparation of
Foreign Branch Trading & Profit & Loss Account & Balance Sheet - Practical Problems & Theory

3. Accounting of Price Level Changes:

[8 lectures]

Inflation Accounting - Need, Objectives, and Limitations- related theories- Practical Problems.

4. Departmental Accounts:

[8 lectures]

Preparation of Trading & Profit & Loss Account in columnar form and consolidated Balance
Sheet. Practical Problems & Theory

5. Accounting of Construction Contracts.

[8 lectures]

Introduction - Accounting Treatment- Percentage of completion method- completed contract
method- provisions for foreseeable losses- principles to be followed while taking credit for
profit of incomplete contracts- valuation & disclosure of work in progress- escalation clauses-
Preparation of Contract Account -- A.S. 7 Practical Problems & Theory

6. Accounting Standards:

[8 lectures]

A.S.12 Accounting of Government Grants


A.S.4 Contingencies & events occurring after the Balance Sheet dates

A.S. 11 The effects of changes in Foreign Exchange Rates

A.S. 29 Provisions, Contingent Liabilities & Contingent Assets

BOOKS

1. Shukla & Grewal, Advance Accounts (S. Chand & Co. Ltd New Delhi)

2. Jain & Narang, Advance Accounts (Kalyani Publisher - Ludhiana)
 3. Sr. K. Paul ,Accountancy Volume I & II (New Central Book Agency)
 4. Dr. L.S. Porwall, Accounting Theory- (Tata Mcgraw Hill Publication.)
 5. R.K. Lele ,Accounting Theory-(Himalaya Publishers)
 6. B.D. Agarwal, Advanced Financial Accountancy
 7. Rup Ram Gupta ,Advanced Accountancy
 8. H. Chakraborty ,Advanced Accountancy
 9. R.L. Gupta ,Advanced Accountancy
 10. Dr. Ashok Sehgal & Dr. Deepak Shegal ,Advance Accounting – (Taxmann, New Delhi)
 11. Dr. S.N. Maheshwari ,Corporate Accounting- (Vikas Publication House Pvt. Ltd)
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FACULTY OF COMMERCE & MANAGEMENT

M.Com. Part I (W.E.F. June -2010)

Semester-IInd

Minor specialization 203 (B) / Major specialization 204 (B)

Advanced Cost Accountancy -II

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

1. **On- Integrated Cost Accounting:**

[9 lectures]

Books of Accounts in Cost Accounting- various subsidiary ledgers- books of original entry- purpose of control accounts-their nature and procedures of posting from subsidiary ledgers to control accounts- double entry accounting system as used in cost accounts. Accounting cycle- preparation of ledger adjustment account- WIP account and other control accounts from a given set of transactions. [including advanced practical problems]

2. **Integral / Integrated Accounts:**

[9 lectures]

Meaning, nature, necessity – process to be used in preparation of integral accounts-practical problems on preparation of integral accounts from a given set of transactions.

3. **Reconciliation of Cost Accounts & Financial Accounts:**

[9 lectures]

Necessity - procedures to be adopted in preparation of profit reconciliation statements- ascertainment of profits as per financial accounts & cost accounts & reconciliation thereof

4. **Cost reduction & cost control**

[9 lectures]

Cost reduction- meaning , objectives, distinction between cost reduction & cost control- organization of cost reduction programme- requisite of a satisfactory cost reduction scheme - fields covered by cost reduction- tools and techniques of cost reduction.

5. **Cost Information Systems & reporting:**

[9 lectures]

Cost information needs at different levels of management- requisite of an effective information system- forms of presentation - various reports- graphs, charts tables diagrams.

6. **Value Analysis:**

[3 lectures]

Concept, Objectives, Procedures, advantages & limitations

Note : 40% marks for theory & 60% marks for practical problems.

