



ADIKAVI NANNAYA UNIVERSITY :: RAJAHMAHENDRAVARAM  
B.Com-Computer Applications Syllabus (w.e.f:2020-21 A.Y)

UG Program (4 Years Honors)  
CBCS-2020-21

<b>B. Com</b>
<b>COMPUTER APPLICATIONS</b>



**SYLLABUS**

  
PRINC.  
Aditya Degree College  
KAKINADA

**ANNEXURE - III CBCS CURRICULAR FRAMEWORK (2020 - 21 ONWARDS) - B.Com., BBA, BCA etc.**

Subjects	SEM I		SEM II		SEM III		SEM IV		SEM V		SEM VI	
	Hrs/W	Credits	Hrs/W	Credits	Hrs/W	Credits	Hrs/W	Credits	Hrs/W	Credits	Hrs/W	Credits
<b>Languages</b>												
English	4	3	4	3	4	3						
Language (H/T/S)	4	3	4	3	4	3						
Life Skill Courses	2	2	2	2	2+2	2+2						
Skill Development Courses	2	2	2+2	2+2	2	2						
<b>Core Courses***</b>												
Core	5	4	5	4	5	4	5	4				
Core	5	4	5	4	5	4	5	4				
Core	5	4	5	4	5	4	5	4				
Core							5	4				
Core							5	4				
Core							5	4				
Core							5	4	5	4		
Core							5	4	5	4		
Core							5	4	5	4		
Core							5	4	5	4		
<b>(Domain Related) Skill Enhancement Courses**** (SECs)</b>												
Hrs/W (Academic Credits)	27	22	29	24	29	24	30	24	30	24	0	12
Project Work												
Extension Activities												
NCC/NSS/Sports/Extra Curricular								2				
Yoga						1		1				
Extra Credits												
Hrs/W (Total Credits)	27	22	29	24	29	25	30	27	30	24	0	12
											4	4

FIRST and SECOND PHASES (2 spells) of APPRENTICESHIP between 1st and 2nd year and between 2nd and 3rd year (two summer vacations).

THIRD PHASE of APPRENTICESHIP Entire 5th / 6th Semester



**PRINCIPAL**  
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**KAKINADA**



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM  
B.Sc/B.A/B.Com/BCA/BBM,etc. ENGLISH Syllabus (w.e.f:2020-21 A.Y)

UG(English)	Semester - I	Credits: 03
Course - I	A Course In Communication And Soft Skills	Hrs/Week: 04

**Learning Outcomes:**

**By the end of the course the learner will be able to :**

- Use grammar effectively in writing and speaking.
- Demonstrate the use of good vocabulary
- Demonstrate an understating of writing skills
- Acquire ability to use Soft Skills in professional and daily life.
- Confidently use the tools of communication skills

**UNIT I: Listening Skills**

- i. Importance of Listening
- ii. Types of Listening
- iii. Barriers to Listening
- iv. Effective Listening

**UNIT II: Speaking Skills**

- a. Sounds of English: Vowels and Consonants
- b. Word Accent
- c. Intonation

**UNIT III: Grammar**

- a) Concord
- b) Modals
- c) Tenses (Present/Past/Future)
- d) Articles
- e) Prepositions
- f) Question Tags
- g) Sentence Transformation (Voice, Reported Speech & Degrees of Comparison)
- h) Error Correction

**UNIT IV: Writing**

- v. Punctuation
- vi. Spelling
- vii. Paragraph Writing

**UNIT V: Soft Skills**

- a. SWOC
- b. Attitude
- c. Emotional Intelligence
- d. Telephone Etiquette
- e. Interpersonal Skills



### పాఠ్య ప్రణాళిక

యూనిట్-I

రాజనీతి - నన్నయ  
మహాభారతం-సభాపర్వం-ప్రథమాశ్వాసం-(26-57 పద్యాలు)

యూనిట్-II

దక్షయజ్ఞం - నన్నెచోడుడు  
కుమారసంభవం-ద్వితీయాశ్వాసం-(49-86 పద్యాలు)

యూనిట్-III

ధౌమ్య ధర్మోపదేశము - తిక్కన  
మహాభారతం-విరాటపర్వం-ప్రథమాశ్వాసం-(116-146) పద్యాలు

యూనిట్-IV

పలనాటి బెబ్బులి - శ్రీనాథుడు (పలనాటి వీరచరిత్ర-ద్విపద కావ్యం పుట 108-112  
'బాలచంద్రుడు భీమంబగు సంగ్రామం బొసర్చుట.. (108)..  
..... వెఱగంది కుంది' (112) సం. అక్కిరాజు ఉమాకాంతం  
ముద్రణ.వి.కె.స్వామి, బెజవాడ 1911.

యూనిట్-V

సీతారావణ సంవాదం - మొల్ల  
రామాయణము-సుందరకాండము-(40-87 పద్యాలు)

#### ◆వ్యాకరణం

సంధులు: ఉత్ప, త్రిక, ద్రుతప్రకృతిక, సుగాగమ, ద్విరుక్తటకారాదేశ, యణాదేశ, వృద్ధి, శ్చుత్వ, జశ్య, అనునాసిక సంధులు.

సమాసాలు: అవ్యయిభావ, తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి.

అలంకారాలు:

అర్థాలంకారాలు : ఉపమ, ఉత్పేక్ష, రూపక, స్వభావోక్తి, అర్థాంతరవ్యాస, అతిశయోక్తి.

శబ్దాలంకారాలు : అనుప్రాస (వృత్తనుప్రాస, చేకామప్రాస లాటానుప్రాస, అంత్యానుప్రాస)

చందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము;

జాతులు : కందం, ద్విపద; ఉపజాతులు : ఆటవెలది, తేటగీతి, సీసం మరియు ముత్యాలసరాలు



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM  
B.Sc/B.A/B.Com/BBA.,etc., SANSKRIT Syllabus (w.e.f:2020-21 A.Y)

UG Courses	Semester - I	Credits:03
Course: I	Poetry, Prose & Grammar	Hrs/Weeks:04

- UNIT – I OLD POETRY:**
1. "Arya Padukabhishekaha",  
Valmiki Ramayanam- Ayodhya Kanda, Sarga-100 Geetha Press,  
Gorakhpur.
  2. " YakshaPrasnaha", Mahabharatam of Vedavyasa,  
Vanaparva, Adhyaya -313, Geeta Press, Gorakhpur.
- UNIT – II MODERN POETRY:**
1. " Mevada Rajyastapanam" 4<sup>th</sup> Canto, Srimat Pratapa  
Ranayanam, Mahakavyam, Pt.Ogeti Parikshit sarma,  
Published by, Pt.Ogeti Parikshitsarma, 10/11,  
Sakal nagar, Pune, 1989.
  2. "VivekanandaSuktayaha", Vivekanandasuktisudha by  
Dr.SamudralaLakshmanaiah, Published by Author, 18-1-84, Yasoda  
Nagar, Tirupati. Selected Slokas 25.
- UNIT – III PROSE:**
1. "Atyuktataihi papapunyairihaiva phalamasnute",  
Hitopadesaha-Mitralabha 2 & 3 stories, Pages 61-84.
  2. " Sudraka -Veeravarakatha", Hitopadesaha-Vigraham,  
8<sup>th</sup> story, Pages 63-70,Chowkhamba krishadas academy,Varanasi,  
2006.
- UNIT - IV GRAMMAR:**
1. DECLENSIONS Nouns ending in vowels  
Deva, Kavi, Bhanu, Dhatru, Pitru, Go, Ramaa, Mati.
  2. CONJUGATIONS  
1<sup>st</sup> Conjugation - Bhoo, Gam, Shtha, Drusir, Labh, Mud.  
2<sup>nd</sup> Conjugation - As. 10<sup>th</sup> Conjugation – Bhaash.
- UNIT – V GRAMMAR:**
1. SANDHI - Swara Sandhi : Savarnadeergha, ayavayava,  
Guna, Vruddhi, yaanadesa.  
-Halsandhi: Schutva, Stutva, Anunasika. 2. SAMASA  
Dwandwa, Tatpurusha, Karmadharaya,, Dwigu.



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM  
B.Sc/B.A/B.Com General HINDI Syllabus (w.e.f.2020-21 A.Y)

UG(General HINDI)	Semester - I	Credits:03
Course :I	Prose, Short Stories, Grammar and Letter Writing	Hrs/Weeks:04

UNIT 1

गद्य संदेश (Prose)(सं. डा. वी. एल. नरसिंहम शिवकोटि)

1. साहित्य की महत्ता
2. मित्रता
- 3.पृथ्वीराज की आँखें

UNIT 2

कथा लोक (Short Stories)( सं. डा. घनश्याम)

- 1.मुक्तिपवन
- 2.गूढडसाई
- 3.उसने कहा था

UNIT 3

व्याकरण (Grammar)(सरल हिन्दी व्याकरण, दक्षिण भारत हिन्दी प्रचार सना, मद्रास)  
लिंग, वचन, काल, वाच्य।

UNIT 4

कार्यालयीन शब्दावली : अंग्रेजी से हिंदी और हिंदी से अंग्रेजी

(Changing Administrative Terminology Hindi to English and English to Hindi)

UNIT 5

पत्र लेखन : वैयक्तिक पत्र( छुट्टी पत्र, पिता, मित्र के नाम पत्र, पुस्तक विक्रेता के नाम पत्र)

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### 1. LIFE SKILL AND SKILL DEVELOPMENT COURSES

Life /Skill development courses: 4 courses of LSC and 4 courses of SDC with options

Each course of 2 hrs/ week containing 3 units of syllabi for 30 hrs teaching with 2 credits based on 50 marks evaluation. No internal assessment. University sem-end exam:50 marks (2 Hrs)

Question paper would be in two sections (Section A and Section B) for 50 marks

**Section A** consisting of 8 questions covering two questions from each unit and the remaining to be from any unit. Student has to write 4 questions and each question carries 5 marks (i.e., 5 X 4 = 20 marks). Each question to be answered with 5-7 points/10-15 lines of answer with necessary diagram/equations/figure/flow charts, if necessary.

**Section B** consisting of 6 questions covering all units (i.e., from each unit two questions to be given with either or choice). Student has to write 3 questions and Each question carries 10 marks. (i.e., 10 X 3 = 30 marks). Each question to be answered with 10 to 15 points or 20 to 35 lines along with diagrams/equations/ figure/flow charts, if necessary.

#### List of Life Skill courses

Sem	No. of Courses	Course name	Preferred teaching department
I	1	Human Values and Professional Ethics (HVPE)	English/Telugu/Any Dept.
		Entrepreneurship Development (ED)	Commerce
II	1	Information and Communication Technology (ICT)	Computers
		Indian Culture and Science (ICS)	History/Telugu
III	Compulsory	Environmental Education (EE)	Botany/Zoology/Environmental Science/ Any dept.
	1	Personality Development and Leadership (PDL)	English/Any Dept
		Analytical Skills (AS)	Maths/Statistics

#### List of Skill Development Courses along with their Semester-wise allotment with choices.

SEM	No. of courses	Names of courses	Preferred teaching department	
I	One	1. Tourism Guidance (or)	History/Any dept	
		2. Plant Nursery (or)	Botany	
		3. Electrical Appliances (or)	Physics	
		4. Insurance Promotion	Commerce	
II	Two (1 from A group and 1 from B Group)	'A' Group	1. Survey & Reporting (or)	Economics/History
			2. Business communication (or)	English
			3. Solar Energy (or)	Physics
			4. Agricultural Marketing	Commerce/Economics
		'B' Group	1. Social Work Methods (or)	Political science/social work
			2. Advertising (or)	Commerce
			3. Dairy Technology (or)	Zoology
			4. Performing Arts	Telugu
III	one	1. Disaster Management (or)	English/Telugu/Any dept	
		2. Online Business (or)	Commerce	
		3. Poultry Farming (or)	Zoology	
		4. Financial Markets	Economics/Commerce	



UG- LIFE SKILL COURSE  
HUMAN VALUES AND PROFESSIONAL ETHICS (HVPE)  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 hrs)
I	Life skill course	Human values and professional ethics (HVPE)	30	2	2	50 Marks

**Objective: Learning Outcome:** On completion of this course, the UG students will be able to

- Understand the significance of value inputs in a classroom and start applying them in their life and profession
- Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- Understand the value of harmonious relationship based on trust and respect in their life and profession
- Understand the role of a human being in ensuring harmony in society and nature.
- Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

**UNIT: 1 - Introduction – Definition, Importance, Process & Classifications of Value Education:**

Understanding the need, basic guidelines, content and process for Value Education Understanding the thought provoking issues; need for Values in our daily life Choices making – Choosing, Cherishing & Acting, Classification of Value Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

**UNIT: 2 - Harmony in the Family – Understanding Values in Human Relationships:**

Understanding harmony in the Family- the basic unit of human interaction, Understanding the set of proposals to verify the Harmony in the Family; Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship, Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs.

Understanding the Problems faced due to differentiation in Relationships. Understanding the harmony in the society (society being an extension of family): *Samadham, Samridhi, Abhay, Sah-astitva* as comprehensive Human Goals Visualizing a universal harmonious order in society- Undivided Society (*AkhandSamaj*), Universal Order (*SarvabhaumVyavastha*) - from family to world family.

**UNIT: 3 - Professional Ethics in Education:** Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships. Understanding the concepts; Positive co-operation, Respecting the competence of other professions. Understanding about Taking initiative and Promoting the culture of openness. Depicting Loyalty towards Goals and objectives.

**Text Books:**

1. R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.
2. Bhatia, R. & Bhatia, A (2015) Role of Ethical Values in Indian Higher Education.

**References books:**

1. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins
2. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
3. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
4. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome’s report, Universe Books.
5. A Nagraj, 1998, JeevanVidyaEkParichay, Divya Path Sansthan, Amarkantak.
6. P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
7. A N Tripathy, 2003, Human Values, New Age International Publishers.

**Co-curricular Activities:**

1. Visit to an Old Age Home and spending with the inmates for a day.
2. Conduct of Group Discussions on the topics related to the syllabus.
3. Participation in community service activities.
4. Working with a NGO like Rotary Club or Lions International, etc.





**UG- LIFE SKILL COURSE**  
**ENTREPRENEURSHIP DEVELOPMENT (ED)**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 hrs)
I	Life skill course	Entrepreneurship Development	30	2	2	50 Marks

**Course Objective:** A Generic Course that is intended to inculcate an integrated personal Life Skill to the student.

**Learning Outcomes:**

After successful completion of the course the student will be able to;

- Understand the concept of Entrepreneurship, its applications and scope.
- Know various types of financial institutions that help the business at Central, State and Local Level
- Understand Central and State Government policies, Aware of various tax incentives, concessions
- Applies the knowledge for generating a broad idea for a starting an enterprise/start up
- Understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility.

**Unit-I: Entrepreneurship:** Definition and Concept of entrepreneurship - Entrepreneur Characteristics – Classification of Entrepreneurs –Role of Entrepreneurship in Economic Development –Start-ups.

**Unit-II: Idea Generation and Project Formulation:** Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Preparation of Project Report –Contents; Guidelines for Report preparation – Project Appraisal Techniques –Economic Analysis-Financial Analysis-Market Analysis.

**Unit-III: Institutions Supporting and Taxation Benefits:** Central level Institutions: NABARD; SIDBI,- State Level Institutions –DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions.

**Reference Books:**

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
7. Peter F. Drucker, Innovation and Entrepreneurship
8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities
9. Dr B E V L Naidu, Entrepreneurship. Seven Hills Publishers

**Suggested Co-Curricular Activities (As far as possible)**

1. Group Discussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outline Report
5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.
6. Chart showing tax concessions to SSI, MSME both direct and indirect.



UG- SKILL DEVELOPMENT COURSE  
**TOURISM GUIDANCE**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
I	Skill Development Course	Tourism Guidance	30	2	2	50 Marks

**Learning Outcomes:**

By successful completion of the course, students will be able to:

- Understand the basic tourism aspects .
- Comprehend the requirements, role and responsibilities of profession of a Tourist Guide
- Apply the knowledge acquired in managing different groups and guiding in a tour
- Explain basic values related to tourism and heritage

**Unit I:** (06 hrs)

Tourism – What is Tourism - Characteristics of Tourist Places – Guidance in Tourism - Meaning of Guidance – Types of Tour Guidance - Government/Department Regulations

**Unit II:** (10 hrs)

Types of Guides – Characteristics of a Guide - Duties and Responsibilities of a Guide - The Guiding Techniques –Guide’s personality- Training Institutions – Licence.  
Leadership and Social Skills - Presentation and Communication Skills - Working with different age and linguistic groups - Working under difficult circumstances – Precautions at the site -Relationship with Fellow Guides and Officials.

**Unit III:** (10 hrs)

Guest Relationship Management- Personal and Official - Arrangements to Tourists – Coordinating transport - VISA/Passport -Accident/Death -Handling Guests with Special Needs/ Different Abilities – Additional skills required for Special/Adventure Tours - Knowledge of Local Security and Route Chart – Personal Hygiene and Grooming - Checklist - Code of Conduct

**Co-curricular Activities Suggested:** (04 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Invited lecture/training by local tourism operators/expert/guides
3. Visit to local Tourism Department office and a tourist service office
4. Organisation of college level short-duration tours to local tourist sites.

**Reference Books:**

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text, Anmol Publications Pvt. Limited, New
3. Pat Yale(1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi
4. Websites on Tourism guidance.



UG- SKILL DEVELOPMENT COURSE  
**PLANT NURSERY**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
1	Skill Development Course	Plant Nursery	30	2	2	50 Marks

**Learning Outcomes:** On successful completion of this course students will be able to;

- Understand the importance of a plant nursery and basic infrastructure to establish it.
- Explain the basic material, tools and techniques required for nursery.
- Demonstrate expertise related to various practices in a nursery.
- Comprehend knowledge and skills to get an employment or to become an entrepreneur in plant nursery sector.

**Unit-1: Introduction to plant nursery:** (06 Hrs)

1. Plant nursery: Definition, importance.
2. Different types of nurseries –on the basis of duration, plants produced, structure used.
3. Basic facilities for a nursery; layout and components of a good nursery.
4. Plant propagation structures in brief.
5. Bureau of Indian Standards (BIS-2008) related to nursery.

**Unit- 2: Necessities for nursery:** (09 Hrs)

1. Nursery beds – types and precautions to be taken during preparation.
2. Growing media, nursery tools and implements, and containers for plant nursery, in brief.
3. Seeds and other vegetative material used to raise nursery in brief.
4. Outlines of vegetative propagation techniques to produce planting material.
5. Sowing methods of seeds and planting material.

**Unit-3: Management of nursery:** (09 Hrs)

1. Seasonal activities and routine operations in a nursery.
2. Nursery management – watering, weeding and nutrients; pests and diseases.
3. Common possible errors in nursery activities.
4. Economics of nursery development, pricing and record maintenance.
5. Online nursery information and sales systems.

**Suggested Co-curricular activities:** (6 Hrs)

1. Assignments/Group discussion/Quiz/Model Exam.
2. Demonstration of nursery bed making.
3. Demonstration of preparation of media for nursery.
4. Hands on training on vegetative propagation techniques.
5. Hands on training on sowing methods of seeds and other material.
6. Invited lecture cum demonstration by local expert.
7. Watching videos on routine practices in plant nurseries.
8. Visit to an agriculture/horticulture /forest nursery.
9. Case study on establishment and success of a plant nursery.

**Reference books:**

1. Ratha Krishnan, M., et.al. (2014) *Plant nursery management: Principles and practices*, Central Arid Zone Research Institute (ICAR), Jodhpur, Rajasthan
2. Kumar, N., (1997) *Introduction to Horticulture*, Rajalakshmi Publications, Nagercoil.
3. Kumar Mishra, K., N.K. Mishra and Satish Chand (1994) *Plant Propagation*, John Wiley & Sons, New Jersey.



UG- SKILL DEVELOPMENT COURSE  
ELECTRICAL APPLIANCES  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
I	Skill Development Course	Electrical Appliances	30	2	2	50 Marks

**Learning Outcomes:** By successful completion of the course, students will be able to:

- Acquire necessary skills/hand on experience/ working knowledge on multimeters, galvanometers, ammeters, voltmeters, ac/dc generators, motors, transformers, single phase and three phase connections, basics of electrical wiring with electrical protection devices.
- Understand the working principles of different household domestic appliances.
- Check the electrical connections at house-hold but will also learn the skill to repair the electrical appliances for the general troubleshoots and wiring faults.

**UNIT-I :**

**(6 hrs)**

Voltage, Current, Resistance, Capacitance, Inductance, Electrical conductors and Insulators, Ohm's law, Series and parallel combinations of resistors, Galvanometer, Ammeter, Voltmeter, Multimeter, Transformers, Electrical energy, Power, Kilowatt hour (kWh), consumption of electrical power

**UNIT-II :**

**(10 hrs)**

Direct current and alternating current, RMS and peak values, Power factor, Single phase and three phase connections, Basics of House wiring, Star and delta connection, Electric shock, First aid for electric shock, Overloading, Earthing and its necessity, Short circuiting, Fuses, MCB, ELCB, Insulation, Inverter, UPS

**UNIT-III:**

**(10 hrs)**

Principles of working, parts and servicing of Electric fan, Electric Iron box, Water heater; Induction heater, Microwave oven; Refrigerator, Concept of illumination, Electric bulbs, CFL, LED lights, Energy efficiency in electrical appliances, IS codes & IE codes.

**Co-curricular Activities (Hands on Exercises):**

**(04 hrs)**

[Any four of the following may be taken up]

1. Studying the electrical performance and power consumption of a given number of bulbs connected in series and parallel circuits.
2. Measuring parameters in combinational DC circuits by applying Ohm's Law for different resistor values and voltage sources
3. Awareness of electrical safety tools and rescue of person in contact with live wire.
4. Checking the specific gravity of lead acid batteries in home UPS and topping-up with distilled water.
5. Identifying Phase, Neutral and Earth on power sockets.
6. Identifying primary and secondary windings and measuring primary and secondary voltages in various types of transformers.
7. Observing the working of transformer under no-load and full load conditions.
8. Observing the response of inductor and capacitor with DC and AC sources.
9. Observing the connections of elements and identify current flow and voltage drops.
10. Studying electrical circuit protection using MCBs, ELCBs
11. Assignments, Model exam etc.

**Reference Books:**

1. A Text book on Electrical Technology, B.L.Theraja, S.Chand& Co.,
2. A Text book on Electrical Technology, A.K.Theraja.
3. Performance and design of AC machines, M.G.Say, ELBSEdn.,
4. Handbook of Repair & Maintenance of domestic electronics appliances; BPB Publications
5. Consumer Electronics, S.P.Bali, Pearson
6. Domestic Appliances Servicing, K.P.Anwer, Scholar Institute Publications



**UG- SKILL DEVELOPMENT COURSE**  
**INSURANCE PROMOTION**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
1	Skill Development Course	Insurance Promotion	30	2	2	50 Marks

**Learning Outcomes:**

By successful completion of the course, students will be able to;

- Understand the field level structure and functioning of insurance sector and it's role in protecting the risks.
- Comprehend pertaining skills and their application for promoting insurance coverage
- Prepare better for the Insurance Agent examination conducted by IRDA
- Plan 'promoting insurance coverage practice' as one of the career options.

**UNIT I:**

**Section I:** (06 Hrs)

Introduction of Insurance - Types of insurances. Growth of Insurance sector in India - Regulatory mechanism (IRDA) - Its functions

**UNIT II:**

**Section II:** (10 Hrs)

Life Insurance plans. Health insurance plans. Products and features. Contents of documents- Sales Promotion methods - Finding prospective customers -Counselling - Helping customers in filing - Extending post-insurance service to customers.

