Ahmednagar Jilha Maratha Vidya Prasarak Samaj's

New Arts, Commerce and Science College, Ahmednagar

(Autonomous)

(Affiliated to Savitribai Phule Pune University, Pune)

Choice Based Credit System (CBCS)

Bachelor of Business Administration (Computer Application)

B.B.A.(C.A.)

Syllabus of

F.Y.B.B.A.(C.A.)

Implemented from

Academic year 2021 -22

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's

New Arts, Commerce and Science College, Ahmednagar

(Autonomous)

Board of studies in B.B.A.(C.A)

Sr. No.	Name	Designation
1.	Mrs. Nimbalkar Sangita S.	Chairman
2.	Mr. Talule Sonyabapu S.	Member
3.	Mr. Gobare Manohar B.	Member
4.	Miss. Danave Bharati M.	Member
5.	Mr. Pachpande Suhas D.	Academic Council Nominee
6.	Dr. Patil Chandrashekhar Himmatrao	Academic Council Nominee
7.	Prof. (Mrs.) Siddavatam A. Shakilabanu	Vice Chancellor Nominee
8.	Mrs. Mohite-Patil Amruta Rahul	Alumni
9.	Mr. Dawbhat Arun Rangnath	Industry Expert
10.	Mrs. Kulkarni Aparna A.	Member(co-opt)

1. Introduction of the programme:

With the rapid growth of IT industry in India, the demand of computer professional is increasing day by day. This increasing growth of IT industry has created a lot of opportunities for the computer graduates.

B.B.A.(C.A.) program is a full time three years degree program with six semesters. It is based on Choice-based credit system containing 140+8=148 credit points.

B.B.A.(C.A.) program is a combination of computer and applied courses from Commerce and management stream. Computer related courses introduce techniques of programming, databases, web designing, system analysis, design tools, data mining, and different computing environments. Applied courses include Financial Accounting, Principles of Management, Organization Behavior and Human Resource Management etc that provide business administration foundation of the program.

This course provides a lot of opportunities to arts, commerce and science strem students who are interested in computer field and wants to work in the IT sector as programmer or software developer. This Degree will help students to become an IT professional and to be place in the network support and system support/ administration roles. Student can either work in the corporate sector in an administration.

The Course is planned and structured to provide you with a dynamically engaging atmosphere in which you can develop into highly qualified IT professionals. The curriculum has been intended to provide students with a thorough understanding of numerous areas linked to information technology as well as basic management concepts. This course offers the prequalification for professionals heading for smart career in the IT field, which measures up to international standards.

There are endless opportunities in the sector. For example you can be hired as Software Developer, Technical Analyst, System Administrators, Programmer, Tech support and others.

2. Programme outcomes (Pos)

Students enrolled in the program complete a curriculum that exposes and trains students in a full range of essential skills and abilities. They will have the opportunity to master the following objectives.

- Imparts advanced knowledge on a wide range of computer applications so that the students pursuing this course can easily face any kind of challenges and opportunities related to the IT industry.
- Inculcate spirit of entrepreneurship.
- Import practical skills among students.
- Prepare as a industry ready resource.
- Implement the spirit of entrepreneurship.
- Develop and produce skilled computer professionals.
- Prepare students to face the diverse challenges and opportunities in the IT industry and build competence in a particular area of business.

I. Programme Structure and Course Titles

Sr. No.	Class	Semester	Course Code	Course Title	Credits
1.	FY BBA(CA)	I	BBACA-101 T	FUNDAMENTALS OF INFORMATION TECHNOLOGY	04
2.	FY BBA(CA)	I	BBACA-102 T	'C' PROGRAMMING	04
3.	FY BBA(CA)	I	BBACA-103 T	FINANCIAL ACCOUNTING	04
4.	FY BBA(CA)	I	BBACA-104 T	BUSINESS STATISTICS	04
5.	FY BBA(CA)	I	BBACA-105 P	PRACTICAL- (BASED ON BBACA-101 T)	02
6.	FY BBA(CA)	I	BBACA-106 P	PRACTICAL –(BASED ON BBACA-102 T)	02
7	FY BBA(CA)	I	BBACA-107 T(A)	PRINCIPLES OF MANAGEMENT	04
8	FY BBA(CA)	I	BBACA-107 T(B)	PRINCIPLES OF MARKETING	04