BOOKS

1. Cost Accounting by B K Bhar
2. Cost Accounting by N K Prasad
3. Cost Accountancy by Jawaharlal
4. Cost Accounting Principles & Practice by Nigam & Sharma
5. Cost Accounting Principles & Practice by M N Arora
6. Cost Accounting Principles & Practice by S P Iyenger
7. Cost Accounting Principles & Practice by P K Ghosh
8. Cost Accounting Principles & Practice by B S Khanna
9. Cost Accounting by Jain & Narang
10. Cost Accounting by S N Maheshwari
11. Practical Costing by Ahuja , Khanna & Pandey
12. Advanced COST accounting & Cost Systems by Ravi M Kishore



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FACULTY OF COMMERCE & MANAGEMENT

M.Com. Part I (W.E.F. June -2010)

Semester-IInd

Minor specialization 203 (C) / Major specialization 204 (C)

Human Resource Management - II

Objectives

- To acquaint the students with concepts, techniques and recent trends in human resource management & HRD

Semester Pattern: External Marks 60 + Internal Marks 40 = Maximum Total marks: 100 lectures: 48

1. Human Resource Development -

10 Lectures

- Concept, Scope and features of HRD
- Needs, objectives and importance of HRD
- Functions of HR Manager
- Special features of Human Resources
- Difference between concepts -HRM & HRD

2. Compensation and Management

14 Lectures

- Meaning, objective and components of compensation
- Needs and importance of sound salary administration
- Some wage issues in India
- Concept and objectives of Labor Welfare
- Function and Duties of Labour Welfare Officer
- Role and functions of Trade Unions
- Concept and Methods of workers Participation in Management
- Meaning, importance and types of Social Security

3. Human Relation and Motivation

12- Lectures

- Motivating Factors
- Theories of Motivation
- Human Relation Problems
- Measures to improve Human Relations
- Communication and Human Relations

f. Employer and Employee Relations - Contribution of Hawthorne Experiment - Pistberg Experiment

4. Retirement / Retrenchment Strategy -

12 Lectures

a. Retirement - Kinds of Retirement, Voluntary Retirement Scheme (VRS), Resignation, Discharge, Dismissal, Suspension, Lay off.

b. New Concepts in Human Resource Management

i) New Concept of Customer Service Level and Agreement

ii) Human Resource Information System

iii) H.R Audit

c. Downsizing

d. H.R.Out Sourcing

iv) Concept of E-Recruitment and E-Training

e. Concept of Dual Career Group

f.) Concept of Talent Management

RECOMMEDED BOOKS

1. Human Resource Management and Human Relations- Dr.Micheal, Himalaya Publishing House
2. . Human Resource Management - C.B.Gupta, Sultan Chand & Co.
3. Personnel and Human Resource Management - P.Subba Rao, Himalya Publishing House.
4. Personnel Management - Edvin Flippo, McGraw Hill, International Edition.
5. Human Resource Management - Dr.P.C.Pardeshi, 3rd Revised Edition, Nirali Prakashan
6. Human Resource Management - R.S.Dwivedi, Vikas Publishing House Pvt. Ltd.
7. Human Resource Management - Anjali Ghanekar, Everest Publishing House
8. Manushyabal Vyavasthapan Va Audyogik Sambandha - Dr.Madhuri Mitra
9. Human Resource Management - Garry Desslej, Himalya Publishing House.
10. Strategic Human Resource Management - Anuradha Sharma, Anuradha khandekar, Sage Publication
11. Personnel Human Resource Management - S.P.Robins, Hall of India
12. Personnel Human Resource Management - Robert Mathis and John Jackson



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FACULTY OF COMMERCE & MANAGEMENT

M.Com. Part I (W.E.F. June -2010)

Semester-IInd

Minor specialization 203 (D) / Major specialization 204 (D)

Marketing Management –II (Consumer Behaviors)

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

1. Introduction to Consumer Behavior

Lectures:08

- a. Consumer Behaviour and Marketing Strategy
- b. Understanding consumers and market segments
- c. Evolution of Consumer Behaviour
- d. Consumer analysis and business strategy

2. Psychological & Environmental Foundations of Consumer Behaviour

Lectures:10

- a. Consumer Motivation, Consumer Perception, Personality and Consumer Behaviour
- b. Learning and Behaviour Modification
- c. Information Processing, Memory Organization and Function
- d. Attitude Formation and Attitude Change
- e. Social and Cultural Environment
- f. Economic, Demographic, Cross Cultural and Socio Cultural Influences, Social Stratification
- g. Reference Groups and Family Influences, Personal influence

3. Communication and Consumer Behaviour

Lectures:06

- a. Components of communications process
- b. designing persuasive communication and Diffusion of Innovations