**UNIT III:**

**Section III:** (10 Hrs)

General Insurance - It's products (Motor, Marine, Machinery, Fire, Travel and Transportation) and features. Contents of documents. Dealing with customers - Explaining Products to Customers - Promoting Customer loyalty. Maintenance of Records.

**Co-curricular Activities Suggested:**

(4 hrs)

1. Collection of pamphlets of various insurance forms and procedures
2. Invited Lectures by Development Officers concerned
3. Mock practice of selling of insurance products
4. Preparation of working documents
5. Assignments, Group discussion, Quiz etc.

**Reference books:**

1. Principles of Insurance, Himalaya publishing House
2. Principles and Practice of Insurance, "
3. Fundamentals of insurance, "
4. Life and General Insurance Management, "
5. Financial services, Tata McGraw hill
6. Insurance Principles and Practices, Sultan Chand & Sons
7. Websites on insurance promotion



**ADIKAVI NANNAYA UNIVERSITY :: RAJAHMAHENDRAVARAM**  
**B.Com-Computer Applications Syllabus (w.e.f:2020-21 A.Y)**

**DETAILS OF COURSES TITLES AND CREDITS**

Sem	Course No	Course Name	Course Type (T/P/L)	Hrs/Week		Credits	Max. Marks	Max. Marks
				Commerce :5	Commerce :4			
I	1A	Fundamentals of Accounting	T	5	4	4	25	75
	1B	Business Organization and Management	T	5	4	4	25	75
	1C	Information Technology	T+L	3+2	3+1	4	25	75
II	2A	Financial Accounting	T	5	4	4	25	75
	2B	Business Economics	T	5	4	4	25	75
	2C	E-Commerce and Web Designing	T+L	3+2	3+1	4	25	75
III	3A	Advanced Accounting	T	5	4	4	25	75
	3B	Business Statistics	T	5	4	4	25	75
	3C	Programming with C & C++	T+L	3+2	3+1	4	25	75
IV	4A	Corporate Accounting	T	5	4	4	25	75
	4B	Cost and Management Accounting	T	5	4	4	25	75
	4C	Income Tax	T	5	4	4	25	75
	4D	Business Laws	T	5	4	4	25	75
	4E	Auditing	T	5	4	4	25	75
	4F	Data Base Management System	T+L	3+2	3+1	4	25	75

Note: \* Course Type Code : T-Theory, L - Lab, P: Problem solving

- Proposed combination subjects:** Accounting and Commerce.
- Student eligibility for joining in the course:** 10+2 (any discipline), Open Inter School and its equivalent.
- Faculty eligibility for teaching the course:** Passed Post Graduation Degree with relevant specialization and also having higher qualification like SET/NET/Ph. D.
- List of Proposed Skill enhancement courses with syllabus, if any.
- Any newly proposed Skill development/Life skill courses with draft syllabus and required resources.
- Required instruments/software/ computers for the course (Lab/Practical course-wise required i.e., for a batch of 15 students).



4.Details of course-wise Syllabus:

**DETAILS OF COURSE WISE SYLLABUS FOR THEORY & MODEL QUESTION COURSES**

<b>B.Com</b>	<b>Semester: I</b>	<b>Credits: 4</b>
<b>Course: 1A</b>	<b>FUNDAMENTALS OF ACCOUNTING</b>	<b>Hrs/Wk: 5</b>

**Learning Outcomes:**

At the end of the course, the student will able to

- Identify transactions and events that need to be recorded in the books of accounts.
- Equip with the knowledge of accounting process and preparation of final accounts of sole trader.
- Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.
- Analyze the difference between cash book and pass book in terms of balance and make reconciliation.
- Critically examine the balance sheets of a sole trader for different accounting periods.
- Design new accounting formulas & principles for business organisations.

**UNIT I:**

**Introduction :**Need for Accounting – Definition – Objectives, – Accounting Concepts and Conventions – GAAP - Accounting Cycle - Classification of Accounts and its Rules – BookKeeping and Accounting - Double Entry Book-Keeping - Journalizing - Posting to Ledgers, Balancing of Ledger Accounts (including Problems).

**UNIT II:**

**Subsidiary Books:** Types of Subsidiary Books - Cash Book, Three-column Cash Book- Petty Cash Book (including Problems).

**UNIT III:**

**Trial Balance and Rectification of Errors:** Preparation of Trial balance - Errors – Meaning – Types of Errors – Rectification of Errors – Suspense Account (including Problems)

**UNIT IV:**

**Bank Reconciliation Statement:**Need for Bank Reconciliation - Reasons for Difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement - Problems on both Favourable and Unfavourable Balance (including Problems).

**UNIT V:**

**Final Accounts:** Preparation of Final Accounts: Trading account – Profit and Loss account – Balance Sheet – Final Accounts with Adjustments (including Problems).

**TEXT BOOKS:**

1. Ranganatham G and Venkataramanaiah, Fundamentals of Accounting, S Chand Publications.
2. T.S.Reddy& A. Murthy, Financial Accounting, Margham Publications.
3. S N Maheswari and SK Maheswari, Financial Accounting, Vikas Publications.
4. R L Gupta & V K Gupta, Principles and Practice of Accounting, Sultan Chand & Sons.
5. S.P. Jain & K.L Narang, Accountancy-I, Kalyani Publishers.
6. Tulasian, Accountancy -I, Tata McGraw Hill Co.



<b>B.Com</b>	<b>Semester: I</b>	<b>Credits: 4</b>
<b>Course: 1B</b>	<b>BUSINESS ORGANIZATION AND MANAGEMENT</b>	<b>Hrs/Wk: 5</b>

**Learning Outcomes:**

At the end of the course, the student will be able to:

- Understand different forms of business organizations.
- Comprehend the nature of Joint Stock Company and formalities to promote a Company.
- Describe the Social Responsibility of Business towards the society.
- Critically examine the various organizations of the business firms and judge the best among them.
- Design and plan to register a business firm. Prepare different documents to register a company at his own.
- Articulate new models of business organizations.

**UNIT I:**

**Introduction Concepts of Business, Trade, Industry and Commerce:** Business – Meaning, Definition, Features and Functions of Business - Trade Classification – Aids to Trade – Industry Classification and Commerce - Factors Influencing the Choice of Suitable form of Organisation.

**UNIT II:**

**Forms of Business Organizations:** Features, Merits and Demerits of Sole Proprietor Ship and Partnership Business - Features Merits and Demerits of Joint Stock Companies - Public Sector Enterprises (PSEs) - Multinational Corporations (MNCs)- Differences between Private Limited Public Limited Company.

**UNIT III:**

**Company Incorporation:** Preparation of Important Documents for Incorporation of Company - Certificate of Incorporation and Certificate of Commencement of Business - Contents of Memorandum and Articles of Association - Contents of Prospectus.

**UNIT IV:**

**Management:** Meaning Characteristics - Fayol's 14 Principles of Management - Administration Vs Management - Levels of Management.

**UNIT V:**

**Functions of Management:** Different Functions of Management - Meaning – Definition – Characteristics Merits and Demerits of Planning - Principles of Organisation – Line and staff of Organisation.

**REFERENCE BOOKS:**

1. Industrial Organization and Management, C.B.Guptha, Sultan Chand.
2. Business Organization - C.D.Balaji and G. Prasad, Margham Publications, Chennai.
3. Business Organization -R.K.Sharma and Shashi K Gupta, Kalyani Publications.
4. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers
5. Business Organization & Management: C.R. Basu, Tata McGraw Hill
6. Business Organization & Management: M.C. Shukla S. Chand,
7. Business Organisation and Management, Dr.NeeruVasishth, Tax Mann Publications.
8. Business Organisation and Management, Dr B E V L Naidu, Seven Hills International Publishers, Hyderabad .





B Com	Semester: I(Computer Applications)	Credits: 4
Course: 1C	INFORMATION TECHNOLOGY	Hrs/Wk: 5

**Learning Outcomes:**

At the end of the course, the students is expected to DEMONSTRATE the following cognitive abilities (thinking skill) and psychomotor skills.

**A. Remembers and states in a systematic way (Knowledge).**

1. Describe the fundamental hardware components that make up a computer's hardware and the role of each of these components.
2. Understand the difference between an operating system and an application program, and what each is used for in a computer.
3. Use technology ethically, safely, securely, and legally.
4. Use systems development, word-processing, spreadsheet, and presentation software to solve basic information systems problems.

**B. Explains (Understanding).**

5. Apply standard statistical inference procedures to draw conclusions from data.
6. Retrieve information and create reports from databases.
7. Interpret, produce, and present work-related documents and information effectively and accurately

**C. Critically examines, using data and figures (Analysis and Evaluation\*\*).**

8. Analyse compression techniques and file formats to determine effective ways of securing, managing, and transferring data.
9. Identify and analyse user needs and to take them into account in the selection, creation, integration, evaluation, and administration of computing based systems.
10. Analyse a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.
11. Identify and analyse computer hardware, software

**D. Working in 'Outside Syllabus Area' under a Co-curricular Activity(Creativity) Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.**

**E. Efficiently learn and use Microsoft Office applications.**

**UNIT I:**

**Introduction:** Computer Definition - Characteristics and Limitations of Computer Hardware—Generations of Computer, Classification of Computers, Applications of Computer, Basic Components of PC, Computer Architecture - Primary and Secondary Memories- Input and Output Devices- Operating System- Function of Operating System- Types of Operating System- Languages and its Types.

**UNIT II:**

**MS word:** Word Processing – Features-Advantages and Applications- Parts of Word Window- Toolbar- Creating, Saving, Closing, Opening and Editing of a Document-Moving and Copying a Text-Formatting of Text and Paragraph- Bullets and Numbering-Find and Replace - Insertion of objects-Headers and Footers- Page Formatting- Auto Correct- Spelling and Grammar- Mail Merge- Macros.

**UNIT III:**

**MS Excel:**

Features – Spread Sheet-Workbook – Cell-Parts of a window-Saving, Closing, Opening of a Work Book – Editing – Advantages – Formulas- Types of Function- Templates – Macros – Sorting- Charts – Filtering – Consolidation – Grouping- Pivot Table.



**UNIT IV:**

**MS Power point:** Introduction – Starting – Parts-Creating of Tables- Create Presentation – Templates- Auto Content Wizard-Slide Show-Editing of Presentation-Inserting Objects and charts.

**UNIT V:**

**MS Access:** Orientation to Microsoft Access - Create a Simple Access Database - Working with Table Data - Modify Table Data - Sort and Filter Records - Querying a Database - Create Basic Queries - Sort and Filter Data in a Query - Perform Calculations in a Query - Create Basic Access Forms - Work with Data on Access Forms - Create a Report - Add Controls to a Report - Format Reports.

**ONLINE RESOURCES:**

- <https://support.office.com/en-us/office-training-center>
- <https://www.skillshare.com/browse/microsoft-office>
- [https://www.tutorialspoint.com/computer\\_fundamentals/index.htm](https://www.tutorialspoint.com/computer_fundamentals/index.htm)
- <https://www.javatpoint.com/computer-fundamentalstutorial>
- <https://edu.gcfglobal.org/en/subjects/office/>
- <https://www.microsoft.com/en-us/learning/training.aspx>

**PRACTICAL COMPONENT: @ 2 HOURS/WEEK/BATCH .**

- MS word creation of documents letters invitations etc, tables, mail merge, animations in word, formatting text.
- MS Excel performing different formulas, creating charts, macros.
- MS power point slide creation, creation of animation.
- MS Access creation of database, forms and reports

**RECOMMENDED CO-CURRICULAR ACTIVITIES:**

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

**Measurable**

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging).
2. Student seminars (on topics of the syllabus and related aspects (individual activity)).
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams)).
4. Field studies (individual observations and recordings as per syllabus content and related areas (Individual or team activity)).
5. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity)).

**General.**

1. Group Discussion.
2. Visit to Software Technology parks / industries

**RECOMMENDED CONTINUOUS ASSESSMENT METHODS:**

Some of the following suggested assessment methodologies could be adopted:

1. The oral and written examinations (Scheduled and surprise tests).
2. Closed-book and open-book tests.
3. Coding exercises.
4. Practical assignments and laboratory reports.
5. Observation of practical skills.
6. Individual and group project reports.
7. Efficient delivery using seminar presentations.
8. Viva voce interviews.
9. Computerized adaptive testing, literature surveys and evaluations.
10. Peers and self-assessment, outputs form individual and collaborative work.



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM  
B.Sc/B.A/B.Com/BCA/BBM,etc. ENGLISH Syllabus (w.e.f:2020-21 A.Y)

UG(English)	Semester -II	Credits: 03
Course - 2	A Course In Reading & Writing Skills	Hrs/Week: 04

**Learning Outcomes:**

**By the end of the course the learner will be able to :**

- Use reading skills effectively
- Comprehend different texts
- Interpret different types of texts
- Analyse what is being read
- Build up a repository of active vocabulary
- Use good writing strategies
- Write well for any purpose
- Improve writing skills independently for future needs

**UNIT I:**

**Prose** : 1. How to Avoid Foolish Opinions Bertrand Russell

**Skills** : 2. Vocabulary: Conversion of Words

: 3. One Word Substitutes

: 4. Collocations

**UNIT II:**

**Prose** : 1. The Doll's House Katherine Mansfield

**Poetry** : 2. Ode to the West Wind P B Shelley

**Non-Detailed Text** : 3. Florence Nightingale Abrar Mohsin

**Skills** : 4. Skimming and Scanning

**UNIT III:**

**Prose** : 1. The Night Train at Deoli Ruskin

**BondPoetry** : 2. Upagupta Rabindranath

Tagore

**Skills** : 3. Reading Comprehension

: 4. Note Making/Taking

**UNIT IV**

**Poetry** : 1. Coromandel Fishers Sarojini Naidu

**Skills** : 2. Expansion of Ideas

: 3. Notices, Agendas and Minutes

**UNIT V:**

**Non-Detailed Text** : 1. An Astrologer's Day R K Narayan

**Skills** : 2. Curriculum Vitae and Resume

: 3. Letters

: 4. E-Correspondence



### పాఠ్య ప్రణాళిక

#### యూనిట్-I : ఆధునిక కవిత్వం

1. ఆధునిక కవిత్వం- పరిచయం
2. కొండవీడు - దువ్వూరి రామిరెడ్డి  
(‘కవికోకిల’ గ్రంథావళి-ఖండకావ్యాలు-నక్షత్రమాల సంపుటి నుండి)
3. మాతృసంగీతం - అనిసెట్టి సుబ్బారావు (‘అగ్నివీణ’ కవితాసంపుటి నుండి)
4. ‘తాతకో నూలుపోగు’ - బండారు ప్రసాదమూర్తి (‘కలనేత’ కవితాసంపుటి నుండి)

#### యూనిట్-II : కథానిక

5. తెలుగు కథానిక - పరిచయం
6. భయం (కథ) - కాళీపట్నం రామారావు
7. స్వేదం ఖరీదు....? - (కథ) - రెంటాల నాగేశ్వరరావు

#### యూనిట్-III : నవల

8. తెలుగు ‘నవల’ - పరిచయం
9. రథచక్రాలు (నవల) - మహీధర రామ్మోహన రావు (సంక్షిప్త ఇతివృత్తం మాత్రం)
10. రథచక్రాలు (సమీక్షా వ్యాసం) - డా॥ యల్లాప్రగడ మల్లికార్జునరావు

#### యూనిట్-IV: నాటకం

11. తెలుగు ‘నాటకం’ - పరిచయం
12. యక్షగానము (నాటిక) - ఎం.వి.ఎస్. హరనాథరావు.
13. “అపురూప కళారూపాల విధ్వంసదృశ్యం ‘యక్షగానము’ (సమీక్షా వ్యాసం)”  
-డా॥కందిమళ్ళసాంబశివరావు

#### యూనిట్-V: విమర్శ

14. తెలుగు సాహిత్య విమర్శ - పరిచయం
15. విమర్శ-స్వరూప స్వభావాలు; ఉత్తమ విమర్శకుడు-లక్షణాలు



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM  
B.Sc/B.A/B.Com General HINDI Syllabus (w.e.f:2020-21 A.Y)

UG(General HINDI)	Semester - II	Credits:03
Course : 2	Prose, Short Stories, Grammar and Letter Writing	Hrs/Weeks:04

Unit 1

गद्य संदेश (Prose) (सं. डा.वी.एलण्णरसिंहम शिवकोटि)

1. बिंदा
2. भारत एक है
3. एच.आई.वी/एड्स

Unit 2

कथा लोक (Short Stories) (सं. डा. घनश्याम)

1. भूख हडताल
2. परमात्मा का कुत्ता
3. और वह पढ गई...

Unit 3

व्याकरण (Grammar) (सरल हिन्दी व्याकरण, दक्षिण भारत हिन्दी प्रचार सभा, मद्रास)

संधि विच्छेद, वाक्यों की शुद्धि

Unit 4

कार्यालयीन हिंदी : पदनाम ... हिंदी से अंग्रेजी और अंग्रेजी से हिंदी

(Changing Administrative Terminology Hindi to English and English to Hindi)

Unit 5

पत्र लेखन : (Letter Writing)

नौकरी के लिए आवेदन पत्र

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ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM  
B.Sc/B.A/B.Com/BBA.,etc., SANSKRIT Syllabus (w.e.f:2020-21 A.Y)

UG Courses	Semester - II	Credits:03
Course: 2	Poetry, Prose & Grammar	Hrs/Weeks:04

- UNIT – I OLD POETRY:**
1. "Indumateeswayamvaram", Raghuvamsam of kalidasa, 6<sup>th</sup> canto, Chowkhamba krishadas academy, Varanasi-2012.
  2. "Deekshaapradanam", Buddacharitam of Aswagosh, 16<sup>th</sup> canto. Selected verses.
- UNIT – II MODERN POETRY:**
1. "Gangavataranam", Bhojas Champu Ramayanam, Balakanda.
  2. "Mohapanodaha", 4<sup>th</sup> cant. Dharma Souhрудam by P.Pattabhi Ramarao, , Published by Author, Ramanth Nagar.
  3. "VandeKasmeerabharatam", by Doolypala Ramakrishna from Samskrita pratibha, sahitya academy, New Delhi -2018.
- UNIT – III PROSE:**
1. "Avantisundarikatha", 5<sup>th</sup> Chapter. Dasakumara Charitam, Purva peetika.
  2. "Charudattacharitam", Bhasakathasaraha by Y.Mahalingasastry.
- UNIT - IV GRAMMAR:**
1. **DECLENSIONS** :Nouns ending in vowels  
Nadee, Janu, vadhoo, Matru, Phala, Vaari & Madhu.
  2. **CONJUGATIONS**  
III Conjugation- Yudh, IV Conjugation- Ish, VIII Conjugation- Likh, Kru, IX Conjugation- Kreen X, Conjugation-Kath, Ram, Vand.
- UNIT – V GRAMMAR:**
1. **SANDHI** - Halsandhi : Latva, Jastva  
-Visarga sandhi: Utva, Visargalopa, Rephadesa, Ooshma.
  2. **SAMASA**  
Avyayeebhava, Bahruvrihi.



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM  
UG – Life Skill and Skill Development Course Syllabus (2020-21)

UG- LIFE SKILL COURSE  
INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 hrs)
II	Life skill course	Information and Communication Technology (ICT)	30	2	2	50 Marks

**Objectives:** This course aims at acquainting the students with basic ICT tools which help them in their day to day and life as well as in office and research.

**Course outcomes:** After completion of the course, student will be able to;

- Understand the literature of social networks and their properties.
- Explain which network is suitable for whom.
- Develop skills to use various social networking sites like twitter, flickr, etc.
- Learn few GOI digital initiatives in higher education.
- Apply skills to use online forums, docs, spreadsheets, etc for communication, collaboration and research.
- Get acquainted with internet threats and security mechanisms.

**UNIT-I: Fundamentals of Internet:** What is Internet?, Internet applications, Internet Addressing – Entering a Web Site Address, URL–Components of URL, Searching the Internet, Browser–Types of Browsers, Introduction to Social Networking: Twitter, Tumblr, LinkedIn, Facebook, flickr, Skype, yahoo, YouTube, WhatsApp.

**UNIT-II: E-mail:** Definition of E-mail -Advantages and Disadvantages –User Ids, Passwords, Email Addresses, Domain Names, Mailers, Message Components, Message Composition, Mail Management. G-Suite: Google drive, Google documents, Google spread sheets, Google Slides and Google forms.

**UNIT-III:** Overview of Internet security, E-mail threats and secure E-mail, Viruses and antivirus software, Firewalls, Cryptography, Digital signatures, Copyright issues. What are GOI digital initiatives in higher education? (SWAYAM, Swayam Prabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, e-acharya, e-Yantra and NPTEL).

**RECOMMENDED CO-CURRICULAR ACTIVITIES:** Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self independent and group learning.

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz and Group Discussion
4. Slip Test
5. Try to solve MCQ's available online.
6. Suggested student hands on activities:
  - a. Create your accounts for the above social networking sites and explore them, establish a video conference using Skype.
  - b. Create an Email account for yourself- Send an email with two attachments to another friend. Group the email addresses use address folder.
  - c. Register for one online course through any of the online learning platforms like NPTEL, SWAYAM, Alison, Codecademy, Coursera. Create a registration form for your college campus placement through Google forms.

**Reference Books:**

1. In-line/On-line: Fundamentals of the Internet and the World Wide Web, 2/e –By Raymond Green law and Ellen Hepp, Publishers: TMH
2. Internet technology and Web design, ISRD group, TMH.
3. Information Technology – The breaking wave, Dennis P.Curtin, Kim Foley, Kunai Sen and Cathleen Morin, TMH.



UG- LIFE SKILL COURSE  
INDIAN CULTURE AND SCIENCE(ICS)  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam(2 Hrs)
II	Life skill course	Indian culture and science(ICS)	30	2	2	50 Marks

**Learning Outcomes:** By successful completion of the course, students will be able to:

- Understand the evolution of India's culture
- Analyze the process of modernization of Indian society and culture from past to future
- Comprehend objective education and evaluate scientific development of India in various spheres
- Inculcate nationalist and moral fervour and scientific temper

**Unit – I: Unity in Diversity in India:**

(09 hrs)

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity The Bhakti (Vishnavite and Saivaite) and Sufi Movements. The concepts of seela, karuna, kshama, maitri, vinaya, santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting - Craftsmanship in cloth, wood, clay, metal and ornaments Cultural diversity, Monogamy, Family system, Important seasonal festivals

**Unit – II: Social Reforms and Modern Society:**

(09 hrs)

Reforms by Basaveswara - Raja Rama Mohan Roy – Dayananda Saraswathi –Swamy Vivekananda –Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana,Veerabrahmam, Gurajada, Veeresalingam and Gurram Jashua (only reforms in brief, biographies not needed). Modern Society: Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

**Unit – III: Science and Technology:**

(11 hrs)

Objectivity and Scientific Temper – Education on Scientific lines (Bloom's Taxonomy) - Online Education. Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages

**Co-curricular Activities Suggested:** Assignments, Group discussions, Quiz etc

1. Invited Lecture by a local expert
2. Visit to a scientific institutions, local heritage sites, museums, industries etc.

**Reference Books:**

1. History of India and Culture (Upto 1526 A.D), Telugu Academy
2. History of India and Culture (1526 A.D to 1964), Telugu Academy
3. Basham, A.L (ed), A Cultural History of India
4. Hana S. Noor Al-Deen&J.A.Hendricks, Social Media : Usage and Impact
5. Bipan Chandra, Aditya Mukherjee, Mridula Mukherjee, India After Independence
6. S.K.Thakur, ISRO: History and Achievements
7. V. Ramakrishna, Social Reform Movement Andhra, Vikas Publications





UG- SKILL DEVELOPMENT COURSE  
**SURVEY & REPORTING**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'A'	Survey & Reporting	30	2	2	50 Marks

**Learning Outcomes:**

After successful completion of this course, the student will be able to:

- Understand the basics of survey and reporting needs and methods
- Comprehend designing of a questionnaire
- Conduct a simple and valid survey and Collect data
- Organize and interpret data and Prepare and submit report.