9	FY BBA(CA)	II	BBACA-201 T	DATABASE MANAGEMENT SYSTEM	04
10	FY BBA(CA)	II	BBACA-202 T	WEB TECHNOLOGY(HTML,CSS,JS)	04
11	FY BBA(CA)	II	BBACA-203 T	BUSINESS MATHEMATICS	04
12	FY BBA(CA)	II	BBACA-204 T	ORGANIZATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT	04
13	FY BBA(CA)	II	BBACA-205 P	PRACTICAL (BASED ON - BBACA-201 T)	02
14	FY BBA(CA)	II	BBACA-206 P	PRACTICAL (BASED ON - BBACA-202 T)	02
15	FY BBA(CA)	II	BBACA-207 T(A)	DIGITAL MARKETING CONCEPTS	04
16	FY BBA(CA)	II	BBACA-207 T(B)	E-COMMERCE CONCEPTS	04
17	SY BBA(CA)	III	BBACA-301 T	RELATIONAL DATABASE MANAGEMENT SYSTEM	04
18	SY BBA(CA)	III	BBACA-302 T	DATA STRUCTURE USING C	04
19	SY BBA(CA)	III	BBACA-303 T	WEB DEVELOPMENT WITH PHP	04
20	SY BBA(CA)	III	BBACA-304 P	PRACTICAL (BASED ON - BBACA-301 T)	02
21	SY BBA(CA)	III	BBACA-305 P	PRACTICAL (BASED ON - BBACA-302 T & BBACA-303 T)	02
22	SY BBA(CA)	III	BBACA-306 T	SOFTWARE ENGINEERING	02
23	SY BBA(CA)	III	BBACA-307 T	BUSINESS COMMUNICATION	02
24	SY BBA(CA)	III	BBACA-308 T	KNOWLEDGE MANAGEMENT	02
25	SY BBA(CA)	IV	BBACA-401 T	DATA COMMUNICATION AND COMPUTER NETWORKING	04
26	SY BBA(CA)	IV	BBACA-402 T	OBJECT ORIENTED CONCEPTS	04

				THROUGH C++	
27	SY BBA(CA)	IV	BBACA-403 T	ADVANCED WEB DEVELOPMENT	04
28	SY BBA(CA)	IV	BBACA-404 P	PRACTICAL – BASED ON BBACA-402 T	02
29	SY BBA(CA)	IV	BBACA-405 P	PRACTICAL – BASED ON BBACA-403 T	02
30	SY BBA(CA)	IV	BBACA-406 T	OPERATING SYSTEM CONCEPTS	02
31	SY BBA(CA)	IV	BBACA-407 T	ENVIRONMENTAL STUDIES	02
32	SY BBA(CA)	IV	BBACA-408 T	BLOGGING TOOLS	02
33	TY BBA(CA)	V	BBACA-501 T	PROGRAMMING IN CORE JAVA	04
34	TY BBA(CA)	V	BBACA-502 P	PRACTICAL (BASED ON - BBACA-501 T)	02
35	TY BBA(CA)	V	BBACA-503 T(A)	BIG DATA	04
36	TY BBA(CA)	V	BBACA-503 T(B)	BLOCK CHAIN	04
37	TY BBA(CA)	V	BBACA-504 T(A)	PYTHON	04
38	TY BBA(CA)	V	BBACA-504 T(B)	NO-SQL	04
39	TY BBA(CA)	V	BBACA-505 P	PRACTICAL (BASED ON - BBACA-503 & BBACA-504)	02
40	TY BBA(CA)	V	BBACA-506 T	OBJECT ORIENTED SOFTWARE ENGINEERING	04
41	TY BBA(CA)	V	BBACA-507 T	CYBER SECURITY	02
42	TY BBA(CA)	V	BBACA-508 PR	SOFTWARE PROJECT	02
43	TY BBA(CA)	VI	BBACA-601 T	ADVANCED JAVA	04
44	TY BBA(CA)	VI	BBACA-602 P	PRACTICAL (BASED ON - BBACA-601 T)	02
45	TY BBA(CA)	VI	BBACA-603 T(A)	SOFTWARE TESTING	04
46	TY BBA(CA)	VI	BBACA-603 T(B)	ARTIFICIAL INTELLIGENCE CONCEPTS	04