4. Consumer Decision Processes

Lectures:08

- a. High and Low Involvement
- b. Pre-purchase Processes, Purchase, Post Purchase processes
- c. Consumption and evaluation
- d. Brand Loyalty and Repeat Purchase Behaviour

5. Buyer Behavior Models & Consumerism

Lectures: 08

- a. Howard Model, Howard-Sheth Model, EKB Model, Webster and Wind Model and Sheth Industrial Buyer Behaviour Model
- b. The roots of consumerism, consumer safety, consumer information

- c. Environmental concerns, consumer privacy, legislative responses to consumerism and marketer responses to consumer issues

6. Consumer Protection

Lectures:08

- a. Consumer Protection Act 1986
- b. Central consumer protection council
- c. state consumer protection councils
- d. consumer disputes redressal agencies
- e. consumer disputes redressal forum, National Consumer Disputes Redressal Commission

References

1. Hawkins, Best, Coney, Consumer Behaviour, 8/e, TMH, New Delhi, 2002
2. Kumar: Conceptual Issues in Consumer Behavior : The Indian Context, Pearson Education, New Delhi
3. Jay D Lindquist and M Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, Second Edition, Biztantra, New Delhi
4. David L Loudon and Albert J Della Bitta, Consumer Behaviour, 4/e, TMH, New Delhi
5. Schiffman, L.G and Kanuk L.L Consumer Behaviour, 8/e, Pearson Education, New Delhi
6. Roger D. Black Well et al, Consumer Behaviour, 9/e Thomson, New Delhi
7. K.K.Srivastava, Consumer Behaviour, Galgotia Publishing Co. New Delhi
8. Henry Assael, Consumer Behaviour, 6/e, Thomson, New Delhi
9. Michael R. Solomon, Consumer Behaviour, 5/e, PHI, New Delhi
10. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
11. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
12. Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas Publishing
13. Customer Behaviour – A Managerial Perspective – Sheth, Mittal- Thomson, 2/e, 2004
14. CRM – Alok Kumar, Chhabi Sinha, 7/e, Biztantra

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FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: M.Com. Part I (W.E.F. June -2010)

Semester-IInd

Minor specialization 203 (E) / Major specialization 204 (E)

Advanced Banking: II (Contemporary Commercial and Central Banking System in the World)

Semester Pattern: External Marks 60 + Internal Marks 40 = Maximum Total marks: 100 lectures: 48

- 1. Commercial And Central Banking Systems** **Lectures: 10**
 - a. Genesis And Evolution Of Banking In The World
 - b. Importance Of The Banking System
 - c. Functions Of Commercial Banks & Central Banks In The Modern Era
 - d. Technological Developments And The Banking System Of The World
- 2. Commercial And Central Banking System In India** **Lectures: 14**
 - a. Evolution Of Commercial And Central Banking In India
 - b. Commercial Banking System In India
 - i. Role ,Structure And Organization Of Commercial Banking System In India
 - ii. Reforms In The Commercial Banking System In India
 - iii. Future Prospectus Of The Indian Commercial Banking System In India
 - c. Central Banking System In India
 - i. Structure And Organization Of The Reserve Bank Of India
 - ii. Functions Of Various Department Of The R.B.I.
 - iii. The India's Payment System and the R.B.I.
 - iv. Monetary Management Of The R.B.I.
 - v. Economic Development Of India And The Role Of The R.B.I.
- 3. Commercial And Central Banking System In The United States Of America** **Lectures: 12**
 - a. Short History Of Commercial And The Federal Reserve System
 - b. Commercial Banking System
 - i. Structure And Organization
 - ii. Recent Financial Crisis And The American Banking System
 - iii. Issues Related To Banking Structure And Supervision
 - iv. Steps Taken By The American Government
 - c. The Federal Reserve System
 - i. Structure And Organization Of The Federal Reserve System
 - ii. The Fed As The Treasury's Fiscal Agent
 - iii. The U.S. Payment System And Fed Role
 - iv. Fed's Monetary Policy And Instruments
 - v. Comparison With Foreign Central Banks

4. Commercial And Central Banking System In The United Kingdom

Lectures: 12

- a. Short History Of Commercial And The Central Banking In The U.K.
- b. Commercial Banking System
 - i. Structure And Organization
 - ii. Recent Financial Crisis And The U.K.'S Banking System
- c. The Bank Of England
 - i. Structure And Organization Of The Bank Of England
 - ii. The Bank Of England's Monetary Policy And Instruments