**Unit I: (08Hrs)**

Survey: Meaning and Definition –Identifying need for survey - Identifying Sample –Characteristics of Sample - Types of Survey – Survey Methods – Advantages and Disadvantages of Survey – Essential Steps in Survey – Online Survey.

**Unit II: (09Hrs)**

Preparing Questionnaire: Types and Parts of Questionnaire – Qualities of good Questionnaire – Precautions in Preparing Questionnaire. Administering/Piloting Questionnaire –Collection of data - Dealing with People – Maintaining objectivity/neutrality.

**Unit III: (10 Hrs):** Methods of Organizing data – Forms of data presentation - Tables and Figures – Basic Statistical Methods of Analysis of data –Percentages - Mean, Mode and Median –Simple Ways of showing Results– Tables/Graphs/Diagrams

Report Writing: Forms of Reporting - Parts of a Report - Title page to Acknowledgements - Characteristics of a Good Report – Style of language to be used - Explaining Data in the Report – Writing fact-based Conclusions – making Recommendations – Annexing required material.

**Recommended Co-curricular Activities (3 hrs):**

1. Invited Lecture/Training by a Local Expert
2. Collection and study of questionnaires
3. Preparation of sample questionnaire and conduct a live sample survey
4. Preparation of a sample Report
5. Assisting a real time field survey and report writing
6. Assignments, Group discussion, Quiz etc.

**Reference books:**

1. Denscombe M., The Good Research Guide: For Small-Scale Social Research Projects, Open Uni. Press, 1998
2. Sudman S &Bradburn N.M., Asking Questions, 1973



UG- SKILL DEVELOPMENT COURSE  
**BUSINESS COMMUNICATION**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group 'A'	Course Title	Hrs/ Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course		Business Communication	30	2	2	50 Marks

**Learning Outcomes:**

After successful completion of this course, students will be able to;

- Understand the types of business communication and correspondence
- Comprehend the processes like receiving, filing and replying
- Acquire knowledge in preparing good business communications
- Acquaint with organizational communication requirements and presentations.

**UNIT I:**

**(06hrs)**

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

**UNIT II:**

**(10hrs)**

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations– Online communications.

**UNIT III:**

**(10hrs)**

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication - Preparation of business meeting agenda – agenda notes - minutes –circulation of minutes – Presentations of communication using various methods.

**Recommended Co-curricular Activities**

**(04hrs):**

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

**Reference books:**

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education.
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd .
3. www.swayam.gov.in
4. Websites on business communication



UG- SKILL DEVELOPMENT COURSE

SOLAR ENERGY

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'A'	Solar Energy	30	2	2	50 Marks

**Learning Outcomes:** After successful completion of the course, students will be able to:

- Acquire knowledge on solar radiation principles with respect to solar energy estimation.
- Get familiarized with various collecting techniques of solar energy and its storage
- Learn the solar photovoltaic technology principles and different types of solar cells for energy conversion and different photovoltaic applications.
- Understand the working principles of several solar appliances like Solar cookers, Solar hot water systems, Solar dryers, Solar Distillation, Solar greenhouses

**UNIT-I – Solar Radiation:**

**(6 hrs)**

Sun as a source of energy, Solar radiation, Solar radiation at the Earth's surface, Measurement of Solar radiation-Pyroheliometer, Pyranometer, Sunshine recorder, Prediction of available solar radiation, Solar energy-Importance, Storage of solar energy, Solar pond

**UNIT-II – Solar Thermal Systems:**

**(10 hrs)**

Principle of conversion of solar radiation into heat, Collectors used for solar thermal conversion: Flat plate collectors and Concentrating collectors, Solar Thermal Power Plant, Solar cookers, Solar hot water systems, Solar dryers, Solar Distillation, Solar greenhouses.

**UNIT-III – Solar Photovoltaic Systems:**

**(10 hrs)**

Conversion of Solar energy into Electricity - Photovoltaic Effect, Solar photovoltaic cell and its working principle, Different types of Solar cells, Series and parallel connections, Photovoltaic applications: Battery chargers, domestic lighting, street lighting and water pumping

**Co-curricular Activities (Hands on Exercises):**

**(04 hrs)**

[Any four of the following may be taken up]

1. Plot sun chart and locate the sun at your location for a given time of the day.
2. Analyse shadow effect on incident solar radiation and find out contributors.
3. Connect solar panels in series & parallel and measure voltage and current.
4. Measure intensity of solar radiation using Pyranometer and radiometers.
5. Construct a solar lantern using Solar PV panel (15W)
6. Assemble solar cooker
7. Designing and constructing photovoltaic system for a domestic house requiring 5kVA power
8. Assignments/Model Exam.

**Reference Books:**

1. Solar Energy Utilization, G. D. Rai, Khanna Publishers
2. Solar Energy- Fundamentals, design, modeling& applications, G.N. Tiwari, Narosa Pub., 2005.
3. Solar Energy-Principles of thermal energy collection & storage, S.P. Sukhatme, Tata Mc-Graw Hill Publishers,1999.
4. Solar Photovoltaics- Fundamentals, technologies and applications, Chetan Singh Solanki, PHI Learning Pvt. Ltd.,
5. Science and Technology of Photovoltaics, P. Jayarama Reddy, BS Publications, 2004.



**AGRICULTURAL MARKETING**

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/ Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'A'	Agricultural Marketing	30	2	2	50 Marks

**Learning Outcomes:**

By the successful completion of this course, the student will be able to;

- Know the kinds of agricultural products and their movement
- Understand the types, structure and functioning of agricultural marketing system
- Comprehend related skills and apply them in sample situations
- Extend this knowledge and skills to their production/consumption environment

**Unit- I:**

**(06hrs)**

Introduction of Agriculture and agricultural products (including agriculture, horticulture, sericulture, floriculture, aquaculture- genetic culture and dairy product) - Agricultural Marketing - Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer –Middlemen – Moneylenders - Types of agricultural markets (basic classification).

**Unit- II:**

**(09hrs)**

Basic structure and facilities of an agricultural market – Primary, secondary and tertiary markets– Functioning of Market Yards–Market information – Rythu Bharosa Kendras (RBK) – Govt market policies and regulations- Contract farming -Govt Apps for marketing of agri products.

**Unit- III:**

**(10hrs)**

Planning production – assembling – grading - transportation– storage facilities. Price fixation. Dissemination of market information –and role of ICT. Marketing - Mix- Product element- Place element- Price element- Promotion element. Selection of target market. Government programs in support of Agricultural marketing in India.

**Suggested Co-curricular Activities:**

**(05hrs)**

1. Study visit to agricultural markets and Rythu Bharosa Kendras (RBK)
2. Invited lecture by field expert
3. Survey of various involved activities e.g.assembling, grading, storage, transportation and distribution
4. Identify the demand for food processing units
5. Application of Govt Apps as one Nation and one Market
6. Assignments, Group discussion, Quiz etc.

**Reference books:**

1. S.S.Acharya & N.L.Agarwala, Agricultural Marketing in India - Oxford and IBH Publications
2. K.S.Habeeb - Ur - Rahman Rural Marketing in India - Himalaya publishing
3. S.S.Chinna Agricultural Marketing in India - KALYANI publishers
4. Publications of National Institute of Agricultural Marketing, Odisha
5. Wikipedia and other websites on Agricultural Marketing.



UG- SKILL DEVELOPMENT COURSE  
**SOCIAL WORK METHODS**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'B'	Social work Methods	30	2	2	50 Marks

**Learning Outcomes:** By successful completion of the course, students will be able to:

- Understand the basic concepts relating to social work practice, values, principles of social work and social problems in India
- List out different approaches of providing help to the people in need.
- Acquaint the process of primary methods of social work
- Get to know the skills of working with individuals, groups and communities.

**Unit-I: (07Hrs)- Introduction to social work and concepts related to social work :** Introduction to Social Work- Definition- Scope- objectives - Functions- social service, social welfare services, social reform, major social problems in India; Social work philosophy, values, objectives, principles, methods and fields of social work.

**Unit-II: (09Hrs) Methods of Working with Individuals and Groups**

Social case work –Definition-scope and importance of social case work, principles and process of social case work -Tools and techniques in social case work- Counselling skills.

Social Group Work-Definition-scope- the need for social group work –Group work process - Principles of Group Work -Stages of Group Work-Facilitation skills and techniques.

**Unit-III: (09Hrs) Working with Communities and Field Work in social work**

Community – definition - characteristics- types- community organisation as a method of social work-definition-objectives-principles- phases of community organization - 3 concepts of community development, community participation and community empowerment.

Field work in social work – Nature, objectives and types of field work - Importance of field work supervision.

**Suggested Co-curricular Activities: (05 hours)**

1. Divide the students into groups, each group containing not exceeding 10 students depending upon the total number of students in a class or section. Each group can search in internet about any one of the institutions which work for the welfare of children or women or elderly or scheduled caste and scheduled tribe children or differently abled persons or Juvenile homes or Correctional homes or hospitals or Mahila Pragathi pranganam or Swadhar project or any social welfare project or non governmental organizations (NGOs) to have an idea about welfare agencies working for the needy.
2. Ask each group to exchange and discuss the information with other groups in the classroom with the information they collected on Internet.
3. Group Discussion with the students- what type of community problems they observe in their villages/towns/cities? Ask them to tell what are the line departments which will help to solve the problems of their communities and suggest them what type strategies help the communities to empower.
4. Invited lectures/Training by local experts
5. Visit to a community
6. Assignments, Quiz etc.



UG- SKILL DEVELOPMENT COURSE  
**ADVERTISING**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'B'	Advertising	30	2	2	50 Marks

**Learning Outcomes:**

After Successful completion of this course, the students are able to;

- Understand the field of Advertising
- Comprehend opportunities and challenges in Advertising sector
- Prepare a primary advertising model
- Understand applying of related skills
- Examine the scope for making advertising a future career

**UNIT I:**

**(06hrs)**

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

**UNIT II:**

**(10 hrs)**

Role of advertising agencies and their responsibilities - scope of their work and functions - - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

**UNIT III:**

**(10hrs)**

Types of advertising – Basic characteristics of a typical advertisement –Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

**Recommended Co-curricular Activities:**

**(04 hrs)**

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

**Reference books:**

1. Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India
2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. JethWaneyJaishri& Jain Shruti - Advertising Management - Oxford university Press Publications of Indian Institute of Mass Communications
4. Websites on Advertising



UG- SKILL DEVELOPMENT COURSE  
**DAIRY TECHNOLOGY**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group 'B'	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course		Dairy Technology	30	2	2	50 Marks

**Learning Outcomes:**

After successful completion of the course, students will be able to;

- Understand the pre-requisites for starting a Dairy farm
- Recognize different breeds of Cows & buffaloes following safety precautions.
- Prepare and give recommended feed and water for livestock
- Maintain health of livestock along with productivity
- Vaccination of cattle, nutrients requirements
- Entrepreneurship i.e., Effectively market dairy products
- Ensure safe and clean dairy farm and Standard safety measures to be taken Efficiently start and manage to establish or develop a Dairy Industry

**Unit- I (Introduction and Establishment of a Dairy Farm): (05 Hrs)**

- 1.1 Dairy development in India – Dairy Cooperatives (NDRI, NDDB, TCMPPF) (1hr)
- 1.2 Constraints of Present Dairy Farming and Future Scope of Dairy Farmer. (1 hr)
- 1.3 Selection of site for dairy farm; Systems of housing – Loose housing system, Conventional Dairy Farm; Records to be maintained in a dairy farm. (2 hrs)

**Unit - II (Livestock Identification and Management): (13 Hrs)**

- 2.1 Breeds of Dairy Cattle and Buffaloes – Identification of Indian cattle and buffalo breeds and Exotic breeds; Methods of selection of Dairy animals. (5 hrs)
- 2.2 Systems of inbreeding and crossbreeding. (2 hrs)
- 2.3 Weaning of calf, Castration, Dehorning, Deworming and Vaccination programme (3 hrs)
- 2.4 Care and management of calf, heifer, milk animal, dry and pregnant animal, bulls and bullocks.(3 hrs)

**Unit- III (Feed Management, Dairy Management, Cleaning and Sanitation): (8 Hrs)**

- 3.1 Basic Principles of Feed, Important Feed Ingredients, Feed formulation and Feed Mixing (2 hrs)
- 3.2 Operation Flood –Definition of Milk and Nutritive value of milk and ICMR recommendation of nutrients –Per Capita Milk production and availability in India and Andhra Pradesh – Methods of Collection and Storage of Milk–Labelling and Storage of milk products (4 hrs)
- 3.3 Cleaning and sanitation of dairy farm – Safety precautions to prevent accidents in an industry. (2 hrs)

**Co-curricular Activities Suggested: (4 hrs)**

1. Group discussion & SWOT analysis
2. Visit to a Dairy Farm
3. Visit to Milk Cooperative Societies
4. Visit to Feed Milling Plants
5. Market Study and Identification of Government Schemes, Insurance and Bank Loans in relation

**Reference books:**

1. Dairy Science: Petersen (W.E.) Publisher – Lippincott & Company
2. Principles and practices of Dairy Farm –Jagdish Prasad
3. Text book of Animal Husbandry - G C Benarjee
4. Hand book of Animal Husbandry - ICAR Edition
5. Outlines of Dairy Technology – Sukumar (De) – Oxford University press
6. Indian Dairy Products – Rangappa (K.S.) & Acharya (KT) – Asia Publishing House.
7. The technology of milk Processing – Ananthkrishnan, C.P., Khan, A.Q. and Padmanabhan, P.N. – Shri Lakshmi Publications.
8. Dairy India 2007, Sixth edition
9. Economics of Milk Production – Bharati Pratima Acharya Publishers.
10. <http://www.asci-india.com/BooksPDF/Dairy%20Farmer%20or%20Entrepreneur.pdf>
11. <https://labour.gov.in/industrial-safety-health>



UG- SKILL DEVELOPMENT COURSE  
**PERFORMING ARTS**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group 'B'	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course		Performing Arts	30	2	2	50 Marks

**Learning Outcomes:**

After successful completion of this course, the student will be able to:

- Acquire the basic knowledge in performing arts
- Understand the modern stage and performance on the stage
- Comprehend and improve the skills related to performing arts on the stage
- Understand various Telugu folk arts and their significance
- Know the modes of presentation and skills pertaining to folk arts.

**Unit-I: Introduction to performing Arts (06 Hrs)**

Arts – and its definition; Fine Arts; Arts - Learning & Imitation – Rasaas, Bhaavas and Rasa Sutra. Dasaropakaas; Nritha, Nrithya, Natya; Action – Kinds of Actions; Ancient Costume style

**Unit-II: Performing Arts – Stage Arts (10 Hrs)**

Origin of Drama (Theatre); Features of Stage; Varieties of Modern Telugu Drama; Famous Telugu Dramas. Stage performance; Dramatic Actor and its definition; Actor-characteristics, Functions and Responsibilities. Traits of an Actor – Diction, Articulation, Dialogue modulation, Time sense, Observation, Mime, Improvisation, Commentary, Dress code, Make-up, lighting & Stage Direction.

**Unit-III: Performing Arts – Forms (10 Hrs)**

Folk Arts, their nature and significance – Brief introduction to Pagativeshaalu, Bommalaatalu, Veedhinaatakaalu, Yakshagaanaalu, Harikathalu, Burrakathalu, Oggukathalu, Chindu, Yakshaganam, KolaatamandPulivesham.

**Co-curricular Activities Suggested: (4 hrs)**

1. Collection of information on modern stage plays, natakasamajams and audio visual material.
2. Providing training classes/inviting lectures with the help of local artists
3. Visit to a real time performing folk arts, if possible.
4. Mock experience classes of Stage plays and Folk arts.
5. Assignments, Group discussion, Quiz etc.

**Reference books:**

1. Andhra Naataka Ranga Charithra –Mikkilineni Radha Krishna Murthy
2. Telugu SahithyaSameeksha (Vol-II) – Dr. G. Nagaiah
3. Telugu NaatakaVilaasam – Dr.P.S.Rappa Rao
4. Telugu JaanapadaVignanam – Prof. Tangirala Venkata Subba Rao
5. JaanapadaVignandhyayanam – Prof. G.S. Mohan
6. NaatyaSasthramu (VisleshanathmakaAdhyayanam) – Dr.P.S.Rappa Rao
7. SahithyaSilpaSameeksha – Prof. PingaliLakshnikantham
8. Nurella Telugu NatakaRangam – Prof. ModaliNagabhushanaSarma
9. Websites on Performing Arts.





B Com	Semester: II	Credits: 4
Course: 2A	FINANCIAL ACCOUNTING	Hrs/Wk: 5

**Learning Outcomes:**

At the end of the course the student will able to:

- Understand the concept of consignment and learn the accounting treatment of the various aspects of consignment.
- Analyze the accounting process and preparation of accounts in consignment and joint venture.
- Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture.
- Determine the useful life and value of the depreciable assets and maintenance of Reserves in business entities.
- Design an accounting system for different models of businesses at his own using the principles of existing accounting system.

**UNIT I:**

**Depreciation:** Meaning and Causes of Depreciation - Methods of Depreciation: Straight Line – Written Down Value – Annuity and Depletion Method (including Problems).

**UNIT II:**

**Provisions and Reserves:** Meaning – Provision vs. Reserve – Preparation of Bad Debts Account – Provision for Bad and Doubtful Debts – Provision for Discount on Debtors– Provision for Discount on Creditors - Repairs and Renewals Reserve A/c (including Problems).

**UNIT III:**

**Bills of Exchange:** Meaning of Bill – Features of Bill – Parties in the Bill – Discounting of Bill – Renewal of Bill – Entries in the Books of Drawer and Drawee (including Problems).

**UNIT IV:**

**Consignment Accounts:** Consignment - Features - Proforma Invoice - Account Sales – Del-credere Commission - Accounting Treatment in the Books of Consigner and Consignee - Valuation of Closing Stock - Normal and Abnormal Losses (including Problems).

**UNIT V:**

**Joint Venture Accounts:** Joint Venture - Features - Difference between Joint- Venture and Consignment – Accounting Procedure – Methods of Keeping Records–One Vendor Keeps the Accounts and Separate Set off Books Methods (including Problems).

**REFERENCE BOOKS:**

1. Ranganatham G and Venkataramanaiah, **Financial Accounting-II**, S Chand Publications, New Delhi.
2. T. S. Reddy and A. Murthy - **Financial Accounting**, Margham Publications.
3. R.L. Gupta & V.K. Gupta, **Principles and Practice of Accounting**, Sultan Chand.
4. SN Maheswari and SK Maheswari – **Financial Accounting**, Vikas Publications.
5. S.P. Jain & K.L Narang, **Accountancy-I**, Kalyani Publishers.
6. Tulsan, **Accountancy-I**, Tata McGraw Hill Co.
7. V.K. Goyal, **Financial Accounting**, Excel Books.
8. T.S. Grewal, **Introduction to Accountancy**, Sultan Chand & Co.
9. Haneef and Mukherjee, **Accountancy-I**, Tata McGraw Hill.
10. Arulanandam and Ramana, **Advanced Accountancy**, Himalaya Publishers.
11. S.N.Maheshwari & V.L.Maheshwari, **Advanced Accountancy-I**, Vikas Publishers.
12. Prof E Chandraiah, **Financial Accounting**, Seven Hills International Publishers.



**Suggested Co-Curricular Activities:**

- Quiz Programs.
- Problem Solving Exercises.
- Co-operative learning.
- Seminar.
- Group Discussions on problems relating to topics covered by syllabus.
- Reports on Proforma invoice and account sales.
- Visit a consignment and joint venture firms(Individual and Group).
- Collection of proforma of bills and promissory notes.
- Examinations (Scheduled and surprise tests).
- Any similar activities with imaginative thinking beyond the prescribed syllabus



<b>B Com</b>	<b>Semester: II</b>	<b>Credits: 4</b>
<b>Course: 2B</b>	<b>BUSINESS ECONOMICS</b>	<b>Hrs/Wk: 5</b>

**Learning Outcomes:**

At the end of the course, the student will able to:

- Describe the nature of economics in dealing with the issues of scarcity of resources.
- Analyze supply and demand analysis and its impact on consumer behaviour.
- Evaluate the factors, such as production and costs affecting firms behaviour.
- Recognize market failure and the role of government in dealing with those failures.
- Use economic analysis to evaluate controversial issues and policies.
- Apply economic models for managerial problems, identify their relationships, and formulate the decision making tools to be applied for business.

**UNIT I:**

**Introduction:** Meaning and Definitions of Business Economics - Nature and Scope of Business Economics - Micro and Macro Economics and their Interface.

**UNIT II:**

**Demand Analysis:** Meaning and Definition of Demand – Determinants to Demand –Demand Function -Law of Demand – Demand Curve – Exceptions to Law of Demand - Elasticity of Demand – Measurements of Price Elasticity of Demand.

**UNIT III:**

**Production, Cost and Revenue Analysis:** Concept of Production Function – Law of Variable Proportion - Law of Returns to Scale - Classification of Costs -Break Even Analysis – Advantages.

**UNIT IV:**

**Market Structure:** Concept of Market – Classification of Markets -Perfect Competition – Characteristics – Equilibrium Price -Monopoly – Characteristics – Equilibrium Under Monopoly.

**UNIT V:**

**National Income:** Meaning – Definition – Measurements of National Income - Concepts of National Income - Components of National Income-Problems in Measuring National Income.

**REFERENCES:**

1. Business Economics -S.Sankaran, Margham Publications, Chennai.
2. Business Economics - Kalyani Publications.
3. Business Economics - Himalaya Publishing House.
4. Business Economics - Aryasri and Murthy, Tata McGraw Hill.
5. Business Economics -H.L. Ahuja, Sultan Chand & Sons
6. Principles of Economics -Mankiw, Cengage Publications
7. Fundamentals of Business Economics -Mithani, Himalaya Publishing House
8. Business Economics -A.V. R. Chary, Kalyani Publishers, Hyderabad.
9. Business Economics -Dr K. Srinivasulu, Seven Hills International Publishers.

**Suggested Co-Curricular Activities:**

- Assignments.
- Student Seminars.
- Quiz, JAM.
- Study Projects.
- Group Discussion.
- Graphs on Demand function and demand curves.
- Learning about markets.
- The oral and written examinations (Scheduled and surprise tests).
- Market Studies.
- Individual and Group project reports.
- Annual talk on union and state budget.
- Any similar activities with imaginative thinking beyond the prescribed syllabus.



B Com	Semester: II(Computer Applications)	Credits: 4
Course: 2C	E-COMMERCE AND WEB DESIGNING	Hrs/Wk: 5

**Learning Outcomes:**

At the end of the course, the students is expected to DEMONSTRATE the following cognitive abilities (thinking skill) and psychomotor skills.

**A. Remembers and states in a systematic way (Knowledge).**

1. Understand the foundations and importance of E-commerce.
2. Define Internet trading relationships including Business to Consumer, Business- to-Business, Intra-organizational.
3. Describe the infrastructure for E-commerce.
4. Discuss legal issues and privacy in E-Commerce.
5. Understand the principles of creating an effective web page, including an in-depth consideration of information architecture

**B. Explains (Understanding).**

6. Recognize and discuss global E-commerce issues.
7. Learn the language of the web: HTML and CSS.

**C. Critically examines, using data and figures (Analysis and Evaluation).**

8. Analyze the impact of E-commerce on business models and strategy.
9. Assess electronic payment systems.
10. Exploring a web development framework as an implementation example and create dynamically generated web site complete with user accounts, page level security, modular design using css

**D. Working in 'Outside Syllabus Area' under a Co-curricular Activity(Creativity) Use the Systems**

Design Approach to implement websites with the following steps:

- Define purpose of the site and subsections.
- Identify the audience.
- Design and/or collect site content.
- Design the website theme and navigational structure.
- Design & develop web pages including: CSS Style Rules, Typography, Hyperlinks, Lists, Tables, Frames, Forms, Images, Behaviours, CSS Layouts

**E. Build a site based on the design decisions and progressively incorporate tools and techniques covered.**

**UNIT I:**

**Introduction:** Meaning, Nature, Concepts, Advantages, Disadvantages and reasons for Transacting Online, Types of E-Commerce, e-commerce Business Models (Introduction , Key Elements of a Business Model And Categorizing Major E-Commerce Business Models), Forces Behind e-commerce.

**Technology used in E-commerce:** The dynamics of World Wide Web and Internet (Meaning, EvolutionAnd Features); Designing, Building and Launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing Vs. in-house development of a website).

**UNIT II:**

**E-payment System:** Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), Digital Signatures (Procedure, Working And Legal Position), Payment Gateways, Online Banking (Meaning, Concepts, Importance, Electronic Fund Transfer, Automated Clearing House, Automated Ledger Posting), Risks Involved in e-payments.

**UNIT III:**

**On-line Business Transactions:** Meaning, Purpose, Advantages and Disadvantages of Transacting Online, E- Commerce Applications in Various Industries Like (Banking, Insurance, Payment of Utility Bills, Online Marketing, E-Tailing (Popularity, Benefits, Problems and Features), Online Services



(Financial, Travel and Career), Auctions, Online Portal, Online Learning, Publishing and Entertainment} Online Shopping (Amazon, Snap Deal, Alibaba, Flipkart, etc.).

**UNIT IV:**

**Website designing:** Designing a home page, HTML document, Anchor tag Hyperlinks, Head and body section, Header Section, Title, Prologue, Links, Colorful Pages, Comment, Body Section, Heading Horizontal Ruler, Paragraph, Tabs, Images And Pictures, Lists and Their Types, Nested Lists, Table Handling. **Frames:** Frameset Definition, Frame Definition, Nested Framesets, Forms and Form Elements. **DHTML and Style Sheets:** Defining Styles, elements of Styles, linking a style sheet to a HTML Document, Inline Styles, External Style Sheets, Internal Style Sheets & Multiple Style Sheets.

**UNIT V:**

**Security and Encryption:** Need and Concepts, E-Commerce Security Environment: (Dimension, Definition and Scope Of E-Security), Security Threats in The E-Commerce Environment (Security Intrusions And Breaches, Attacking Methods Like Hacking, Sniffing, Cyber- Vandalism Etc.), Technology Solutions (Encryption, Security Channels Of Communication, Protecting Networks And Protecting Servers And Clients).

**Learning Resources (Course 2C: E-commerce & Web Designing) References:**

1. E-commerce and E-business Himalaya publishers.
2. E-Commerce by Kenneth C Laudon, PEARSON INDIA.
3. Web Design: Introductory with Mind Tap Jennifer T Campbell, Cengage India.
4. HTML & WEB DESIGN:TIPS& TECHNIQUES JAMSA, KRIS, McGraw Hill.
5. Fundamentals Of Web Development by Randy Connolly, Ricardo Hoar, Pearson.
6. HTML & CSS: COMPLETE REFERENCE POWELL,THOMAS, McGrawHill

**Online Resources:**

<http://www.kartrocket.com> <http://www.e-commerceceo.com> <http://www.fastspring.com>  
<https://teamtreehouse.com/tracks/web-design>

**PRACTICAL COMPONENT:@ 2 HOURS/WEEK/BATCH**

1. Creation of simple web page using formatting tags
2. Creation of lists and tables with attributes
3. Creation of hyperlinks and including images
4. Creation of forms
5. Creation of framesets
6. Cascading style sheets – inline, internal and external

**RECOMMENDED CO-CURRICULAR ACTIVITIES:**

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

**Measurable .**

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging).
2. Student seminars (on topics of the syllabus and related aspects (individual activity).
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams).
4. Field studies (individual observations and recordings as per syllabus content and related areas (Individual or team activity).
5. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity)

**General.**

1. Group Discussion.
2. Visit to Software Technology parks / industries



**RECOMMENDED CONTINUOUS ASSESSMENT METHODS:**

Some of the following suggested assessment methodologies could be adopted;

1. The oral and written examinations (Scheduled and surprise tests),
2. Closed-book and open-book tests,
3. Coding exercises,
4. Practical assignments and laboratory reports,
5. Observation of practical skills,
6. Individual and group project reports,
7. Efficient delivery using seminar presentations,
8. Viva voce interviews.
9. Computerized adaptive testing, literature surveys and evaluations,
10. Peers and self-assessment, outputs form individual and collaborative work.



ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM  
B.Sc/B.A/B.Com/BCA/BBM,etc. ENGLISH Syllabus (w.e.f:2020-21 A.Y)

UG(English)	Semester -III	Credits: 03
Course - 3	A Course In Conversational Skills	Hrs/Week: 04

**Learning Outcomes**

*By the end of the course the learner will be able to :*

- Speak fluently in English
- Participate confidently in any social interaction
- Face any professional discourse
- Demonstrate critical thinking
- Enhance conversational skills by observing the professional interviews

**UNIT I:**

**Speech :** 1. Tryst with Destiny Jawaharlal Nehru

**Skills :** 2. Greetings  
: 3. Introductions

**UNIT II:**

**Speech :** 1. Yes, We Can Barack Obama

**Interview :** 2. A Leader Should Know How to Manage Failure Dr.A.P.J.Abdul Kalam/ India  
Knowledge at Wharton

**Skills :** 3. Requests

**UNIT III:**

**Interview :** 1. Nelson Mandela's Interview With Larry King

**Skills :** 2. Asking and Giving Information  
: 3. Agreeing and Disagreeing

**UNIT IV:**

**Interview :** 1. JRD Tata's Interview With T.N.Ninan

**Skills :** 2. Dialogue Building  
: 3. Giving Instructions/Directions

**UNIT V:**

1. **Speech :** 1. You've Got to Find What You Love Steve Jobs

**Skills :** 2. Debates  
: 3. Descriptions  
: 4. Role Play



### పాఠ్య ప్రణాళిక

#### యూనిట్-I: వ్యక్తీకరణ నైపుణ్యాలు

1. భాష-ప్రాథమికాంశాలు: భాష-నిర్వచనం, లక్షణాలు, ఆవశ్యకత, ప్రయోజనాలు
2. వర్ణం-పదం-వాక్యం', వాక్య లక్షణాలు, సామాన్య-సంయుక్త-సంశ్లిష్టవాక్యాలు
3. భాషా నిర్మాణంలో 'వర్ణం-పదం-వాక్యం' ప్రాధాన్యత

#### యూనిట్-II సృజనాత్మక రచన

4. కవితా రచన : ఉత్తమ కవిత - లక్షణాలు
5. కథారచన : ఉత్తమ కథ - లక్షణాలు
6. వ్యాస రచన : ఉత్తమ వ్యాసం-లక్షణాలు

#### యూనిట్-III: అనువాద రచన

7. అనువాదం-నిర్వచనం, అనువాద పద్ధతులు,
8. అనువాద సమస్యలు-భౌగోళిక,భాషా,సాంస్కృతిక సమస్యలు, పరిష్కారాలు
9. అభ్యాసము : ఆంగ్లం నుండి తెలుగుకు,తెలుగు నుండి ఆంగ్లానికి ఒక పేరానుఅనువదించడం

#### యూనిట్ IV మాధ్యమాలకు రచన-1 (ముద్రణామాధ్యమం/ప్రింట్ మీడియా)

10. ముద్రణామాధ్యమం (అచ్చుమాధ్యమం) : పరిచయం, పరిధి, వికాసం
11. వివిధ రకాల పత్రికలు-పరిశీలన, పత్రికాభాష, శైలి, వైవిధ్యం
12. పత్రికా రచన : వార్తా రచన, సంపాదకీయాలు, సమీక్షలు-అవగాహన

#### యూనిట్ V మాధ్యమాలకు రచన-2 (ప్రసార మాధ్యమం/ఎలక్ట్రానిక్ మీడియా)

13. ప్రసారమాధ్యమాలు : నిర్వచనం, రకాలు, విస్తృతి, ప్రయోజనాలు
14. శ్రవణ మాధ్యమాలు - రచన: రేడియో రచన, ప్రసంగాలు, నాటికలు, ప్రసార సమాచారం
15. దృశ్యమాధ్యమాలు - రచన: వ్యాఖ్యానం (యాంకరింగ్), టెలివిజన్ రచన





ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM  
B.Sc/B.A/B.Com General HINDI Syllabus (w.e.f:2020-21 A.Y)

UG(General HINDI)	Semester III	Credits:03
Course : 3	Old and Modern Poetry, History of Hindi Literature ,Essays (Translation and Functional Hindi)	Hrs/Weeks:04

Unit 1

1. काव्यदीप (Ancient and Modern Poetry) (सं.बी.राधाकृष्णमूर्ति)  
साखी...1..10 दोहे  
सूरदास...बाल वर्णन  
मातृभूमि...मैथिलीशरण गुप्त  
तोडती पत्थर...सूर्यकांत त्रिपाठी निराला  
भारतमाता...सुमित्रानंदन पंत

Unit 2

2. हिंदी साहित्य का इतिहास (History of Hindi Literature) (डा. बाबू गुलाबराय)  
हिंदी साहित्य का काल विभाजन (डा. रामचन्द्र शुक्ल)  
भक्तिकाल की विशेषताएँ  
ज्ञानाश्रयी शाखा ... कबीर  
प्रेमाश्रयी शाखा ... जायसी

Unit 3

3. निबंध (General Essays)
  - 1.समाचार पत्र
  - 2.बेकारी समस्या
  - 3.पर्यावरण और प्रदूषण
  4. साहित्य और समाज

Unit 4

4. अनुवाद (Translation) अंग्रेजी से हिंदी (Five Simple Sentences)

Unit 5

5. प्रयोजनमूलक हिंदी (Functional Hindi)  
राष्ट्रभाषा, राजभाषा, संपर्क भाषा

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ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM  
B.Sc/B.A/B.Com/BBA.,etc., SANSKRIT Syllabus (w.e.f:2020-21 A.Y)

UG Courses	Semester - III	Credits:03
Course: 3	Drama, Upanishad, Alankara and History of Literature.	Hrs/Weeks:04

**UNIT – I : OLD DRAMA**

1."Madhyamavyayogaha". Bhasa Natakachakram.  
krishadas academy, Varanasi 1998.

**UNIT – II :MODERN DRAMA**

"Sankalpabalam" by Prof.G.S.R.Krishna Murthy,  
Published by Semushi, R.S.Vidyapeetam, Tirupati-2019.

**UNIT – III :UPANISHAD**

- 1."Sishyanusasanam" – Sikshavalli of Taittireeyopanishad.
2. "Sraddatrayavibhagayoga",  
17<sup>th</sup> Chapter, Bhagavadgita, Geetapress, Gorakhpur.

**UNIT - IV : 1. ALANKARAS:**

1. Upama 2. Ananvaya 3. Utpreksha 4. Deepakam
5. Aprastutaprasamsa 6.Drushtanta 7. Prateepa.

**2.HISTORY OF SANSKRIT LITERATURE**

1. Panini 2. Kautilya 3. Bharatamuni 4. Bharavi 5. Magha
6. Bhavabhuti 7. Sankaracharya, 8. Jagannatha, 9. Dandi.

**UNIT – V : HALANTA SABDAS**

1. Jalamuch 2. Vaach 3. Marut 4. Bhagavat 5. Bhavat
6. Pachats 7. Naman 8. Rajan 9. Gunin 10. Vidwas 11. Manas.



<b>B Com</b>	<b>Semester: III</b>	<b>Credits: 4</b>
<b>Course: 3A</b>	<b>ADVANCED ACCOUNTING</b>	<b>Hrs/Wk: 5</b>

**Learning Outcomes:**

At the end of the course, the student will able to:

- Understand the concept of Non-profit organisations and its accounting process.
- Comprehend the concept of single-entry system and preparation of statement of affairs.
- Familiarize with the legal formalities at the time of dissolution of the firm .
- Prepare financial statements for partnership firm on dissolution of the firm.
- Employ critical thinking skills to understand the difference between the dissolution of the firm and dissolution of partnership.

**UNIT I:**

**Accounting for Non Profit Organizations:** Non Profit Entities- Meaning - Features of Non-Profit Entities –Provisions as per Sec 8 - Accounting Process- Preparation of Accounting Records - Receipts and Payments Account- Income and Expenditure Account - Preparation of Balance Sheet (including problems).

**UNIT II:**

**Single Entry System:** Features – Differences between Single Entry and Double Entry – Disadvantages of Single Entry- Ascertainment of Profit and Preparation of Statement of Affairs (including Problems).

**UNIT III:**

**Hire Purchase System:** Features –Difference between Hire Purchase and Instalment Purchase Systems - Accounting Treatment in the Books of Hire Purchaser and Hire Vendor - Default and Repossession (including Problems).

**UNIT IV:**

**Partnership Accounts-I:** Meaning – Partnership Deed - Fixed and Fluctuating Capitals-Accounting Treatment of Goodwill - Admission and Retirement of a Partner(including problems).

**UNIT V:**

**Partnership Accounts-II:** Dissolution of a Partnership Firm – Application of Garner v/s Murray Rule in India – Insolvency of one or more Partners (including problems).

**REFERENCES BOOKS:**

1. Advanced Accountancy: T S Reddy and A Murthy by Margham Publications.
2. Financial Accounting: SN Maheswari& SK Maheswari by Vikas Publications.
3. Principles and Practice of Accounting: R.L. Gupta & V.K. Gupta, Sultan Chand & Sons.
4. Advanced Accountancy: R.L.Gupta&Radhaswamy, Sultan Chand & Sons..
5. Advanced Accountancy (Vol-II): S.N.Maheshwari&V.L.Maheswari, Vikas publishers.
6. Advanced Accountancy: Dr. G. Yogeshwaran, Julia Allen - PBP Publications.
7. Accountancy–III: Tulasian, Tata McGraw Hill Co.
8. Accountancy–III: S.P. Jain & K.L Narang, Kalyani Publishers.
9. Advanced Accounting (IPCC): D. G. Sharma, Tax Mann Publications.
10. Advanced Accounting: Prof B Amarnadh, Seven Hills International Publishers.
11. Advanced Accountancy: M Shrinivas& K Sreelatha Reddy, Himalaya Publishers.

**Suggested Co-Curricular Activities:**

- Quiz Programs and Problem Solving exercises.
- Co-operative learning.
- Seminar and Visit a single-entry firm, collect data and Creation of Trial Balance of the firm .
- Visit Non-profit organization and collect financial statements.
- Critical analysis of rate of interest on hire purchase schemes.
- Visit a partnership firm and collect partnership deed .
- Debate on Garner v/s Murray rule in India and outside India.
- Group Discussions on problems relating to topics covered by syllabus.
- Examinations (Scheduled and surprise tests) on all units.



<b>B Com</b>	<b>Semester: III</b>	<b>Credits: 4</b>
<b>Course: 3B</b>	<b>BUSINESS STATISTICS</b>	<b>Hrs/Wk: 5</b>

**Learning Outcomes:**

At the end of the course, the student will able to:

- Understand the importance of Statistics in real life.
- Formulate complete, concise, and correct mathematical proofs.
- Frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.
- Build and assess data-based models.
- Learn and apply the statistical tools in day life.
- Create quantitative models to solve real world problems in appropriate contexts.

**UNIT I:**

**Introduction to Statistics:** Definition – Importance, Characteristics and Limitations of Statistics - Classification and Tabulation – Frequency Distribution Table -Diagrams and Graphic Presentation of Data (including problems)

**UNIT II:**

**Measures of Central Tendency:** Types of Averages – Qualities of Good Average - Mean, Median, Mode, and Median based Averages-Geometric Mean – Harmonic Mean(including problems)

**UNIT III:**

**Measures of Dispersion:** Meaning and Properties of Dispersion – Absolute and Relative Measures - Types of Dispersion-Range - Quartile Deviation (Semi – Inter Quartile Range) -Mean Deviation - Standard Deviation - Coefficient of Variation. (including problems)

**UNIT IV:**

**Skewness and Kurtosis:** Measures of Skewness: Absolute and Relative Measures- Co-efficient of Skewness: Karl Pearson's, Bowley's and Kelly's - Kurtosis: Meso kurtosis, Platy kurtosis and Leptokurtosis (including problems)

**UNIT V:**

**Measures of Relation:** Meaning and use of Correlation – Types of Correlation - Karlpearson's Correlation Coefficient - Probable Error-Spearman's Rank-Correlation (including problems)

**TEXT BOOKS:**

1. Business Statistics, Reddy C.R., Deep Publications.
2. Statistical Methods: Gupta S.P.Sultan Chand & Sons.
3. Statistics-Problems and Solutions: Kapoor V.K, Sultan Chand & Sons.
4. Fundamentals of Statistics: Elhance. D.N
5. Business Statistics, Dr.P.R.Vittal, Margham Publications
6. Business Statistics, LS Agarwal, Kalyani Publications.
7. Statistics: Dr V Murali Krishna, Seven Hills International Publishers.
8. Fundamentals of Statistics: Gupta S.C. Sultan Chand & Sons.
9. Statistics-Theory, Methods and Applications: Sancheti, D.C. & Kapoor V.K.
10. Business Statistics: J.K. Sharma, Vikas Publishers.
11. Business Statistics: Bharat Jhunjhunwala, S Chand Publishers.
12. Business Statistics: S.L.Agarwal, S.L.Bhardwaj and K.Raghuveer, Kalyani Publishers.

**Suggested Co-Curricular Activities :**

- Student Seminars, Quiz. and Problem Solving Exercises.
- Observe Live Population Clocks – India and world.
- Collection of statistical data of village/town, District, State, Nation.
- Participate in Crop Cutting Experiments at villages.
- Percentiles in CET exams.
- Practice Statistical Functions in MS Excel and Draw diagrams and Graphs in MS Excel.
- Use statistical tools in real life like class/college results, local production etc.
- Prepare questionnaire and schedule.
- Application of averages in everyday life and Examinations (Scheduled and surprise tests).
- Any similar activities with imaginative thinking beyond the prescribed syllabus.



B Com	Semester: III(Computer Applications)	Credits: 4
Course: 3C	PROGRAMMING WITH C & C++	Hrs/Wk: 5

**Learning Outcomes:**

At the end of the course, the students is expected to DEMONSTRATE the following cognitive abilities (thinking skill) and psychomotor skills.

**A. Remembers and states in a systematic way (Knowledge).**

1. Develop programming skills.
2. Declaration of variables and constants use of operators and expressions.
3. learn the syntax and semantics of programming language.
4. Be familiar with programming environment of C and C++.
5. Ability to work with textual information (characters and strings) & arrays

**B. Explains (Understanding).**

6. Understanding a functional hierarchical code organization.
7. Understanding a concept of object thinking within the framework of functional model.
8. Write program on a computer, edit, compile, debug, correct, recompile and run it

**C. Critically examines, using data and figures (Analysis and Evaluation).**

9. Choose the right data representation formats based on the requirements of the problem.
10. Analyze how C++ improves C with object-oriented features.
11. Evaluate comparisons and limitations of the various programming constructs and choose correct one for the task in hand.

**D. Working in 'Outside Syllabus Area' under a Co-curricular Activity(Creativity) Planning of structure and content, writing, updating and modifying computer programs for user solutions**

**E. Exploring C programming and Design C++ classes for code reuse (Practical skills\*\*\*).**

**UNIT I:**

**Introduction and Control Structures:** History of 'C' - Structure of C program – C character set, Tokens, Constants, Variables, Keywords, Identifiers – C data types - C operators - Standard I/O in C - Applying if and Switch Statements.

**UNIT II:**

**Loops And Arrays:** Use of While, Do While and For Loops - Use of Break and Continue Statements - Array Notation and Representation - Manipulating Array Elements - Using Multi Dimensional Arrays.

**UNIT III:**

**Strings and Functions:** Declaration and Initialization of String Variables - String Handling Functions - Defining Functions - Function Call - Call By Value, Call By Reference – Recursion.

**UNIT IV:**

**Principles of Object Oriented Programming:** Procedure Oriented Programming, Object Oriented Programming, Basic concepts of Object Oriented Programming, Applications of C++, A simple C++ Program, An example with Class, Structure of C++ Program, Creating source file, Compiling and Linking.

**UNIT V:**

**Classes and Objects:** Tokens, Keywords, Declaration of Variables, Dynamic initialization of variables, Specifying a Class, Defining member functions, Function overloading, Operator overloading, Constructors and Destructors, Inheritance and types of Inheritance.

**REFERENCES:**

1. Mastering C by K R Venugopal and Sudeep R Prasad, McGraw Hill.
2. Expert C Programming: Deep Secrets Kindle Edition Peter van der Linden.
3. Let Us C Yashavant Kanetkar.
4. The C++ Programming Language Bjarne Stroustrup.
5. C++ Primer Stanley B. Lippman, Josée Lajoie, Barbara E. Moo



**Online Resources:**

- <https://www.tutorialspoint.com/cprogramming/index.html>
- <https://www.learn-c.org/>
- <https://www.programiz.com/c-programming>
- <https://www.w3schools.in/c-tutorial/>
- <https://www.cprogramming.com/tutorial/c-tutorial.html>
- <https://www.tutorialspoint.com/cplusplus/index.html>
- <https://www.programiz.com/cpp-programming>
- <http://www.cplusplus.com/doc/tutorial/>
- <https://www.learn-cpp.org/>
- <https://www.javatpoint.com/cpp-tutorial>

**PRACTICAL COMPONENT: @ 2 HOURS/WEEK/BATCH.**

1. Write C programs for
  - a. Fibonacci Series
  - b. Prime number
  - c. Palindrome number
  - d. Armstrong number.
2. 'C' program for multiplication of two matrices
3. 'C' program to implement string functions
4. 'C' program to swap numbers
5. 'C' program to calculate factorial using recursion.
6. 'C++' program to perform addition of two complex numbers using constructor
7. Write a program to find the largest of two given numbers in two different classes using friend function.
8. Program to add two matrices using dynamic constructor.
9. Implement a class string containing the following functions
  - a. Overload + operator to carry out the concatenation of strings.
  - b. Overload = operator to carry out the comparison of strings.
10. Program to implement inheritance.

**RECOMMENDED CO-CURRICULAR ACTIVITIES:**

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

**Measurable.**

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging).
2. Student seminars (on topics of the syllabus and related aspects (individual activity).
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams).
4. Field studies (individual observations and recordings as per syllabus content and related areas (Individual or team activity).
5. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity))

**General.**

1. Group Discussion.
2. Visit to Software Technology parks / industries.



B Com	Semester: IV	Credits: 4
Course: 4A	CORPORATE ACCOUNTING	Hrs/Wk: 5

**Learning Outcomes:**

At the end of the course, the student will able to:

- Understand the Accounting treatment of Share Capital and aware of process of book building.
- Demonstrate the procedure for issue of bonus shares and buyback of shares.
- Comprehend the important provisions of Companies Act, 2013 and prepare final accounts of a company with Adjustments.
- Participate in the preparation of consolidated accounts for a corporate group.
- Understand analysis of complex issues, formulation of well-reasoned arguments and reaching better conclusions.
- Communicate accounting policy choices with reference to relevant laws and accounting standards.

**UNIT I:**

**Accounting for Share Capital:** Kinds of Shares – Types of Preference Shares – Issue of Shares at Par, Discount and Premium - Forfeiture and Reissue of Shares (including problems).