BOOKS

1. Banking system: ed. Benjamin Haggot Beckhart, the times of india press, Bombay, 1970
2. The economics of Money And Banking :l.v.chandler, Harper & Row Publisher ,latest edition.
3. Money And Banking: John Mcubertson, Tata-Mc-Graw-Hill Publishing (1972)
4. Monetary Economics: M.L.Zingan Vrinda
5. Modern Money And Banking: Roger Le Roy Miller And Devid D.Vanhooose, Mc-Graw-Hill International Edition(3rd)
6. Money Banking & Public Policy – Bargher- Rarrd Monolly & Company.
7. [Www.Rbi.Org.In](http://www.Rbi.Org.In)
8. R.B.I. Bulletin
9. Economic & Political Weekly
10. Www.wekipedia



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FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: M.Com. Part I (W.E.F. June -2010)

Semester-IInd

Minor specialization 203 (F) / Major specialization 204 (F)

Financial Management-II (Financial Risk Management)

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

1. Theories Of Interest

Lectures: 12

- a. Capital, Risk And Return - Derivatives Trading
- b. Behavioral Aspects Of Finance – Understanding The Financial Markets
- c. Financial And Investment Service Industry: Banking Insurance, Capital, And
- d. Investment Intermediaries.

2. Risk Management

Lectures: 12

- a. Meaning – Risk Identification And Measurement
- b. Risk Based Supervision And Audit – Diversification Of Risk – Types Of Risks
- c. Global Association Of Risk Professionals – Strategic Of Risk Management.

3. Corporate Risk Management

Lectures: 10

- a. Factors Affecting – Taxation – Regulatory &
- b. Accounting Factors – Commercial Insurance Contracts -Global
- c. Association Of Risk Professionals – Strategies Of Risk Management
- d. Alternatives Risk Transfers – Analytical Tools Used In Risk Management

4. Financial Innovation

Lectures: 6

- a. Strategic Risk Management – Theory Of Risk Capital
- b. In Financial Firms – Value At Risk: Uses And Abuses

- a. Personal Finance And Investment
- b. Management – Financial Planning For Life’s Situations – Household
- c. Planning – Portfolio Management – Sterilized Planning – Tax And Estate
- d. Planning – Money Managerial Skills

Books

1. Global data service of India Ltd. Financial Analysis of Indian Companies(Selected case studies) Taxman
2. J.Lal Corporate Financial Reporting (Theory and Practice) Taxman
3. D.G.Sharma (Accounting Standards Taxman)
4. Dr. Shehagal ,Advanced Accounting – Financial Accounting Taxman
5. John Larsen, Modern Advanced Accounting (International Edition) Tata McGrawHill
6. David A Guenther, Financial Reporting and Analysis, Tata Mc Graw Hill
7. William Pasewark, Understanding Corporate Annual Repoerts, Tata McGraw Hill
8. Financial Managment ,Tata Mc Graw Hill,John Wild
9. Financial statement, Tata McGraw Hill
10. Scott Harrington, Risk Management Tata Mc Graw Hill
11. S.N.Maheshwari, S.K.Maheshwari, Corporate Accounting, Vikas, New Delhi
12. Anil Agashe, Financial services, Markets and Regulations, Himalaya, Mumbai
13. 13.G.Sudarsana Reddy, Financial Management, Himalaya, Mumabi
14. Keran Berman ,Joe Knight, Financial Intelligence, Harvard
15. Simbalvo, Magerial Accounting- Willey Academics
16. Damodavan : Corporate Finance & Theory Willey



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FACULTY OF COMMERCE & MANAGEMENT

M.Com. Part I (W.E.F. June -2010)

Semester-IInd

Minor specialization 203 (G)/ Major specialization 204 (G)

Direct & Indirect Tax Laws-II

Objectives

- 1) To acknowledge students with procedural aspect of direct & indirect taxes
- 2) To know practical application of procedures.