**UNIT II:**

**Issue and Redemption of Debentures and Issue of Bonus Shares:** Accounting Treatment for Debentures Issued and Repayable at Par, Discount and Premium -Issue of Bonus Shares - Buyback of Shares - (including problems).

**UNIT III:**

**Valuation of Goodwill:** Need and Methods - Average Profit Method, Super Profits Method – Capitalization Method and Annuity Method (Including problems).

**UNIT IV:**

**Valuation Shares:** Need for Valuation - Methods of Valuation - Net Assets Method, Yield Basis Method, Fair Value Method (including problems).

**UNIT V:**

**Company Final Accounts:** Provisions of the Companies Act, 2013 - Preparation of Final Accounts – Adjustments Relating to Preparation of Final Accounts – Profit and Loss Account and Balance Sheet – (including problems with simple adjustments).

**REFERENCE BOOKS:**

1. Corporate Accounting – T.S Reddy and Murthy, MarghamPublications, Chennai.
2. Advanced Accounts: M C Shukla, T S Grewal and S C Gupta, S Chand Publications
3. Corporate Accounting – Haneef & Mukherji, Tata McGraw Hill Publications.
4. Corporate Accounting – RL Gupta & Radha Swami, Sultan Chand & sons
5. Corporate Accounting – P.C. Tulsian, S.Chand Publishers
6. Advanced Accountancy: Jain and Narang, Kalyani Publishers
7. Advanced Accountancy: R.L. Gupta and M.Radhaswamy, S Chand.
8. Advanced Accountancy :Chakraborty, Vikas Publishers
9. Corporate Accounting: S.N. Maheswari, S.K. Maheswari, Vikas Publishing House.
10. Advanced Accounts: M.C. Shukla, T.S. Grewal, S.C. Gupta, S. Chand & Company
11. Corporate Accounting: Umamaheswara Rao, Kalyani Publishers
12. Corporate Accounting: Dr ChandaSrinivas, SevenHills International Publishers,
13. Advanced Accountancy: Arulanandam& Raman, Himalaya Publishing House.

**Suggested Co-Curricular Activities:**

- Assignments and Problem Solving Exercises.
- Collect and fill the share application form of a limited Company.
- Collect Prospectus of a company and identify its salient features.
- Collect annual report of a Company and List out its assets and Liabilities.
- Collect the annual reports of company and calculate the value of goodwill under different methods.
- Power point presentations on types of shares and share capital.
- Group Discussions on problems relating to topics covered by syllabus.



B Com	Semester: IV	Credits: 4
Course: 4B	COST AND MANAGEMENT ACCOUNTING	Hrs/Wk: 5

**Learning Outcomes:**

At the end of the course, the student will able to:

- Understand various costing methods and management techniques.
- Apply Cost and Management accounting methods for both manufacturing and service industry.
- Prepare cost sheet, quotations, and tenders to organization for different works.
- Analyze cost-volume-profit techniques to determine optimal managerial decisions.
- Compare and contrast the financial statements of firms and interpret the results.
- Prepare analysis of various special decisions, using relevant management techniques.

**UNIT I:**

**Introduction:** Cost Accounting: Definition – Features – Objectives – Functions – Scope – Advantages and Limitations - Management Accounting: Features – Objectives – Functions – Elements of Cost - Preparation of Cost Sheet (including problems)

**UNIT II:**

**Material and Labour Cost:** Techniques of Inventory Control – Valuation of Material Issues: FIFO - LIFO - Simple and Weighted Average Methods. Labour: Direct and Indirect Labour Cost – Methods of Payment of Wages- Incentive Schemes -Time Rate Method, Piece Rate Method, Halsey, Rowan Methods and Taylor Methods only(including problems)

**UNIT III:**

**Job Costing and Batch Costing:** Definition and Features of Job Costing – Economic Batch Quantity (EBQ) – Preparation of Job Cost Sheet – Problems on Job Cost Sheet and Batch Costing(including problems)

**UNIT IV:**

**Financial Statement Analysis and Interpretation:**Financial Statements - Features, Limitations, Need, Meaning, Objectives, and Process of Financial Statement Analysis- Comparative Analysis – Common Size Analysis and Trend Analysis (including problems)

**UNIT V:**

**Marginal Costing:** Meaning and Features of Marginal Costing – Contribution –Profit Volume Ratio- Break Even Point – Margin of Safety – Estimation of Profit and Estimation of Sales(including problems).

**REFERENCES BOOKS:**

1. S.P. Jain and K.L. Narang – Advanced Cost Accounting, Kalyani Publishers.
2. M.N. Arora – A test book of Cost Accounting, Vikas Publishing House Pvt. Ltd.
3. S.P. Iyengar – Cost Accounting, Sultan Chand & Sons.
4. Nigam & Sharma – Cost Accounting Principles and Applications, S.Chand& Sons.
5. S.N. Maheswari– Principles of Management Accounting, Sultan Chand & Sons.
6. I.M.Pandey – Management Accounting, Vikas Publishing House Pvt. Ltd.
7. Sharma & Shashi Gupta – Management Accounting, Kalyani Publishers.
8. Murthy & Guruswamy – Management Accounting, Tata McGraw Hill, New Delhi.
9. S.P. Gupta – Management Accounting, S. Chand Publishing, New Delhi.
10. Umamaheswara Rao and Ranganath, Cost Accounting, Kalyani Publishers.
11. Dr V Murali Krishna – Cost Accounting, Seven Hills International Publishers.

**Suggested Co-Curricular Activities:**

- Debate on methods of payments of wages.
- Seminars and Problem Solving Exercises .
- Seminar on need and importance of financial statement analysis.
- Graphs showing the breakeven point analysis.
- Identification of elements of cost in services sector by Visiting any service firm
- Cost estimation for the making of a proposed product.
- Listing of industries located in your area and methods of costing adopted by them.
- Collection of financial statements of any two organization for two years and prepare a common Size Statements. Collection of cost sheet and pro-forma of quotation.





B Com	Semester: IV	Credits: 4
Course: 4C	INCOME TAX	Hrs/Wk: 5

**Learning Outcomes:**

At the end of the course, the student will able to:

- Acquire the complete knowledge of the tax evasion, tax avoidance and tax planning.
- Understand the provisions and compute income tax for various sources.
- Grasp amendments made from time to time in Finance Act.
- Compute total income and define tax complications and structure.
- Prepare and File IT returns of individual at his own.

**UNIT I:**

**Introduction:** Income Tax Act-1961 - Basic Concepts: Income, Person, Assessee - Assessment Year, Previous Year, Rates of Tax, Agricultural Income, Residential Status of Individual - Incidence of Tax - Incomes Exempt from Tax (theory only).

**UNIT II:**

**Income from Salaries:** Basis of Charge, Tax Treatment of Different Types of Salaries Allowances, Perquisites, Profits in Lieu of Salary, Deductions from Salary Income, Computation of Salary Income (including problems).

**UNIT III:**

**Income from House Property and Profits and Gains from Business:** Annual Value, Let-out/Self Occupied/Deemed to be Let-out house - Deductions from Annual Value - Computation of Income from House Property, Definition of Business and Profession - Procedure for Computation of Income from Business - Revenue and Capital Nature of Incomes and Expenses - Allowable Expenses - Expenses Expressly Disallowed - Computation (including problems).

**UNIT IV:**

**Income from Capital Gains - Income from Other Sources:** Meaning of Capital Asset - Types - Procedure for Computation of Long-term and Short-term Capital Gains/Losses  
Meaning of Other Sources - Computer applications Incomes - Specific Incomes - Computation (including problems).

**UNIT V: Computation of Total Income of an Individual:** Deductions under Section 80 - Computation of Total Income (Simple problems).

**REFERENCE BOOKS:**

1. Dr. Vinod; K. Singhania; Direct Taxes - Law and Practice, Taxman Publications
2. T. S. Reddy and Dr. Y. Hari Prasad Reddy - Taxation, by Margham Publications
3. Premraj and Sreedhar, Income Tax, Hamsara Publications
4. B.B. Lal - Direct Taxes; Konark Publications
5. Dr. Mehrotra and Dr. Goyal - Direct Taxes, Law and Practice, Sahitya Bhavan Publication.
6. Balachandran & Thothadri - Taxation Law and Practice, PHI Learning.
7. V.P. Gaur and D.B. Narang - Income Tax, Kalyani Publications
8. Dr Y Kiranmayi - Taxation, Jai Bharath Publishers
9. Income Tax, Seven Lecture Series, Himalaya Publications

**Suggested Co-Curricular Activities:**

- Seminar on different topics of Income tax and Quiz programs, also Problem Solving Exercises.
- Debate on Tax Evasion and Avoidance.
- Practice of provisions of Taxation.
- Talk on Finance Bill at the time of Union Budget.
- Guest lecture by Chartered Accountant.
- Presentation of tax rates and Practice of filing IT Returns online.
- Group Discussions on problems relating to topics covered by syllabus.
- Examinations (Scheduled and surprise tests)



<b>B Com</b>	<b>Semester: IV</b>	<b>Credits: 4</b>
<b>Course: 4D</b>	<b>BUSINESS LAW</b>	<b>Hrs/Wk: 5</b>

**Learning Outcomes:**

At the end of the course, the student will able to:

- Understand the legal environment of business and laws of business.
- Highlight the security aspects in the present cyber-crime scenario.
- Apply basic legal knowledge to business transactions.
- Understand the various provisions of Company Law.
- Engage critical thinking to predict outcomes and recommend appropriate action on issues relating to business associations and legal issues.
- Integrate concept of business law with foreign trade.

**UNIT I:**

**Contract:** Meaning and Definition of Contract - Essential Elements of Valid Contract -Valid, Void and Voidable Contracts - Indian Contract Act, 1872

**UNIT II:**

**Offer, Acceptance and Consideration:** Definition of Valid Offer, Acceptance and Consideration - Essential Elements of a Valid Offer, Acceptance and Consideration.

**UNIT III:**

**Capacity of the Parties and Contingent Contract:**

Rules Regarding to Minors Contracts - Rules Relating to Contingent Contracts - Different Modes of Discharge of Contracts - Rules Relating to Remedies to Breach of Contract.

**UNIT IV:**

**Sale of Goods Act 1930 and Consumer Protection Act 2019:**

Contract of Sale - Sale and Agreement to Sell - Implied Conditions and Warranties - Rights of Unpaid Vendor- Definition of Consumer - Person - Goods - Service - Consumer Dispute - Consumer Protection Councils - Consumer Dispute Redressal Mechanism.

**UNIT V:**

**Cyber Law:** Overview and Need for Cyber Law - Contract Procedures - Digital Signature-Safety Mechanisms.

**REFERENCES BOOKS:**

1. J. Jaysankar, Business Laws, Margham Publication. Chennai.
2. ND Kapoor, Business Laws, S Chand Publications.
3. Balachandram V, Business law, Tata McGraw Hill.
4. Tulsian, Business Law, Tata McGraw Hill.
5. Pillai Bhagavathi, Business Law,Schand Publications.
6. Business Law, Seven Hills Publishers, Hyderabad.
7. K C Garg, Business Law, Kalyani Publishers.

**Suggested Co-Curricular Activities:**

- Seminar on Basics of Indian Contract Act,1872.
- Quiz programs.
- Co-operative learning.
- Seminar on Cyber Law.
- Group Discussions.
- Debate on Offer, Agreement, and Contract.
- Creation of Contract by abiding rules of Indian Contract Act,1872.
- Making a sale by abiding rules of Sale of Goods Act,1930.
- Guest lecture by a Lawyer/Police officer.
- Celebrating consumers day by creating awareness among the students.
- Examinations (Scheduled and surprise tests) .
- Any similar activities with imaginative thinking beyond the prescribed syllabus.



<b>B Com</b>	<b>Semester: IV</b>	<b>Credits: 4</b>
<b>Course: 4E</b>	<b>AUDITING</b>	<b>Hrs/Wk: 5</b>

**Learning Outcomes:**

At the end of the course, the student will able to:

- Understanding the meaning and necessity of audit in modern era.
- Comprehend the role of auditor in avoiding the corporate frauds.
- Identify the steps involved in performing audit process.
- Determine the appropriate audit report for a given audit situation.
- Apply auditing practices to different types of business entities.
- Plan an audit by considering concepts of evidence, risk and materiality

**UNIT I:**

**Introduction:** Meaning – Objectives – Importance of Auditing – Characteristics - Book Keeping vs Auditing - Accounting vs Auditing – Role of Auditor in Checking Corporate Frauds.

**UNIT II:**

**Types of Audit:** Based on Ownership, Time and Objective - Independent, Financial, Internal, Cost,Tax, Government, Secretarial Audits

**UNIT III:**

**Planning of Audit:** Steps to be taken at the Commencement of a New Audit – Audit Programme - Audit Note Book– Audit Working Courses - Audit Evidence - Internal Check, Internal Audit and Internal Control.

**UNIT IV:**

**Vouching and Investigation:** Definition and Importance of Vouching – Objectives of Vouching - Vouching of Cash and Trading Transactions – Investigation - Auditing vs. Investigation

**UNIT V:**

**Company Audit and Auditors Report:** Auditor's Qualifications – Appointment and Reappointment – Rights, Duties, Liabilities and Disqualifications - Audit Report: Contents –Preparation - Relevant Provisions of Companies Act, 2013.

**REFERENCESBOOKS:**

1. S.Vengadamani, "Practical Auditing", Margham Publications, Chennai.
2. Ghatalia, "Principles of Auditing", Allied Publishers Pvt. Ltd., New Delhi.
3. Pradeesh Kumar, BaldevSachdeva&Jagwant Singh,  
  
"Auditing Theory and Practice,Kalyani Publications
4. N.D. Kapoor, "Auditing", S Chand, New Delhi.
5. R.G. Saxena, "Principles and Practice of Auditing", Himalaya Publishing House New Delhi
6. JagadeshPrakesh, "Principles and Practices of Auditing", Kalyani Publications
7. Kamal Gupta and Ashok Gupta, "Fundamentals of Auditing", Tata McGraw Hill
8. B.N. Tondan, "Practical Auditing", S.Chand, New Delhi.
9. K J Vijaya Lakshmi & A S Roopa, Auditing, Seven Hills International Publishers, Hyderabad

**Suggested Co-Curricular Activities:**

- Seminars.
- Visit the audit firms.
- Visit an audit firm, write about the procedure followed by them in Auditing the books of accounts of a firm.
- Guest lecture by an auditor.
- Collect the information about types of audit conducted in any one Organization.
- Collection of audit reports and Group Discussions.
- Draft an audit program.



B Com	Semester: IV(Computer Applications)	Credits: 4
Course: 4F	DATA BASE MANAGEMENT SYSTEMS	Hrs/Wk: 5

**Learning Outcomes for Database Management System.**

At the end of the course, the students is expected to DEMONSTRATE the following cognitive abilities (thinking skill) and psychomotor skills.

**A. Remembers and states in a systematic way (Knowledge).**

1. Understand the role of a database management system in an organization.
2. Understand basic database concepts, including the structure and operation of the relational data model.
3. Understand and successfully apply logical database design principles, including ER diagrams and database normalization.
4. Understand Functional Dependency and Functional Decomposition

**B. Explains (Understanding).**

5. To design and build a simple database system and demonstrate competence with the fundamental tasks involved with modeling, designing, and implementing a DBMS.
6. Perform PL/SQL programming using concept of Cursor Management, Error Handling, Packages.

**C. Critically examines, using data and figures (Analysis and Evaluation).**

7. Apply various Normalization techniques.
8. Model an application's data requirements using conceptual modeling tools like ER diagrams and design database schemas based on the conceptual model

**D. Working in 'Outside Syllabus Area' under a Co-curricular Activity(Creativity) Design and implement a small database project**

**E. Construct simple and moderately advanced database queries using Structured Query Language (SQL)(Practical skills)**

**UNIT I:**

**Overview of Database Management System:** Introduction, Data and Information, Database, Database Management System, Objectives of DBMS, Evolution of Database Management System, Classification of Database Management System.

**UNIT II:**

**File-Based System:** File Based System. Drawbacks of File-Based System, DBMS Approach, Advantage of DBMS, Data Models, Components of Database System, Database Architecture, DBMS Vendors and their products.

**UNIT III:**

**Entity-Relationship Model:** Introduction, The Building Blocks of an Entity-Relationship, Classification of Entity Set, Attribute Classification, Relationship Degree, Relationship Classification, Generalization and Specialization, Aggregation and Composition, CODD's Rules, Relational Data Model, Concept of Relational Integrity.

**UNIT IV:**

**Structured Query Language:** Introduction, History of SQL Standards, Commands in SQL, Data types in SQL, Data Definition Language (DDL), Selection Operation Projection Operation, Aggregate Functions, Data Manipulation Language, Table Modification, Table Truncation, Imposition of Constraints, Set Operations.



**UN IT V:**

**PL/SQL:**Introduction, Structure of PL/SQL,PL/SQL Language Elements, Data Types, Control Structure, Steps to Create a PL/SQL Program, Iterative Control Cursors, Steps to Create a Cursor, Procedure, Functions, Packages, Exceptions Handling, Database Triggers, Types of triggers.

**LEARNING RESOURCES:**

**REFERENCES:**

1. Paneerselvam:Database Management system, PHI.
2. David Kuklinski, Osborne, Data management system McGraw Hill Publication.
3. Shgirley Neal And Kenneth LC Trunik Database management system in Business-PHI.
4. Godeon C. EVEREST, Database Management-McGraw Hill Book Company.
5. MARTIN,Database Management-Prentice Hall of India, New Delhi.
6. Bipin C.Desai , 'An Introduction to Database System',Galgotia Publications.
7. Korth, Database Management System.
8. Navathe, Database Management System.
9. S. Sumathi, S. Esakkirajan,Fundamentals of Relational Database Management System

**Online resources:**

- [http:// www.onlinegdb.com/](http://www.onlinegdb.com/)
- [http:// www.tutorialspoint.com/](http://www.tutorialspoint.com/)
- <http://learnsql.com>
- <https://www.codecademy.com/learn/learn-sql/>
- <https://www.w3schools.com/sql/default.asp>

**PRACTICAL COMPONENT: @ 2 HOURS/WEEK/BATCH.**

1. Create tables department and employee with required constraints.
2. Initially only the few columns (essential) are to be added. Add the remaining columns separately by using appropriate SQL command.
3. Basic column should not be null.
4. Add constraint that basic should not be less than 5000.
5. Calculate HRA, DA, Gross and net by using PL/SQL program.
6. The percentage of HRA and DA are to be stored separately.
7. When the DA becomes more than 100%, a message has to be generated and with user permission has to be merged with basic.

**RECOMMENDED CO-CURRICULAR ACTIVITIES:**

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

**Measurable.**

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging).
2. Student seminars (on topics of the syllabus and related aspects (individual activity).
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams).
4. Field studies (individual observations and recordings as per syllabus content and related areas (Individual or team activity).
5. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity)

**General**

1. Group Discussion
2. Visit to Software Technology parks / industries



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Commerce (Computer Applications) Syllabus (w.e.f:2020-21A.B)

Skill Enhancement Courses (SECs) for Semester -V,

From 2022-23(Syllabus-Curriculum)

Structure of SECs for Semester-V

(To choose One pair from the Four alternate pairs of SECs)

Course No.	Series-A: Accountancy	Course No.	Series-B: Services	Course No.	Series-C: Computer Applications
	Course Name		Course Name		Course Name
6-A	Advanced Corporate Accounting	6-B	Advertising and Media Planning	6-C	Mobile Application Development
7-A	Software Solutions to Accounting	7-B	Sales Promotion and Practice	7-C	Cyber Security and Malware Analysis
8 - A	Management Accounting and Practice	8-B	Logistics Services and Practice	8-C	E- Commerce Application Development
9-A	Cost Control Techniques	9-B	EXIM Procedure and practice	9-C	Real Time Governance System(RTGS)
10-A	Stock Markets	10- B	Life Insurance with Practice	10-C	Multimedia Tools and Applications
11-A	Stock Market Analysis	11- B	General Insurance with practice	11-C	Digital Imaging

Note-1: In Semester-V a B.Com. Computer Applications students have to study **THREE** pairs of SECs (a total of 6courses). The Pairs are, SEC numbers 6 & 7, 8 & 9 and 10 & 11. As there shall be choice to students under CBCS, a total of 9 pairs shall be offered from which B.Com. Computer Applications students have to choose a total of **THREE** pairs of SECs. The 9 pairs are from 3 series namely (A) Accountancy, (B) Services and (C) Computer Applications. Students can, however, choose their **THREE** pairs from any of the **Nine** pairs but a pair shall not bebroken.

For example students can choose any three pairs like the following; 6 -A & 7-A (from Accountancy),8-B, 9-B (from Services) and 10-C, 11-C from (Computer Applications).

Or 6- A & 7- A, 8- C & 9 - C and 10 - B &11- B  
Or 6 - B & 7-B, 8-A & 9-A and 10-C &11- C  
Or 6 - B & 7-B, 8-C & 9-C and 10-A &11-A  
Or 6-C 7-C, 8- B & 9-B and 10-A &11-A  
Or 6-C &7-C, 8-A & 9-A and 10-B, 11-B

Note-2: One of the main objectives of Skill Enhancement Courses (SEC) is to inculcate skills related to the domain subject in students. The syllabus of SEC will be partially skill oriented. Hence, teachers shall also impart practical training to students on the skills embedded in syllabus citing related real field situations.

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ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

Skill Enhancement Courses(SECs) for Semester -V,

From 2022-23(Syllabus-Curriculum)

Structure of SECs for Semester-V

*(To choose One pair from the THREE alternate pairs of SECs)*

Course Number	Name of Course	Hours/Week	Credits	Marks	
				IA-25	Sem End
6-A	Advanced Corporate Accounting	5	4	25	75
7-A	Software Solutions to Accounting	5	4	25	75
OR					
8 -A	Management Accounting and Practice	5	4	25	75
9 - A	Cost Control Techniques	5	4	25	75
OR					
10 - A	Stock Markets	5	4	25	75
11 - A	Stock Market Analysis	5	4	25	75

\*Note: FIRST and SECOND PHASES (2 spells) of APPRENTICESHIP between 1st and 2nd year and between 2nd and 3rd year (two summer vacations)

\*Note: THIRD PHASE of APPRENTICESHIP Entire 6th Semester

  
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ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 6-A	Advanced Corporate Accounting	Hrs/Wk:5

**Learning Outcomes**

After completing the course, the student shall be able to:

1. Understand Corporate Accounting environment
2. Record Transactions related to Purchase of Business, Amalgamation and Reconstruction
3. Analyze the situations of Purchase of Business and Liquidation
4. Create formulas and calculations relating to Amalgamation, Internal Reconstruction and Holding company accounts
5. Acquire skills of Accounting Procedure of Advanced Corporate Accounting Environment.

**Syllabus:** Total 75 hrs (Teaching 60, Training 10, Others 05 including IE etc.)

**Unit-I: Purchase of Business**

Meaning - Purchase Consideration - Methods for determining Purchase Consideration - Discharge of Purchase Consideration - Accounting Treatment.

**Unit-II: Amalgamation of Companies**

Meaning and Objectives - Provisions for Amalgamation of Companies as per Accounting Standard 14 - Accounting Treatment.

**Unit-III: Internal Reconstruction of Companies**

Meaning - Forms of Internal Reconstruction - Alteration of Share Capital and Reduction of Share Capital - Accounting Treatment.

**Unit-IV: Accounts of Holding Companies**

Meaning of Holding Companies and Subsidiary companies - Consolidated Financial Statements - Legal requirements on Consolidation - Calculation of Minority Interest - Accounting Treatment.

**Unit-V: Liquidation**

Meaning - Modes of Winding up of a Company - Liquidator's Final Statement of Account - Calculation of Liquidator's Remuneration - Preparation of Statement of Affairs and Deficiency Account - Accounting Treatment

**References:**

1. Goyal, Bhushan Kumar. Corporate Accounting. Taxmann, New Delhi
2. Kumar, Alok. Corporate Accounting. Kitab Mahal
3. Monga, J.R. Fundamentals of Corporate Accounting. Mayur Paper Backs, New Delhi
4. Sah, Raj Kumar, Concept Building Approach to Corporate Accounting, Cengage
5. Sehgal Ashok & Sehgal Deepak. Corporate Accounting
6. Tulsian P.C. Corporate Accounting, S.Chand & Co. New Delhi
7. <https://thebookee.net/ad/advanced-corporate-accounting-and-accounting-standards>
8. Web resource suggested by the Teacher concerned and the College Librarian including reading material





ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

**Co-Curricular Activities:**

- A. Mandatory (student training by teacher in related real time field skills: total 10 hours):**
- 1. For Teachers:** Training of students by the teacher (using actual field material) in classroom and field for a total of not less than 10 hours on techniques in Advanced Corporate Accounting.  
Accounts and calculation in the event of recent Mergers, Liquidations and Internal Reconstruction.
    - a. Calculation of Purchase Consideration for a given purchase of business (ref. unit-1)
    - b. Preparation of Accounts for Recent Banking Companies mergers (ref. unit-2)
    - c. Design Reconstruction formula for a current sick Company. (Ref. unit-3)
    - d. Calculate Minority Interest for a given Company (ref. unit 4)
    - e. Preparation of Statement of Affairs for a recent Liquidation (ref. unit 5)
  - 2. For Students:** Individual Fieldwork/Project work on identified real time situations with respect to Amalgamation, Liquidation, Purchase Consideration. On practical aspects dealt with by an Auditor. Each student has to make observations and submit to the teacher a handwritten Fieldwork/Project work Report, not exceeding 10 pages, on his/her observations etc.
  - 3. Max marks for Fieldwork/Project work Report: 05.**
  - 4. Suggested Format for Fieldwork/Project work Report: (not more than 10 pages):**  
Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.
  - 5. Unit tests (1E).**
- B. Suggested Co-Curricular Activities**
1. Training of students by a related field expert.
  2. Assignments including technical assignments like Working with Audit Company for Observation of Purchase Consideration and Observation of recent Amalgamations in Banking Sector and Corporate Sector
  3. Seminars, Conferences, discussions by inviting concerned institutions
  4. Field Visit
  5. Invited Lectures and presentations on related topics.



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course:7-A	Software Solutions to Accounting	Hrs/Wk:5

### Course Learning Outcomes

After completing the course, the student shall be able to:

At the end of the course, the student will be able to;

9. Understand the technical environment of accounting softwares.
10. Highlight the major accounting softwares in India.
11. Apply basic of accounting softwares into business firms for accounting transactions.
12. Understand the various versions of Tally and other softwares.
13. Integrate the concept of different Accounting softwares for accounting purpose
14. Design new approaches for use of accounting software environment.

**Syllabus:** Total 75 hrs (Teaching 60, Training 10, Others 05 including IE etc.)

#### Unit-I: Computerized Accounting

Microsoft Excel Spread Sheet- Functions in Excel-

Preparation of Accounts, Statements and Budgets using MS Excel- Analysis and Interpretation.

**Unit-II: Introduction to Leading Accounting Softwares- Busy-Marg-QuickBooks-ZohoBooks-Tally-Features and Accounting.**

**Unit-III: Tally ERP-9- Company Creation- Tally Startup Screen- Gateway of Tally- Create a Company- Alter & Delete company- Backup and Restore- Security Features in Tally.**

**Unit-IV: Tally- Accounting Masters- Groups- Create Ledgers- Alter & Delete- Inventory Masters- Creating Stock Groups - Stock Items- Unit of Measurement- Alter & Delete.**

**Unit-V: Tally- Voucher Entry- Vouchers Types - Vouchers Entry-**

Alter and deleting S

ettings Purchase Vouchers and Sales Vouchers including Tax component- Reports Generation.

#### References

1. Nadhani, Ashok K, Tally ERP 9 Training Guide, BPB Publications
2. Tally 9 in Simple Steps, Kogent Solutions Inc., John Wiley & Sons.
3. Tally 9.0 (English Edition), (Google Book) Computer World
4. Tally.ERP 9 Made Simple Basic Financial Accounting by BPB Publisher.
5. Tally ERP 9 For Real Time Accounting by Avichi Krishnan
6. Fundamentals of Computers, by V. Rajaraman, PHI.
7. Tally ERP 9 book advanced user, Swayam Publication ([www.tallyerp9book.com](http://www.tallyerp9book.com))
8. *Web resources suggested by the Teacher concerned and the College Librarian including reading material*



**Co-Curricular Activities**

- A. Mandatory (student training by teacher in related real time field skills: total 10 hours):**
- 1. For Teachers:** Training of students by the teacher (using actual field material) in classroom and field for a total of not less than 10 hours on techniques in Computerized Accounting, working with Accounting Software. Train the students in Computerized Accounts with selected Accounting software.
    - a. Working with Excel-Spreadsheet calculations and tabulation Lab Practice (Ref. unit-1)
    - b. Working with any accounting software-analyze the special characters (ref. unit-2)
    - c. Company Creation Lab Practice-(ref. unit-3)
    - d. Creating Masters in Tally with a given Company-Lab Work. Lab Work (ref. Unit 4)
    - e. Voucher Entry for Given Transactions- Generation of Reports for a given Company Lab Work (ref. Unit.5)
  - 2. For Student:** Each student has to visit at least one business organization dealt with Computerized Accounting. Collect data relating to the business transactions and practice in college computer lab. Each student has to prepare one System based accounting during the semester. They shall write their observations and submit a Fieldwork/Project work report, not exceeding 10 pages, to the teacher in the given format.
  - 3. Max marks for Fieldwork/Project work Report: 05**
  - 4. Suggested Format for Fieldwork/Project work (not more than 10 pages):** Title page, student details, Contents, objective, step-wise work done, findings, conclusions and acknowledgements.
  - 5. Unit tests (IE).**

**B. Suggested Co-Curricular Activities**

1. Training of students by a related field expert.
2. Assignments including technical assignments like Working with Excel & Tally
3. Seminars, Conferences, Discussions by inviting concerned institutions
4. Field Visit
5. Invited lectures and presentations on related topics



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course:8-A	Management Accounting and Practice	Hrs/Wk:5

**Learning Outcomes**

Upon successful completion of the course the student will be able to

1. Understand the nature and scope of management accounting and differentiate management accounting, financial accounting and cost accounting.
2. Compute ratios and draw inferences
3. Analyze the performance of the organization by preparing funds flow statement and cash flow statements
4. Prepare cash budget, fixed budget and flexible budget.

**Syllabus:** (Total 75 hrs (Teaching 60, Training 10, Others 05 including IE etc.)

**UNIT1: Introduction** Nature & Scope of Management Accounting – Management Accounting Principles – Significance of Management Accounting – Difference between management accounting, financial accounting and Cost accounting – Limitations of Management Accounting – Installation of Management Accounting – Tools of Management Accounting.

**UNIT2: Ratio Analysis**

Meaning - Advantages and Limitation of Ratio Analysis – Types of Ratios – Profitability Ratios – Gross Profit Ratio (GPR) – Net Profit Ratio (NPR) – Operating Ratio – Solvency Ratios – Current Ratio – Liquidity Ratio – Debt-Equity Ratio – Turnover Ratios – Fixed Assets Turnover Ratio – Working Capital Turnover Ratio – Debtors Turnover Ratio – Creditors Turnover Ratio – Stock Turnover Ratio – Return on Investment (ROI) – Calculation and interpretation.

**UNIT3: Fund Flow and Cash Flow Analysis as per AS3**

Meaning and Concept of Working Capital (Fund) – Fund Flow Statement – Meaning and Uses of Funds Flow Statement – Preparation of Funds Flow Statement. Cash Flow Statement – Meaning and Uses of Cash Flow Statement – Preparation of Cash Flow Statement – Difference between Cash Flow Statement and Funds flow Statement.

**UNIT4: Budgeting and Budgetary Control**

Meaning of Budget – Forecast and Budget - Elements of Budget – Features – objectives and budget procedure – Classification of Budgets - Meaning of Control – Meaning of Budgetary control – objectives of Budgetary control system – Advantages and Limitations of Budgetary control system. Prepare cash budget, fixed budget and flexible budget.

**UNIT5: Management Reporting:**

Reports - Meaning – Modes of Reporting – Requisites of a good report – Kinds of Reports – General format of Reports - Need for Management Reporting - financial reporting Vs. Management Reporting - Strategies for Writing Effective Reporting.



### References

5. Management Accounting and financial control S.N.Maheswari, Sultan Chand and Sons.
6. Principles of Management Accounting by Manmohan & Goyal, Publisher: PHI Learning
7. Cost and Management Accounting by SP Jain and KL Narang
8. Introduction to Management Accounting –  
Horn Green and Sundlem Publisher: PHI Learning
9. Cost and Management Accounting by M.N. Arora, Vikas Publishing House Pvt Ltd.,
10. Management Accounting: Text, Problems & Cases by Khan & Jain, Tata McGraw Hill (TMH)

Web Sources: Web sources suggested by the concerned teacher and college librarian including reading material.

### Co-Curricular Activities:

**A Mandatory:** (student training by teacher in related real time field skills: total 10

hours) **1. Teachers:** Teachers shall provide students with financial data relating to business organizations and train them (using actual field material) to present such data in a more meaningful manner to facilitate managerial decision making, preparation of various budgets, forecast, analyze, interpret and present such information in different reporting forms.

**2. Student:** Students shall visit any local company and collect their financial data or from web sources. Differentiate management accounting, financial accounting and cost accounting. Extract the Financial data of any company and Compute Ratios and draw inferences, prepare Cash budgets, Fixed and flexible budgets and submit a brief report after analyzing such data.

**3. Max marks for Fieldwork/Project work Report: 05.**

**4. Suggested Format for Fieldwork/Project work (not more than 10 pages):** Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.

**5. Unit tests (IE).**

### B. Suggested Co-Curricular Activities

1. Organize short term training on specific technical skills in collaboration with Computer Department or skill training institution (Government or Non-Government Organization).
2. Seminars/Conference/ Workshops on management accountant profession, skills required for Management accountant Professional Development, integration of technical and analytical skills for effective job performance, Ethical behavior of management accountant.
3. On job work with ICMA professional duration of work to be decided on the basis of feasibility and opportunity.
4. Interaction with Area Specific Experts.



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A. B)

B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course:9-A	Cost Control Techniques	Hrs/Wk:5

**Learning Outcomes**

Upon completion of the course the student will be able to

1. Differentiate cost control, cost reduction concepts and identify effective techniques.
2. Allocate overheads on the basis of Activity Based Costing.
3. Evaluate techniques of cost audit and rules for cost record.
4. Appraise the application of marginal costing techniques to evaluate performances, fix selling price, make or buy decisions.

**Syllabus:** (Total 75 hrs (Teaching 60, Training 10, Others 05 including IE etc.)

**Unit 1: Introduction-Nature and Scope** Introduction: Meaning of Cost Control – Cost Control Techniques – Requisites of effective Cost Control System – Cost Reduction – meaning – essentials for an effective cost Reduction Program – Scope of cost reduction – Difference between Cost Control and Cost Reduction – Meaning of cost audit – Types of Cost Audit – Auditing techniques.

**Unit 2: Activity Based Costing**

Concept of ABC – Characteristics of ABC – Categories of ABC – Allocation of Overheads under ABC – Cost Reduction under ABC – advantages of implementing ABC – Application of overhead allocation on the basis of ABC-

**Unit 3: Cost Volume Profit Analysis (CVP Analysis)**

Applications of Marginal Costing – profit planning – Evaluation of Performance – fixing selling price – Key Factor – Make or Buy decision – Accept or Reject – closing down or suspending activities –

**Unit 4: Standard Costing and Variance Analysis**

Concept of Standard Cost and Standard Costing – Advantages and limitations – analysis of variances – importance of Variance Analysis - computation and application of variances relating to material and labour.

**Unit 5: Application of Modern Techniques**

Kaizen Costing – Introduction – objectives – scope – Principles – 5 S (Sort, Set in Order, Shine, Standardize, and Sustain) in Kaizen Costing – Advantages and Disadvantages of Kaizen Costing. Learning Curve Analysis – concept and Application.

**References**

3. Cost and Management Accounting by SP Jain and KL Narang.
4. Cost Accounting by M.C. Shukla, T.S. Grewal & Dr M.P. Gupta, S. Chand and Company Private Limited, New Delhi
5. Cost Accounting: Principles & Practice Book by M.N. Arora, Vikas Publishing House Private Limited.
6. Advanced Cost Accounting: JK Mitra, New Age International
7. Advanced Cost Accounting: SN Maheswari, S. Chand and Company Private Limited, New Delhi

Web Sources: Web sources suggested by the concerned teacher and college librarian



including reading material.

**Co-Curricular Activities:**

**A. Mandatory (student training by teacher in related real time field skills: total 10 hours)**

1. **For Teachers:** Teachers should train students (using actual field material) in classroom/field for not less than 10 hours on techniques relating to determine fixed costs, variable costs based on the data of concerned firm, to identify and analyze of cost variances and to prepare budgeting reports of business/industry houses.
2. **Students:** Students should develop skills by adopting techniques on differences between cost controls and cost reduction, allocation of overheads on the basis of Activity Based Costing. Should visit any business and learn the methods and techniques of ascertaining costs of various products using with same material, machine and money under same management (For example, Dairy, Sweet, Leather products etc.) and identify the reasons for variances in estimated and actual cost and submit a report in the given format not exceeding 10 pages to the teacher
3. Max marks for Fieldwork/Projectwork Report: 05.
4. Suggested Format for Fieldwork/Project work (not more than 10 pages): Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.
5. Unit tests (IE).

**B. Suggested Co-Curricular Activities**

1. Organize short term training on specific technical skills in collaboration with Computer Department or skill training institution (Government or Non-Government Organization). Like Zoho, Fresh book, MS Excel....
2. Seminars/Conference/ Workshops on Cost accountant profession, skills required for cost accountant Professional Development, integration of technical and analytical skills for effective job performance, Ethical behaviour of management accountant.
3. Real time work experience with ICMA professional duration of work be decided on the basis of feasibility and opportunity.
4. Arrange for Interaction with Area Specific Experts.



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course:10 - A	Stock Markets	Hrs/Wk:5

**Learning Outcomes:**

By the completion of the course, the students will be able to

1. Expose to theory and functions of the Share Market in Financial Sector as job careers
2. Study the functioning of capital markets and create awareness among the public
3. Acquire knowledge on operations of Share Market and Research skills
4. Involve in activities of Mutual Funds and stock market firms
5. Enhance their skills by practicing in preparation of accounting statements

**Syllabus:** (Total 75hrs (Teaching 60, Training 10, Others 05 including I E etc.)

**UNIT 1: Introduction, Nature, Scope and basics of stock market**

Introduction of Investments-Need of Investment-Short and Long Term investment-  
Money market Vs Capital Market-Primary Market-Secondary Market-Depositories-Buy Back  
Shares-Forward Contract and Future Contract- Types of Investors- Speculators, Hedgers,  
Arbitraders.

**UNIT 2: Capital Markets**  
Definition-Participants of Capital Market Participants-Primary Market issues of Equity Shares and  
Preference Shares and Debentures its types Mutual Funds –Secondary Market-  
/Stock Exchange-National Stock Exchange of India-Over the Counter Exchange of India –  
Qualified Individual/Institutional Buyers-Under writers.

**UNIT 3.- Financial Intermediaries**

Depositories- -Buy Back of Shares-- Forward Contract and Future Contract- differences –  
Participants in Future Contract-Clearing of Mechanism.

**UNIT 4. Stock Indices**

Index and its types-SENSEX-Calculation Methodology-Types of Clearing Members.

**UNIT 5.- Regulatory Mechanism**

Security and Exchange Board of India (SEBI)-Powers, functions,-Over The Counter  
Exchange (OTCE) of India-Functions and Mechanism.

**References:**

6. I.M.Pandey., Financial Management, Vikas Publishing House
7. Prasanna Chandra, Financial Management Tata Mc Graw Hill
8. Bhole.L.M. Financial Markets and Institutions, Tata Mc Graw Hill Publishing House
9. Khan MY, Jain PK, Financial Management, Tata Mc Graw Hill
10. Kishore Ravi.M., Financial Management, Taxman Publication
11. *Web resources suggested by the Teacher concerned and the College Librarian including reading material*





ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

**Co-Curricular Activities:**

**A. Mandatory (student training by teacher in real time field skills: 10 hours):**

1. **For Teachers:** Training of students by the teacher (using actual field material) in classroom and field for not less than 10 hours on techniques in valuation of shares of selected companies, preparation of documents, identification of local individuals / institutions who are involved in share markets. Listing out Local Money Market institutions, Identifying the investors and their experience in operational activities  
Analysis of various companies Financial Statements and interpretations
2. **For Students:** Students shall individually study the work of stock market professionals and agencies and make observations. Their observations shall be written as the Fieldwork/Project work Report in the given format not exceeding 10 pages and submit to the teacher.
3. Max marks for Fieldwork/Project work Report: 05.
4. Suggested Format for Fieldwork/Project work (not more than 10 pages):  
Title page, student details, contents, objectives, step-wise work done, findings, conclusions and acknowledgements.
5. Unit tests (IE).

**B. Suggested Co-Curricular Activities**

1. Training of students by a related field expert.
2. Assignments (including technical assignments like identifying the investors and their activities in share markets)
3. Seminars, Conferences, discussions by inviting concerned institutions
4. Visits to local Investment Institutions, offices,
5. Invited lectures and presentations on related topics by field experts.



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course:11- A	Stock Market Analysis	Hrs/Wk:5

**Learning Outcomes:**

By the completion of the course, the students are able to

1. Expose to theory and functions of the monetary and Financial Sector as job careers
2. Study the functioning of local Capital markets and
3. Create awareness among the public by giving reporting after analysis
4. Acquire knowledge on operations of Share Market and Research skills
5. Enhance their skills by involving activities of Share Market analysis

**Syllabus:** Total 75 hrs (Teaching 60, Training 10, Others 05 including IE etc.)

**UNIT 1: Introduction, Nature, Scope and basics of stock market**

analysis Introduction of Investments-Need of Security Analysis-Types of analysis-  
Fundamental Analysis, Technical Analysis, Quantity Analysis.

**UNIT 2: Fundamental Analysis-** Based on Company's Records and Performance- EPS Ratio-  
Price to Sales Ratio- P/Earnings Ratio, P/Equity Ratio, ROI, D/P Ratio- Intrinsic Value-

**UNIT 3. – Technical Analysis-** Based on Share Price Movement and Market Trends-  
Bullish Pattern- Bearish pattern

**UNIT 4-**

**Quantity Analysis:** Based on data for special Research purpose (Descriptive, Correlation, Comparative  
and Experimental) by preparing questionnaire, observation, focus groups and interviews  
Dow Theory

**UNIT 5. – Mutual Funds**

Importance and the role of Mutual Fund –Types of Mutual Funds- Various schemes in India-  
Growth Fund, Income Fund, Growth and

Income Fund, Tax planning schemes, other categories, Asset Management Mutual Funds- its method  
of analysis's

**References:**

1. Khan. M. Y. Financial Management, Vikas Publishing House
2. Bhole. L. M. Financial Markets and Institutions, Tata McGraw Hill Publishing House
3. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata McGraw Hill
4. Damodharan Aswath, Valuation: Security Analysis for  
Investment and corporate Finance., John Wiley, New York
5. Francis. J. C., Investment Analysis and Management, Tata McGraw Hill
6. *Web resources suggested by the Teacher concerned and the College Librarian including reading material*



**Co-CurricularActivities:**

**B.Mandatory:***(studenttraining byteacher inreal timefield skills:10 hours)*

1. For Teachers: Training of students by the teacher (using actual field material)inclassroomandfieldfor notlessthan10hoursonSecurityMarketsanalysis,preparationofdocumentsandAnalysisofSharesanddebentures,FundamentalAnalysis of various companies Financial Statements and interpretations, TechnicalAnalysis of Various Financial Statements, Quantity Analysis of various companiesFinancial statements and interpretations, Analysis of Mutual fund operations and theirperformances

CaseStudiesofvariouscompanies'performances basedonanalysisoftheirsecuritiesandthe success stories ofinvestors.

2. For Students:Students shall individually study the data of selected institutionsandtheirperformancebyanalyzingthestatementslearningfrompracticalexperiences from Chartered Accountants and Cost Accountants. They shall record theirobservations in a hand written Fieldwork/Project work report not exceeding 10 pagesinthegiven format and submit to the teacher.

3. Max marksforFieldwork/Projectwork Report:05.

4. SuggestedFormatforFieldwork/Projectwork Report(notmorethan10pages):Title page, student details, contents, objective, step-wise work done, findings,conclusionsand acknowledgements.

5. Unittests(IE).

**B.SuggestedCo-CurricularActivities**

1. Trainingofstudentsbya relatedfieldexpert.
2. Assignments (including technical assignments like identifying sources of local financialinstitutions,
3. Seminars,Conferences, discussionsbyinvitingconcernedinstitutions
4. Visits to local Financial Institutions like HDFC securities, ICICI Direct Securities RelianceSecuritiesetc.
5. Invitedlectures andpresentationsonrelatedtopicsbyfieldexperts.



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

Skill Enhancement Courses (SECs) for Semester -V,

From 2022-23(Syllabus-Curriculum)

Structure of SECs for Semester-V

*(To choose One pair from the THREE alternate pairs of SECs)*

Course Number	Name of Course	Hours/ Week	Credits	Marks	
				IA-25	Sem End
6 - B	Advertising and Media Planning	5	4	25	75
7 - B	Sales Promotion and Practice	5	4	25	75
OR					
8 - B	Logistics Services and Practice	5	4	25	75
9 - B	EXIM Procedure and practice	5	4	25	75
OR					
10 - B	Life Insurance with Practice	5	4	25	75
11 - B	General Insurance with practice	5	4	25	75

  
PRINCIPAL  
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KARINADA



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 6- B	Advertising and Media Planning	Hrs/Wk:5

**Learning Outcomes:**

At the successful completion of the course students are able to:

- Understand the role of advertising in business environment
- Understand the legal and ethical issues in advertising
- Acquire skills in creating and developing advertisements
- Understand up-to-date advances in the current media industry.
- Acquire the necessary skills for planning an advertising media campaign.