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

1. Capital Gains –

Lectures:10

- a. Definitions – capital asset, transfer of asset, cost of acquisition and cost of improvement Indexation Term and long-term capital Gain
- b. Deductions – U/S 54,54B, 54E, 54EC, 54F, 54G, 54H

2. Income from other sources

Lectures: 08

- a. Sources to studied: Winning from Lotteries, Accrued Interest on NSCs, Income from Machinery, Plant, or Furniture let on hire, Income from composite letting of building, Machinery, Plant or Furniture
- b. Applicable Deductions
- c. Computation of taxable total income from other sources

3. Wealth Tax

Lectures:10

- a. Scheme of wealth tax-incidence of wealth tax, Assets to be included in net wealth, exempted assets, valuation of assets & wealth tax liability-assessment and penalties. (Theory and problems).

4. Custom Duty

Lectures:10

- a. Definitions, Assessment, Customs area, dutiable goods, export, imported Goods, export, imported goods prohibited goods.
- b. Levy of tax and exemption of custom duty, power to Prohibit, Importation or exportation of goods. Officers of customs, classes of Officers appointment, powers. Assessment of Duty, Claim for refund of Duty.

5. Profession Tax

Lectures:06

- a. Definitions – Commissioner, persons, employee, employer, Registration and enrollment, levy and charge of tax, Assessment of Employers, Offences and Penalties.

Reference Books

1. Indirect taxes – V K Sareen & Maya Sharma
2. Indirect taxes – V S Datey
3. Central Sales Tax, Law & Practice – V S Datey
4. Student's Guide to indirect Taxes – Yogendra Bangar, Vandana Bangar & Vineet Sodhani
5. Systematic Approach to Indirect Taxes – Dr. Sanjiv Kumar.
6. Compilation of Maharashtra VAT Act 2002, Rate Schedules , Rules , Forms & Notifications – M S Mahuria, N V Tapare, Prof Dilip Phadke
7. Service Tax: Law, Practice & Procedure – C Parthasarthy , Sanjiv Agrawal.



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M.Com. Part I (W.E.F. June -2010)

Semester-IInd

Minor specialization 203 (H)/ Major specialization 204 (H)

Computer Applications for Business-II (Web Designing and Tools)

Semester Pattern: External Marks 60 (Theory) + Internal Marks 40 (Practicals) = Total Marks: 100 Lectures: 48

1. Internet

Lecture: 06

- Types of Networks, History & structure of the Internet
- Basic requirements of internet – Modem, browsers, gateways, leased lines, ISP
- Comparison of live web sites, domain types
- ISO-OSI seven layer model

2. HTML and CSS

Lecture: 12

- Introduction : Structure of HTML
- HTML Tags:
 - Block formatting tags
 - Form elements
 - Anchor, Image tags & script tags
 - Table tags
 - Frameset
- Introduction to CSS
- Typography
- Consistency
- Types of styles
- Specifying class within HTML document
- Text rollovers

3. Web Content & Designing

Lecture: 10

- Web page layout
- Site map
- Writing for the web
- Browser compatibility & display resolution
- Web navigation – Foundation of web navigation, step navigation, breadcrumb trail, tree navigation

4. Web Designing tools

Lecture: 12

- Front page
- Dream weaver

5. Open source HTML authoring tools

Lecture: 08

- Basic tools
- Advanced tools
- Introduction to Scripting

- Internal 40 marks will be allotted to the candidates on successful performance tested in internal practical examination of two hours duration. The examination will consist of two practical assignments, each carrying 15 marks. Besides, 5 marks are reserved for oral examination and 5 marks for practical record.

List of Practical on Minor specialization203 (H)/ Major specialization 204 (H) :Web Designing and Tools

1. Developing a web page using
Basic HTML tags
List , Hyperlinks
2. Develop a web page
Tables
Forms
3. Design a web page using
Frames
CSS
4. Develop a web page using Front page
Create a single page
Use hyperlinks (with multiple pages)
5. Develop a web page using Dream weaver.
6. Develop fully integrated web site using HTML/Front page/ Dream weaver.

REFERENCE BOOKS

- 1) Web designing in Nut Shell (Desktop Quick Reference) by Jennifer Niederst
Publication – O'Reilly publication
- 2) Designing web navigation by James Kalbach
Publication – O'Reilly publication
- 3) How to become web master in 21 days Publication – Techmedia publication
- 4) The Web collection revealed premium edition : Dream weaver CS4 & Photoshop CS4 by Sherry Bishop,
Jim Shuman, Elizabeth Eisner Reading, Delmar, Lengage Learning 2009 (ISBN : 1435482646)