**SYLLABUS:** Total 75hrs (Teaching 60, Training 10, Others 05 including IE etc.)

**UNIT-I: Introduction, Nature and Scope Advertising- Nature and Scope- Functions - Impact on Social, Ethical and Economical Aspects- Its Significance- Advertising as a Marketing Tool and Process for Promotion of Business Development- Criticism on advertising**

**UNIT-II: Strategies of Advertisements**

Types of Advertising Agencies and their Strategies in Creating Advertisements - Objectives - Approach - Campaigning Process - Role of Advertising Standard Council of India (ASCI) - DAGMAR Approach

**UNIT-III: Process of Advertisement Creativeness and Communication of Advertising- Creative Thinking - Process - Appeals - Copy Writing - Issues in Creation of Copy Testing - Slogan Elements of Design and Principles of Design**

**UNIT-IV: Media Planning**

Advertising Media - Role of Media - Types of Media - Print Media - Electronic Media and other Media - Advantages and Disadvantages - Media Planning - Selection of Media

**UNIT-V: Analysis of Market Media**

Media Strategy - Market Analysis - Media Choices - Influencing Factors - Target, Nature, Timing, Frequency, Languages and Geographical Issues - Case Studies

**References:**

1. Bhatia, K. Tej - Advertising and Marketing in Rural India - McMillan India
2. Ghosal Subhash - Making of Advertising - McMillan India
3. Jethwaney Jaishri & Jain Shruti - Advertising Management - Oxford University Press
4. Advertising Media Planning, Seventh Edition Paperback - by Roger Baron (Author), Jack Sissors (Author)
5. Media Planning and Buying in 21st Century - Ronald D Geskey
6. Media Planning and Buying: Principles and Practice in the Indian Context - Arpita Menon
7. Publications of Indian Institute of Mass Communications
8. Advertising and Salesmanship. P. Saravanel, Margham Publications
9. Publications of ASCI
10. Web resources suggested by the Teacher concerned and the College Librarian including reading material



**ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM**  
**B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)**

**Co-CurricularActivities:**

**A-Mandatory:(student trainingbyteacherintherelatedfield skills: total10 hours):**

**1. ForTeacher:**

Students shall be practically trained, (using actual field material) in classroom and fieldfor 10 hours, in the skills/techniques related to advertising and media planning. Trainingshall include;

- Collectionofdataandmaterial,handlingofmaterialandsampleadvertisementpreparati on.
- sloganpreparation,makingofadvertisementand advertisementstrategies
- workingwith mediaandreportpreparationon ethicalissues
- preparationofnetbasedadvertisementsandmediaplanning

**2. For Student:** Students shall individually choose a local or regional advertising agency, visit,study it's processes, strategies, business aspects etc. They may also make a comparative study ofmediaadvertisements.Eachstudenthastosubmithis/herobservationsasahandwrittenFieldwork/ProjectworkReport notexceeding10pagesinthegivenformatto theteacher.

**3. Max marksforFieldwork/Projectwork Report:05.**

**4. Suggested Format for Fieldwork/Project work Report (not more than 10 pages):** Title page,student details, contents, objective, step-wise work done, findings, conclusions andacknowledgements.

**5. Unittests(IE).**

**B-SuggestedCo-CurricularActivities**

- Surveyonexistingproductsadvertisements
- Creationofadvertisingon severalproducts
- InvitedLectures
- Handson experiencewith thehelp offield experts
- Debates,Seminars, Group Discussions,Quiz, etc.
- Assignments,Casestudies,Compilationofpaper cuttings,Preparationofrelatedvideos,Class exhibitions.



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

<b>B.Com</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits:4</b>
<b>Course: 7- B</b>	<b>Sales Promotion and Practice</b>	<b>Hrs/Wk:5</b>

**Learning Outcomes:**

By the end of the course students are able to:

1. Analyse various sales promotion activities
2. Get exposed to new trends in sales Promotion
3. Understand the concepts of creativity in sales promotion
4. Enhance skills to motivate the sales person to reach their targets
5. Develop the skills of designing of sales promotion events

**SYLLABUS:** Total 75hrs (Teaching 60, Training 10, Others 05 including I Etc.)

**UNIT-I: Introduction to Sales Promotion:** Nature and Scope of Sales Promotion- Influencing Factors - Sales Promotion and Control - Strengths and Limitations of Sales Promotion – Sales Organization-Setting-up of Sales Organization- Types of Sales Organization.

**UNIT-II: Sales Promotion and Product Life Cycle:** Types of Sales Promotion - Consumer Oriented - Trade Oriented - Sales Oriented - Various Aspects - Sales Promotion methods indifferent Product Life Cycle – Cross Promotion - Sales Executive Functions - Theories of Personal Selling - Surrogate Selling.

**UNIT-III: Strategies and Promotion Campaign:** Tools of Sales Promotion-

Displays, Demonstration, Fashion Shows, Conventions - Conferences, Competitions – Steps in designing of Sales Promotion Campaign – Involvement of Salesmen and Dealers – Promotional Strategies - Ethical and Legal issues in Sales Promotion.

**Unit-IV: Salesmanship and Sales Operations:** Types of Salesman - Prospecting - Pre-approach and Approach - Selling Sequence - Sales budget, Sales territories, Sales Quota's - Point of Sale - Sales Contests - Coupons and Discounts - Free Offers - Showrooms and Exhibitions - Sales Manager Qualities and functions.

**Unit-V: Salesforce Management and Designing:** Recruitment and Selection - Training - Induction - Motivation of sales personnel - Compensation and Evaluation of Sales Personnel - Designing of Events for Enhancing Sales Promotion

**References:**

1. Don.E.Schultz-Sales Promotion Essentials-McGrawhill India
2. S.H.H.Kazmi & Satish K. Batra, Advertising and Sales Promotion-Excel Books
3. Jeth Wancy Jaishri & Jain Shruti-Advertising Management-Oxford University Press
4. Dr. Shaila Bootwala Dr. M.D. Lawrence and Sanjay R. Mali- Advertising and Sales Promotion-Nirali Prakashan
5. Successful Sales Promotion- Pran Choudhury
6. Advertising and Sales Promotion Paperback-S. H.H.Kazmi & Satish Batra
7. Publications of ASCI
8. Kazmi & Batra, ADVERTISING & SALES PROMOTION, Excel Books, 2008
9. Web resources suggested by the Teacher concerned and the College Librarian including reading material



**Co-Curricular Activities:(Lecturer Participation:Total10Hours)**

**A.Mandatory:** (student training by teacher in the related field skills: total 10 hours):**1ForTeacher:**

Trainingofstudentsbytheteacher(usingactualfieldmaterial)for10hoursintheclassroomand field fornot less than 10hours ontechniquesinareas suchas;

- Designspecialtoolsandtechniquesforsalespromotion
- Planningofsalespromotion andstrategicplanningfor givenproduct
- ReportWritingon SuccessStoriesofSales promotionagencies
- Preparationof reportonlegal issuesinsalespromotiontechniques.

**2.ForStudent:**

Students have to get individually training in the field the functional aspects of sales promotion, advertisement, strategic planning, sales promotion agencies and related legal issues, Students have to involve the sales promotion activities as practical training. Takeup survey on sales promotional activities of existing products. Each student has to recordhis/herobservationsandprepareahandwrittenFieldwork/ProjectworkReport,notexceeding10 pages,andsubmit toteacher in thegiven format.

3) Max marksforFieldwork/ProjectworkReport:10

4) Suggested Format for Fieldwork/Project work Report (not more than 10 pages):

Titlepage, student details, contents, objective, step-wise work done, findings, conclusions andacknowledgements.

5.Unittests(IE).

**V:SuggestedCo-CurricularActivities**

Assignments, Class seminars, Case studies, Compilation of paper cuttings, Groupdiscussions, Debates, Quiz, Class exhibitions, Preparation of related videos, Invitedlecturesetc.





ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits4
Course:8-B	Logistics Services and Practice	Hrs/Wk:5

### Learning Outcomes

Upon successful Completion of the course the student will be able to

1. Appraise the Principles of Logistics and its informatics.
2. Examine the Financial Issues in Logistics sector performance.
3. Describe basic EOQ model and ABC analysis.
4. Determine warehouse safety rules, concepts of Retail Logistics and strategies of Supply Chain Management.

Syllabus Total 75 hrs (Teaching 60, Training 10, Others 05 including IE etc.)

### UNIT I: Introduction

Logistics - meaning - Principles of Logistics-Technology & Logistics - Informatics. Warehouse-Meaning - Types -Benefits of Warehousing. Transportation-Meaning - Types -Benefits. Courier/Express-Meaning-Courier Guidelines- Pricing in Courier-Express Sector for international and domestic shipping-Reverse logistics in e-commerce sector.

### UNIT 2: Global Logistics

Global Supply Chain-Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization- Modes of Transportation in Global Logistics Barriers to Global Logistics-Markets and Competition-Financial Issues in Logistics Performance.

### UNIT 3: Inventory

Need of Inventory-Types of Inventories-Basic EOQ Model-Classification of material - ABC Analysis-VED,HML,- Material Requirement Planning(MRP)-meaning and Advantages Material handling and storage systems-Principles of Materials Handling.

### UNIT 4: Warehousing & Distribution Operations

Need for Warehouse - Importance of warehouse- Stages involved receipt of goods- Advanced shipment notice(ASN)- Warehouse Activities- receiving, sorting, loading, unloading, Picking, Packing and dispatch - safety rules and Procedures to be observed in a Warehouse.

### Unit 5: Retail Logistics and Supply Chain Management

Concepts of Retail Logistics and supply chain- Supply chain efficiency-Fundamentals of Supply Chain and Importance - SCM concepts and Definitions - Supply chain strategy- Strategic Drivers of Supply Chain Performance - key decision areas- External Drivers of Change.

### References

1. Vinod V Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
2. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009.
3. Fundamentals of Logistics Management (The Irwin/McGraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
4. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
5. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.



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*Web Sources: Web sources suggested by the concerned teacher and college librarian including reading material.*

**Co-Curricular Activities:**

**A. Mandatory: (Student training by teacher in the related field skills: 10hrs)**

1. **For Teachers:** Shall give hands-on training to students (using actual field material) in classroom and field in operations of (specific unit/s) logistics sector with reference to material handling and storage processes, warehousing design and financial issues confronted in logistics sector.
2. **Students:** Visit any local logistics provider / local mart etc., observe and understand its operations, financial issues, material handling and storage processes, warehouse design and submit a hand written Fieldwork/Project work Report in the given format on the observations made to the teacher
3. Max marks for Fieldwork/Project work Report: 05.
4. Suggested Format for Fieldwork/Project work Report (not more than 10 pages): Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.
5. Unit tests (IE).

**B. Suggested Co-Curricular Activities:**

1. Organize short term training on specific technical skills like Zoho, Fresh book, MS Excel... in collaboration with Computer Department or skill training institution (Government or Non-Government Organization).
2. Seminars/Conference/  
Workshop on career opportunities in logistics sector, trends in logistics sector, Automation in the sector etc.
3. Real time work experience with logistics sector.
4. Arrange for Interaction with Area Specific Experts.



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B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course: 9-B	Export Import(EXIM) Procedure & Practice	Hrs/Wk:5

**Learning Outcomes:**

Upon successful completion of the course the student will be able to

1. Understand the significance of Export and Import Management and its role in Economy and as job careers
2. Acquire knowledge on Procedures of export and import
3. Involve in pre and post EXIM activities
4. Enhance their skills by practicing in foreign trade

**Syllabus:** Total 75hrs (Teaching 60, Training 10, Others 05 including IE

etc.) **UNIT1: Introduction of EXIM policies and procedures**

Objectives of EXIM policies - Role of export houses in the development of Economy - State Trading Corporations and SEZs - Flow of Procedure for export and import process.

**UNIT2: Product planning and for import and export**

Export Promotion Councils in India and Commodities Board of India - Its functions and their role - Registration cum Membership Certificate (RCMC) and registration of Export Credit and Guarantee Corporation of India (ECGC)

**UNIT3: Documentation at the time of EXIM goods**

Commercial documents - Principal and Auxiliary documents - Regulatory documents (relating to Goods, Shipment, Payment, Inspection, Payment, Excisable and FERA)

**UNIT4: Payment Procedures in foreign trade**

Factors determining for Payment and methods of Receiving Amount - Payment in advance - Documentary Bills - Documentary credit under Letter of Credit - Different types of Letters of Credit - Open account with periodical settlement.

**UNIT5: Insurance and Shipment of Goods**

Cargo Insurance (Marine) - Types of Marine insurance policies - Kinds of losses - Shipment of goods - Clearing and forwarding agents - its role and significance - Classification of services Essential and Optional services - clearance procedures for export of goods.

**References**

1. Rama Gopal.C; Export and Import Procedure - New Age International Publishers
2. Neelam Arora, Export and Import Procedure and documentation - Himalaya Publishing House
3. Dr. Swapna Pilai, Export and Import Procedure & documentation - Sahitya Bhawan Publications
4. Sudhir Kochhar, Export and Import Procedure - Aggarwal Bookhouse
5. *Web resources suggested by the Teacher concerned and the College Librarian including reading material*



**Co-Curricular Activities:**

**A. Mandatory (Student training by teacher in the related field skills: 10 hrs):**

1. **For Teachers:** Training of students by teacher (using actual field material) in classroom and field for not less than 10 hours on techniques of foreign trade by involving students in making observations, preparation of documents, identification of exportable goods and recording experiences of exporters.
2. **For Students:** students shall visit export import houses or related centers and observe processes of identification of exportable goods, registration of RCMC, logistic support and insurance procedures. They shall submit their observations as an individual handwritten Fieldwork/Project work Report in the given format and submit to teacher.
3. Max marks for Fieldwork/Project work Report: 05
4. Suggested Format for Fieldwork/Project work (not more than 10 pages):  
Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.
5. Unit tests (IE).

**B. Suggested Co-Curricular Activities**

1. Training of students by related field expert.
2. Assignments (including technical assignments like identifying sources of exportable and excisable goods, Case Studies of export procedures and the success stories and getting practical experiences by exporting Agricultural and local products including DWACRA)
3. Seminars, Conferences, discussions by inviting concerned institutions
4. Visits to exporting units. SEZs and Export houses
5. Invited lectures and presentations on related topics by field experts.



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B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course:10-B	Life Insurance with Practice	Hrs/Wk:5

**Learning Outcomes**

After completing the course, the student shall be able to:

1. Understand the Features of Life Insurance, schemes and policies and insurance companies in India
2. Analyze various schemes and policies related to Life Insurance sector
3. Choose suitable insurance policy for given situation and respective persons
4. Acquire Insurance Agency skills and other administrative skills
5. Acquire skill of settlement of claims under various circumstances

**Syllabus:** Total 75 hrs (Teaching 60, Training 10, Others 05 including IE etc.)

**Unit-I: Features of Life Insurance contract**

Life Insurance-Features- Advantages-Group Insurance- Group Gratuity Schemes- Group Superannuation Schemes, Social Security Schemes- Life Insurance companies in India.

**Unit-II: Plans of Life Insurance**

Types of Plans: Basic - Popular Plans – Term Plans-Whole Life-Endowment-Money Back-Savings-Retirement-Convertible - Joint Life Policies - Children's Plans - Educational Annuity Plans-Variable Insurance Plans- Riders

**Unit-III: Principles of Life Insurance**

Utmost Good Faith- Insurable Interest- Medical Examination - Age proof, Special reports - Premium payment - Lapse and revival – Premium, Surrender Value, Non-Forfeiture Option - Assignment of Nomination-Loans – Surrenders – Foreclosure.

**Unit-IV: Policy Claims**

Maturity claims, Survival Benefits, Death Claims, Claim concession - Procedures - Problems in claim settlement - Consumer Protection Act relating to life insurance and insurance claims.

**Unit-V: Regulatory Framework and Middlemen**

Role of IRDAI & other Agencies-Regulatory Framework-Mediators in Life Insurance-Agency services – Development Officers and other Officials.

**References:**

1. G.S.Pande, Insurance – Principles and Practices of Insurance, Himalaya Publishing.
2. C.Gopalkrishna, Insurance – Principles and Practices, Sterling Publishers Private Ltd.
3. G.R.Desai, Life Insurance in India, MacMillan India.
4. M.N.Mishra, Insurance Principles and Practices, Chand & Co, New Delhi.
5. M.N.Mishra, Modern Concepts of Insurance, S.Chand & Co.
6. P.S.Palandi, Insurance in India, Response Books – Sagar Publications.
7. Taxman, Insurance Law Manual.
8. <https://www.irdai.gov.in>
9. <https://www.policybazaar.com>
10. Web resources suggested by the Teacher concerned and the College Librarian including reading material



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B.Com. Computer Applications Syllabus (w.e.f:2020-21 A.B)

**Co-Curricular Activities:**

**A. Mandatory (Student training by teacher in the related field skills: 10hrs.):**

1. **For Teachers:** Training of students by teacher (using actual field material) in classroom/field for not less than 10 hours on techniques/skills of life insurance sector from opening of insurance policies to settlement of claims.
  - a. Working with websites to ascertain various LIC Companies and their schemes in Life Insurance sector (Ref. unit-1)
  - b. Working with websites to ascertain various policies in Life Insurance sector (Ref. unit-2)
  - c. Working with websites like policy bazaar.com for Calculation of Premium for Specified policies and ascertain various options under policy (ref. unit-3)
  - d. Preparation of statements for claims under various policies working with specified Life Insurance Company for settlement of Claims under different circumstances (Ref. Unit 4)
  - e. Prepare the students to choose the Life Insurance field and show the opportunities in public and private insurance companies. (ref. Unit.5)
2. **For Students:** Students shall take up individual Fieldwork/Project work and make observations on the procedures followed in the life insurance activities including identifying customers, filling applications, calculation of premium and settlement of insurance claims. Working with Insurance Agents and Life Insurance companies may be done if possible. Each student shall submit a hand-written Fieldwork/Project work Report on his/her observations in the given format to teacher.
3. Max marks for Fieldwork/Project work Report: 05
4. Suggested Format for Fieldwork/Project work (not more than 10 pages): Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.
5. Unit tests (IE).

**B. Suggested Co-Curricular Activities**

1. Training of students by a related field expert.
2. Assignments including technical assignments like Working with any insurance Company for observation of various policies, premiums, claims, loans and other activities.
3. Seminars, Conferences, discussions by inviting concerned institutions
4. Field Visit
5. Invited lectures and presentations on related topics



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B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course:11-B	General Insurance with Practice	Hrs/Wk:5

**Course Learning Outcomes**

After completing the course, the student shall be able to:

1. Understand the Features of General Insurance and Insurance Companies in India
2. Analyze various schemes and policies related to General Insurance sector
3. Choose suitable insurance policy under Health, Fire, Motor, and Marine Insurances
4. Acquire General Insurance Agency skills and administrative skills
5. Apply skill for settlement of claims under various circumstances

**Syllabus:** Total 75 hrs (Teaching 60, Training 10, Others 05 including IE etc.)

**Unit-I: Introduction**

General Insurance Corporation Act - General Insurance Companies in India - Areas of General Insurance- Regulatory Framework of Insurance- IRDA-Objectives -Powers and Functions -Role of IRDA-Insurance Advisory Committee.

**Unit-II: Motor Insurance**

Motor Vehicles Act 1988-Requirements for compulsory third party insurance – Policy Documentation & Premium- Certificate of insurance – Liability without fault – Compensation on structure formula basis-Hit and Run Accidents.

**Unit-III: Fire & Marine Insurance**

Kinds of policies – Policy conditions – Documentation- Calculation of premium- Calculation of Loss- Payment of claims.

**Unit-IV: Agriculture Insurance**

Types of agricultural insurances - Crop insurance - Problems of crop insurance - Crop Insurance Vs Agricultural relief - Considerations in Crop insurance- Live Stock Insurance.

**Unit-V: Health & Medical Insurance**

Types of Policies- Calculation of Premium- Riders- Comprehensive Plans- Payment of Claims.

**References:**

1. M.N.Mishra, Insurance Principles and Practices, Chand & Co, New Delhi.
2. M.N.Mishra, Modern Concepts of Insurance, S.Chand & Co.
3. P.S.Palandi, Insurance in India, Response Books – Sagar Publications.
4. C.Gopal Krishna, Insurance – Principles and Practices, Sterling Publishers Private Ltd.
5. G.R.Desai, Life Insurance in India, MacMillan India.
7. <https://www.irdai.gov.in>
8. <https://www.policybazaar.com>
9. Web resources suggested by the Teacher concerned and the College Librarian including reading material.



**Co-Curricular Activities**

**A. Mandatory:** (Student training by teacher in the related field skills: 10hrs.)

1. **For Teachers:** Training of students by teacher (using actual field material) in classroom and field for not less than 10 hours on techniques/skills in aspects of General Insurance area including calculation of premium and claim settlements.
  - a. Ascertain the regulatory framework and functions of IRDA and Insurance Advisory Committee with respect to important cases in General Insurance Field (Ref. unit-1)
  - b. Working with specified GIC Company and analyze the documentation procedure and Premium payment with respect to Motor & Other insurances (ref. unit-2)
  - c. Working with specified GIC Company and analyze the documentation procedure for Policy agreement and payment of Claims of General Insurance (ref. unit-3)
  - d. Working with Banks and Cooperative Societies with respect to Crop Insurance and Claims Settlement (Ref. unit 4)
  - e. Working with specified Medical Insurance Companies to ascertain various policies under medical insurance and settlement of claims (ref. Unit.5)
2. **For Students:** Students shall individually undertake Fieldwork/Project work and make observations on the procedures and processes of various insurance policies and claims in real time situations. Working with Insurance Agents and General Insurance companies is preferred. Each student shall submit a hand-written Fieldwork/Project work Report on his/her observations in the given format to teacher.
3. Max marks for Fieldwork/Project work Report: 10
4. Suggested Format for Fieldwork/Project work (not more than 10 pages): Title page, student details, Contents, objective, step-wise work done, findings, conclusions and acknowledgements.
5. Unit tests (IE)

**B. Suggested Co-Curricular Activities**

1. Training of students by a related field expert.
2. Assignments including technical assignments like Working with General Insurance companies for observation of policies and claims under certain policies.
3. Seminars, Conferences, discussions by inviting concerned institutions
4. Field Visit
5. Invited lectures and presentations on related topics





ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.A./B.Com Computer Applications for Arts/Commerce Syllabus (w.e.f:2020-21A.B)  
Skill Enhancement Courses (SECs) for Semester -V,

From 2022-23(Syllabus-Curriculum)

**Structure of SECs for Semester-V**

*(To choose One pair from the Five alternate pairs of SECs)*

Course NO.	Name of Course	Hrs. / Week	Max Marks IE	Max Marks EE	Credits
6 - C	Mobile application development	5	25	75	4
7 - C	Cyber security and malware analysis	5	25	75	4

OR

8 - C	E- commerce application development	5	25	75	4
9 - C	Real time governance system (RTGS)	5	25	75	4

OR

10 - C	Multimedia Tools and Applications	5	25	75	4
11 - C	Digital Imaging	5	25	75	4

**Note-1:** For Semester-V, for the domain subject Computer Applications, any one of the above four pairs of SECs shall be chosen as courses 6 & 7, 8 & 9 and 10 & 11 i.e., 6C & 7C or 8C & 9 C or 10 C & 11C. The pair shall not be broken (ABC allotment is random, not on any priority basis).

**Note-2:** One of the main objectives of Skill Enhancement Courses (SEC) is to inculcate practical skills related to the domain subject in students. The syllabus of SEC will be partially skill oriented. Hence, teachers shall also impart practical training to students on the skills embedded in syllabus citing related real field situations.

**Note-3:** Since, the proposed SECs are connected to Computer Programming/Software Tools and Skill enhancement, the students need to get exposure on the syllabus content by practicing on the computer even though there is no formal assignment of credits and laboratory hours for practical sessions. So, as part of the Co-curricular activities and continuous assessment, students should be engaged in practicing on computer for at least 15 hours per subject/course.

  
P. AL  
Aditya Degree College  
KAKINADA



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B.A/B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits: 4
Course: 6-C	Mobile Application Development	Hrs/Wk: 3

**Learning Outcomes:**

Upon successful completion of the course, a student will be able to:

1. Identify basic terms ,tools and software related to android systems
2. Describe components of IDE, understand features of android development tools
3. Describe the layouts and controls
4. Explain the significance of displays using the given view
5. Explain the features of services and able to publish android Application
6. Developing interesting Android applications using MIT App Inventor

**Unit-1:( Total hours: 75 including Theory, Practical, Training, Unit tests etc.)**

**10 Hrs**

Introduction to Android ,open headset alliance, Android Ecosystem

Need of Android

Features of Android

Tools and software required for developing an Application

**Unit-2:**

**13Hrs**

operating system, java JDK, Android SDK

Android development tools

Android virtual devices

steps to install and configure Android studio and sdk

Android activities

**Unit-3:**

**14Hrs**

control flow, directory structure

components of a screen

fundamental UI design

linear layout, absolute layout ,

table layouttext view

edit text

button, image button, radio button

radio group, check box, and progress bar

list view, grid view, image view, scroll view

time and date picker

toast

**Unit-4:**

**10Hrs**

android platform services

Android system Architecture

Android Security model



**Unit-5**

**13Hrs.**

Introduction of MIT App Inventor  
Application Coding  
5.3 Programming Basics & Dialog  
Audio & Video  
File

**Text Books:**

1. Erik Hellman, "Android Programming – Pushing the Limits", 1st Edition, Wiley India Pvt Ltd, 2014.
2. App Inventor: create your own Android apps by Wolber, David (David Wayne)

**Reference Books:**

1. Dawn Griffiths and David Griffiths, "Head First Android Development", 1st Edition, O'Reilly SPD Publishers, 2015.
2. J F DiMarzio, "Beginning Android Programming with Android Studio", 4th Edition, Wiley India Pvt Ltd, 2016. ISBN-13: 978-8126565580
3. Anubhav Pradhan, Anil V Deshpande, "Composing Mobile Apps" using Android, Wiley 2014, ISBN: 978-81-265-4660-2
4. Android Online Developers Guide
5. <http://developer.android.com/reference/> Udacity: Developing Android
6. Apps- Fundamentals
7. <https://www.udacity.com/course/developing-android-appsfundamentals--ud853-nd>
8. <http://www.appinventor.mit.edu/>

**RECOMMENDED CO-CURRICULAR ACTIVITIES:**

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

**A. Measurable**

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams))
4. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity)

**General**

- a. Group Discussion
- b. Try to solve MCQ's available online.
- c. Others



**RECOMMENDED CONTINUOUS ASSESSMENT METHODS:**

Some of the following suggested assessment methodologies could be adopted;

1. The oral and written examinations (Scheduled and surprise tests),
2. Closed-book and open-book tests,
3. Problem-solving exercises,
4. Practical assignments and laboratory reports.
5. Observation of practical skills,
6. Efficient delivery using seminar presentations,
7. Viva voce interviews.
8. Computerized adaptive testing, literature surveys and evaluations,
9. Peers and self-assessment, outputs form individual and collaborative work

**Course-6C: Mobile Application Development: Lab (Practical) Syllabus (15 Hrs.)**

*(Since, the proposed SECs are connected to Computer Programming/Software Tools and Skill enhancement, the students need to get exposure on the syllabus content by practicing on the computer even though there is no formal assignment of credits and laboratory hours for practical sessions. So, as part of the Co-curricular activities and continuous assessment, students should be engaged in practicing on computer for at least 15 hours per semester.)*

**Outcomes:**

1. Understand the android platform
2. Design and implementation of various mobile applications

**Experiments:**

1. Demonstrate mobile technologies and devices
2. Demonstrate Android platform and applications overview
3. Working with texts, shapes, buttons and lists
4. Develop a calculator application
5. Implement an application that creates a alarm clock

**Note:** The list of experiments need not be restricted to the above list. *Detailed list of Programming/software tool based exercises can be prepared by the concerned faculty members.*

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B.A./B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits: 4
Course: 7-C	Cyber Security and Malware Analysis	Hrs/Wk: 3

**COURSE OUTCOMES:**

Upon successful completion of this course, students should have the knowledge and skills to

1. Understand the computer networks, networking tools and cyber security
2. Learn about NIST Cyber Security Framework
3. Understand the OWASP Vulnerabilities
4. Implement various Malware analysis tools
5. Understand about Information Technology act 2000

**Syllabus:** (Total hours: 75 including Theory, Practical, Training, Unit tests etc.)

**UNIT 1: Introduction to Networks & cyber security**

**14hrs**

- Computer Network Basics
- Computer network types
- OSI Reference model
- TCP/IP Protocol suite
- Difference between OSI and TCP/IP
- What is cyber, cyber-crime and cyber-security
- All Layer wise attacks
- Networking devices: router, bridge, switch, server, firewall
- How to configure: router
- How to create LAN

**UNIT 2: NIST Cyber security framework**

**12hrs**

- Introduction to the components of the framework
- Cyber security Framework Tiers
- What is NIST Cyber security framework
- Features of NIST Cyber security framework
- Functions of NIST Cyber security framework
- Turn the NIST Cyber security Framework into Reality/ implementing the framework



**UNIT 3: OWASP**

**12hrs**

- What is OWASP?
- OWASP Top 10 Vulnerabilities
  - ❖ Injection
  - ❖ Broken Authentication
  - ❖ Sensitive Data Exposure
  - ❖ XML External Entities (XXE)
  - ❖ Broken Access Control
  - ❖ Security Misconfiguration
  - ❖ Cross-Site Scripting (XSS)
  - ❖ Insecure Deserialization
  - ❖ Using Components with Known Vulnerabilities
  - ❖ Insufficient Logging and Monitoring
- Web application firewall

**UNIT 4: MALWARE ANALYSIS**

**12hrs**

- What is malware
- Types of malware
  - ❖ Key loggers
  - ❖ Trojans
  - ❖ Ran some ware
  - ❖ Rootkits
- Antivirus
- Firewalls
- Malware analysis
  - ❖ VM ware
  - ❖ How to use sandbox
  - ❖ Process explorer
  - ❖ Process monitor

**UNIT 5: CYBER SECURITY: Legal Perspectives**

**10hrs**

- Cybercrime and the legal landscape around the world
- Indian IT ACT 2000 –Cybercrime and Punishments
- Challenges to Indian law and cybercrime scenario in India



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B.A./B.Com Computer Applications for Arts/Commerce Syllabus (w.e.f:2020-21A.B)

**Textbooks:**

1. Computer Networks | Fifth Edition | By Pearson (6th Edition)|Tanenbaum, Feamster & Wetherill
2. Computer Networking | A Top-Down Approach | Sixth Edition | By Pearson | Kurose James F. Ross Keith W.
3. Cyber Security by Sunit Belapure, Nina Godbole|Wiley Publications
4. TCP/IP Protocol Suite |Mcgraw-hill| Forouzan|Fourth Edition

**Website References:**

- <https://csrc.nist.gov/Projects/cybersecurity-framework/nist-cybersecurity-framework-a-quick-start-guide>
- <https://owasp.org/www-project-top-ten/>
- <https://owasp.org/www-project-juice-shop/>

**Co-Curricular Activities:**

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

**A. Measurable**

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams))
4. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity))

**B. General**

1. Group Discussion
2. Tryto solve MCQ's available online.

**RECOMMENDED CONTINUOUS ASSESSMENT METHODS:**

Some of the following suggested assessment methodologies could be adopted;

1. The oral and written examinations (Scheduled and surprise tests),
2. Closed-book and open-book tests,
3. Practical assignments and laboratory reports,
4. Observation of practical skills,
5. Individual and group project reports.
6. Efficient delivery using seminar presentations,
7. Viva-Voce interviews,
8. Computerized adaptive testing, literature surveys and evaluations,
9. Peers and self-assessment, outputs form individual and collaborative work



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B.A./B.Com Computer Applications for Arts/Commerce Syllabus (w.e.f:2020-21A.B)

**Course-7C: Cyber Security and Malware Analysis; Lab (Practical) Syllabus (15 Hrs.)**

*(Since, the proposed SECs are connected to Computer Programming/Software Tools and Skill enhancement, the students need to get exposure on the syllabus content by practicing on the computer even though there is no formal assignment of credits and laboratory hours for practical sessions. So, as part of the Co-curricular activities and continuous assessment, students should be engaged in practicing on computer for at least 15 hours per semester.)*

**Experiments:**

1. Configure a LAN by using a switch
2. Configure a LAN by using Router
3. Perform the packet sniffing mechanism by download the "wire shark" tool and extract the packets
4. Perform an SQL Injection attack and its preventive measure to avoid Injection attack

**Note:** The list of experiments need not be restricted to the above list. *Detailed list of Programming/software tool based exercises can be prepared by the concerned faculty members.*





ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM

B.A./B.Com Computer Applications for Arts/Commerce Syllabus (w.e.f:2020-21A.B)

B.A./B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits: 3T+2L
Course: 8-C	E- Commerce Application Development	Hrs/Wk: 3T+3L

### Learning Outcomes:

Upon successful completion of the course, a student will be able to:

1. To apply in an integrative and summative fashion the students' knowledge in all fields of business studies by drafting a website presence plan.
2. To understand the factors needed in order to be a successful in ecommerce
3. To gain the skills to bring together knowledge gathered about the different components of building a web presence
4. To critically think about problems and issues that might pop up during the establishment of the web presence
5. To apply Word Press as a content management system (CMS), Plan their website by choosing colour schemes, fonts, layouts, and more

**Syllabus:** (Total hours: 75 including Theory, Practical, Training, Unit tests etc.)

#### Unit-1:

(10h)

Introduction to E-commerce:

- Meaning and concept – E-commerce
- E-commerce v/s Traditional Commerce
- E-Business & E-Commerce – History of E-Commerce
- EDI – Importance, features & benefits of E-Commerce

Impacts, Challenges & Limitations of E-Commerce

#### Unit-2:

(12h)

Business models of E-Commerce: Business to Business

- 2.1.2 Business to customers
- 2.1.3 Customers to Customers

Business to Government

Business to Employee

Influencing factors of successful E-Commerce

Architectural framework of Electronic Commerce

Web based E-Commerce Architecture.

Internet Commerce

#### Unit-3:

(12h)

Electronic data Interchange

- EDI Technology
- EDI- Communications



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B.A./B.Com Computer Applications for Arts/Commerce Syllabus (w.e.f:2020-21A.B)

EDI Agreements  
E-Commerce payment system.  
Digital Economy

**Unit -4:** (13h)

A Page on the web - HTML Basics  
Client Side scripting -JAVA SCRIPT basics  
Server side Scripting- PHP basics.

**Unit-5:** (13h)

Logging in to Your Word press Site  
word press dash board  
creating your first post  
adding photos and images  
creating hyper link  
adding categories and tags

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**Textbooks:**

1. Turban, Rainer, and Potter, Introduction to E-Commerce, second edition, 2003
2. H. M. Deitel, P. J. Deitel and T. R. Nieto, E-Business and E-Commerce: How to Programe, Prentice hall, 2001
3. WordPress All-in-One For Dummies -written by Lisa Sabin Wilson with contributions by Michael Torbert, Andrea Rennick, Cory Miller, and Kevin Palmer

**Reference Books:**

1. Elias. M. Awad, "Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley
3. <https://w3schools.com>
4. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.

**RECOMMENDED CO-CURRICULAR ACTIVITIES:** (Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

**A. Measurable**

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams))

**B. General**

1. Group Discussion
2. Others



**RECOMMENDED CONTINUOUS ASSESSMENT METHODS:**

Some of the following suggested assessment methodologies could be adopted;

1. The oral and written examinations (Scheduled and surprise tests),
2. Closed-book and open-book tests,
3. Efficient delivery using seminar presentations,
4. Computerized adaptive testing, literature surveys and evaluations,
5. Peers and self-assessment, outputs form individual and collaborative work

**Course- 8C: E- Commerce Application Development; Lab (Practical) Syllabus (15 Hrs)**

*(Since, the proposed SECs are connected to Computer Programming/Software Tools and Skill enhancement, the students need to get exposure on the syllabus content by practicing on the computer even though there is no formal assignment of credits and laboratory hours for practical sessions. So, as part of the Co-curricular activities and continuous assessment, students should be engaged in practicing on computer for at least 15 hours per semester.)*

Case study of e-commerce

1. Home page design of web site
2. Validation using PHP
3. Implement Catalogue design
4. Implement Access control mechanism( eg: username and password)
5. Case study on business model of online E-Commerce store

**Note:** The list of experiments need not be restricted to the above list. *Detailed list of Programming/software tool based exercises can be prepared by the concerned faculty members.*



B.A/B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits: 4
Course: 9 - C	Real Time Governance System (RTGS)	Hrs/Wk: 3

#### COURSE OUTCOMES:

Upon successful completion of this course, students will have the knowledge and skills to

1. Understand the terms regarding Governance, E-Governance and RTGS
2. Learn about E-Governance Infrastructure
3. Understand the E-Governance implementation in several countries
4. Understand the E-Governance implementation in several Indian states
5. Understand the applications of RTG

Syllabus: (Total hours: 75 including Theory, Practical, Training, Unit tests etc.)

#### UNIT 1: Introduction to E-Governance

12hrs

- Government, Governance and Good Governance
- What is E-Governance or Electronic Governance?
- E-Government and E-Governance: A conceptual Analysis
  - ❖ Objectives
  - ❖ Components
  - ❖ application domains
  - ❖ four phase model
  - ❖ implementing E-Governance
  - ❖ issues while implementing E-Governance
  - ❖ Opportunities and challenges
- Types of E-Governance
- What is Real-Time Governance (RTG)
- Real Time Governance Society (RTGS)

#### UNIT 2: E-Governance Infrastructure

14hrs

- Data Systems infrastructure
  - ❖ Executive Information Systems
  - ❖ Management Information Systems
  - ❖ Knowledge Management Systems



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B.A./B.Com Computer Applications for Arts/Commerce Syllabus (w.e.f:2020-21A.B)

- ❖ Transaction Processing Systems
- Legal Infrastructural preparedness
  - ❖ IT Act 2000
  - ❖ Challenges to Indian law and cybercrime scenario in India
  - ❖ Amendments of the Indian IT Act
- Institutional Infrastructural preparedness
  - ❖ Internet
  - ❖ intranet
  - ❖ extranet
- Human Infrastructural preparedness
  - ❖ Top-level management
  - ❖ Middle-level management
  - ❖ Low-level management
- Technological Infrastructural preparedness
  - ❖ Information and communications technology
  - ❖ Data Warehousing
  - ❖ Cloud Computing

**UNIT 3: E-Governance: Country Experience**

**12hrs**

- INDIA
- US
- UK
- AUSTRALIA
- DUBAI

**UNIT 4: E-Governance in India**

**12hrs**

- Andhra Pradesh
- Karnataka
- Kerala
- Uttar Pradesh
- Madhya Pradesh
- West Bengal
- Gujarat

**UNIT 5: Latest Applications in Real Time Governance**

**10hrs**

- Agriculture
- Rural Development
- Health care
- Education
- Tourism
- Commerce and Trade



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**Textbooks:**

1. E-Governance: concepts and case studies| CSR Prabhu| Prentice-Hall
2. E-Governance| Niranjanpani, Sanhari Mishra | Himalaya Publishing House

**Website References:**

1. <http://www.egov4dev.org/success/case/>
2. <https://vikaspedia.in/e-governance/resources-for-vles>
3. <https://altametrics.com/en/information-systems/information-system-types.html>
4. <https://core.ap.gov.in/CMDashBoard/Index.aspx>

**Co-Curricular Activities:**

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

**A. Measurable**

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams))
4. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity))

**B. General**

1. Group Discussion
2. Try to solve MCQ's available online.

**RECOMMENDED CONTINUOUS ASSESSMENT METHODS:**

Some of the following suggested assessment methodologies could be adopted;

10. The oral and written examinations (Scheduled and surprise tests),
11. Closed-book and open-book tests,
12. Practical assignments and laboratory reports,
13. Observation of practical skills,
14. Individual and group project reports.
15. Efficient delivery using seminar presentations,
16. Viva-Voce interviews.
17. Computerized adaptive testing, literature surveys and evaluations,
18. Peers and self-assessment, outputs form individual and collaborative work



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.A./B.Com Computer Applications for Arts/Commerce Syllabus (w.e.f:2020-21A.B)  
Course-9-C: Real Time Governance System (RTGS); Lab (Practical) Syllabus (15 Hrs)

*(Since, the proposed SECs are connected to Computer Programming/Software Tools and Skill enhancement, the students need to get exposure on the syllabus content by practicing on the computer even though there is no formal assignment of credits and laboratory hours for practical sessions. So, as part of the Co-curricular activities and continuous assessment, students should be engaged in practicing on computer for at least 15 hours per semester.)*

**Note:** Here the students have to gather the details in computer lab by surfing several websites & Google Search Engines and submit the report to the class/lab instructor before leaving the lab.

Week 1: Write a Report on the role of Nationwide Networking in E-Governance

Week 2: Write a Report on SETU: A Citizen Facilitation Centre in India, regarding its successful or failure journey.

Week 3: Write a Report on National Cyber Security Policy, how it is useful to Indian citizens.

Week 4: Write a Report on mee-seva/Village Secretariat/Ward secretariat, a new paradigm in citizen services.

Week 5: Write a Report on how Andhra Pradesh is implementing RTGS in Agriculture.

Week 6: Write a Report on how Andhra Pradesh is implementing RTGS in social welfare schemes

Week 7: Write a Report on how Andhra Pradesh is implementing RTGS in waste lands, agricultural lands and house properties.

Week 8: Write a Report on Electronic Birth Registration in any one state of our country.

**Note:** The list of experiments need not be restricted to the above list. *Detailed list of Programming/software tool based exercises can be prepared by the concerned faculty members.*

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B.A./B.Com Computer Applications for Arts/Commerce Syllabus (w.e.f:2020-21A,B)

B.A./B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits: 3T+2L
Course: 10-C	Multimedia Tools and Applications	Hrs/Wk: 3T+3L

**Learning Outcomes:**

Upon successful completion of the course, a student will be able to:

1. Gain knowledge on the concepts related to Multimedia.
2. Understand the concepts like image data representation and colour modes.
3. Understand the different types of video signals and digital audio.
4. Know about multimedia data compression types and audio compression standards
5. Know about basic video compression techniques.

**Syllabus:** (Total hours: 75 including Theory, Practical, Training, Unit tests etc.)

**Unit-1: Introduction to multimedia:**

**12Hr**

1. What is Multimedia?
2. Components of Multimedia System
3. Multimedia and Hypermedia
4. Multimedia Authoring metaphors
5. Multimedia Production
6. Multimedia Presentation
7. Some Technical Design Issues
8. Automatic Authoring

**Unit-2: Image Data Representations and color models:**

**12Hr**

1. Color science Human vision Image data types:
2. 2.Black & white images  
1-bit images (Binary image)  
8-bit (Gray-level images)
3. Color images  
24-bit color images  
8-bit color images
4. Color models

**Unit-3: Fundamental concepts in video:**

**12Hr**

1. Types of Video Signals  
Analog Video  
Digital Video





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**Basics of Digital Audio:**

2. What is Sound?
  - Digitization of Sound
  - Quantization and Transmission of Audio
  - Pulse code modulation
  - Differential coding of audio
  - Predictive coding

**Unit-4:**

**Multimedia Data Compression:**

13Hr

1. Introduction
- Basics of Information Theory
  - Lossless Compression Algorithms
  - Fix-Length Coding
  - Run-length coding
- 1.2.4 Dictionary-based coding
  - Variable Length Coding
  - Huffman Coding Algorithm

**Audio Compression standards:**

2. Introduction
  - Psychoacoustics model
  - MPEG Audio

**Unit-5: Basic Video Compression Techniques:**

11Hr

1. Introduction to Video compression
2. Video compression standard H:261
3. Video compression standard MPEG-1

**Text Books:**

Fundamentals of Multimedia by Ze-Nian Li & Mark S. Drew. Publisher: Prentice Hall

**Reference Books:**

1. An introduction to digital multimedia by Savage, T. M. and Vogel, K. E. 2008.
2. Digital Multimedia by Nigel Chapman & Jenny Chapman. 2009.

**Online Resources:** <https://ksuit342.wordpress.com/lecturers/>

<https://www.tutorialspoint.com/multimedia>

**Recommended Co-Curricular Activities (participation: total 15 weeks):**

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

**A. Measurable**

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams))



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B.A./B.Com Computer Applications for Arts/Commerce Syllabus (w.e.f:2020-21A.B)

4. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity))

**B. General**

1. Group Discussion
2. Others

**RECOMMENDED CONTINUOUS ASSESSMENT METHODS:**

Some of the following suggested assessment methodologies could be adopted;

1. The oral and written examinations (Scheduled and surprise tests),
2. Closed-book and open-book tests,
3. Programming exercises,
4. Observation of practical skills,
5. Efficient delivery using seminar presentations,
6. Viva voce interviews,
7. Computerized adaptive testing, literature surveys and evaluations,
8. Peers and self-assessment, outputs form individual and collaborative work

**Suggested Software**

- 1) Image Editing – GIMP
- 2) Audio Editing – Audacity
- 3) Video Editing – video pad
- 4) NCH software tools.

**Course-10 C: Multimedia Tools and Applications; Lab (Practical) Syllabus (15 Hrs.)**

*(Since, the proposed SECs are connected to Computer Programming/Software Tools and Skill enhancement, the students need to get exposure on the syllabus content by practicing on the computer even though there is no formal assignment of credits and laboratory hours for practical sessions. So, as part of the Co-curricular activities and continuous assessment, students should be engaged in practicing on computer for at least 15 hours per semester.)*

1. Editing images using GIMP
2. Improve the Quality of your Image in GIMP
3. Create an impressive background in GIMP
4. Applying Shadow & Highlight effects in images
5. Black & white and color photo conversion.

**Note:** The list of experiments need not be restricted to the above list. *Detailed list of Programming/software tool based exercises can be prepared by the concerned faculty members.*

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B.A/B.Com	Semester – V (Skill Enhancement Course- Elective)	Credits: 4
Course: 11-C	Digital Imaging	Hrs/Wlc: 3

**Learning Outcomes:**

Upon successful completion of the course, a student will be able to:

1. Gain knowledge about Types of Graphics, Types of Objects and Types of video editing tools
2. Show their skills in editing and altering photographs for through a basic understanding of the tool box.
3. Gain knowledge in using the layers.
4. Gain knowledge in using the selection tools, repair tools.
5. Gain knowledge in using selection tools, applying filters and can show their skills.

**Syllabus:** (Total hours: 75 including Theory, Practical, Training, Unit tests etc.)

**UNIT-I**

**12 Hrs**

1. Types of Graphics  
Raster vs Vector Graphics
2. Types of Objects  
Audio formats  
Video formats  
Image formats  
Text document formats
3. Types of video editing
4. Different color modes.
5. Image Scanner  
Types of Image Scanners

**UNIT-II**

**12 Hrs**

1. What is GIMP?
2. GIMP tool box window
3. Layers Dialog
4. Tool Options Dialog
5. Image window
6. Image window menus



**Recommended Co-Curricular Activities (participation: total 15 weeks):**

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

**A. Measurable**

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams))
4. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity))

**B. General**

1. Group Discussion
2. Others

**RECOMMENDED CONTINUOUS ASSESSMENT METHODS:**

Some of the following suggested assessment methodologies could be adopted;


1. The oral and written examinations (Scheduled and surprise tests),
2. Closed-book and open-book tests,
3. Programming exercises,
4. Observation of practical skills,
5. Efficient delivery using seminar presentations,
6. Viva voce interviews.
7. Computerized adaptive testing, literature surveys and evaluations,
8. Peers and self-assessment, outputs form individual and collaborative work

**Course-11 C: DIGITAL IMAGING; Lab (Practical) Syllabus (15 Hrs.)**

*(Since, the proposed SECs are connected to Computer Programming/Software Tools and Skill enhancement, the students need to get exposure on the syllabus content by practicing on the computer even though there is no formal assignment of credits and laboratory hours for practical sessions. So, as part of the Co-curricular activities and continuous assessment, students should be engaged in practicing on computer for at least 15 hours per semester.)*

1. Designing a Visiting card
2. Design Cover page of a book
3. Paper add for calling tenders
4. Design a Pamphlet
5. Brochure designing
6. Titles designing
7. Custom shapes creation
8. Image size modification
9. Background changes
10. Texture and patterns designing

**Note:** The list of experiments need not be restricted to the above list.  
*Detailed list of Programming/software tool based exercises can be prepared by the concerned faculty members.*

  
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