47	TY BBA(CA)	VI	BBACA-604 T(A)	DOT NET PROGRAMMING	04
48	TY BBA(CA)	VI	BBACA-604 T(B)	ANDROID PROGRAMMING	04
49	TY BBA(CA)	VI	BBACA-605 P	PRACTICAL (BASED ON - BBACA-603 T & BBACA-604 T)	02
50	TY BBA(CA)	VI	BBACA-606 T	RECENT TRENDS IN INFORMATION TECHNOLOGY	04
51	TY BBA(CA)	VI	BBACA-607 T	INTERPERSONEL SKILLS AND PROFESSIONAL ETHICS	02
52	TY BBA(CA)	VI	BBACA-608 PR	SOFTWARE PROJECT	02

Semester -I	**Paper –I**
Course Code: BBACA-101 T	**FUNDAMENTALS OF INFORMATION TECHNOLOGY**
Credits: 04	**Total Hours :60 Hrs.**

Course Outcomes (Cos):

The student after undergoing this course will be able to:

1. Analyze the significance of computers and define what a computer is and Differentiate between Hardware and Software.
2. Explain the working of important application software and their use to perform any engineering activity.
3. Demonstrate the use of Various Operating system commands and shell script.
4. Understand the use the computer for basic purposes of preparing his personnel/business letters, viewing information on Internet (the web), sending mails, using internet banking services etc.

Unit I: Introduction to Computers (10)

1.1. Introduction
1.2. Characteristics of Computers
1.3. Generations of Computer
1.4. Block diagram of computer
1.5. Concept of Hardware and Software – Hardware, Software , Application Software , Systems software
1.6. Types of computers and features – Mini, Micro, Mainframe, Super
1.7. Types of Programming Languages – Machine, Assembly, High Level
1.8. Computer Memory- RAM, ROM, PROM,EPROM
1.9. Storage Devices (FD, CD, HD, Pen drive), DVD, Blue Ray Disk, Flash Memory
1.9.1.I/O Devices –
1.9.2.Input Devices - Keyboard, Mouse, Scanners,
1.9.3.Output Devices- Monitor, Digitizers, Plotters. Printer,

Unit II: Number Systems (9)

2.1. Introduction to Number System
2.2. Definition of Information, difference between data and information

2.3. Importance of Binary Number System, various number systems,

2.4. Conversion from Decimal to Binary, Binary to Decimal, binary number into hexadecimal number, hexadecimal number into binary number System.

2.5. Simple Addition, Subtraction, Multiplication, Division

2.6. Memory Addressing and its Importance, ASCII and BCD & EBCDIC coding System

Unit III **Boolean algebra** **(7)**

3.1. Logic Gates - AND,OR,NOT,NAND,NOR Gate

3.2. Logic circuits - Converting expression to logic circuit

3.3. Universal NAND gate - Universal NOR gate - Exclusive OR and equivalence function

Unit IV : **Working of CPU** **(7)**

4.1. Evolution and Development of Microprocessor

4.2. Working of 8088 Microprocessor

4.3. Components of Motherboard

4.4. Cabinet, Power Supply &UPS

Unit V : **Operating System and Services in O.S.** **(8)**

5.1. Evaluation of OS

5.2. Types of O.S.

5.3. Comparison of DOS and Windows

5.4. Switching Between DOS and Windows

5.5. Basic DOS Commands

File/Directory Manipulations

Copying of files and Disks

Delete/Undelete

Formatting a floppy

Data Organization – Drives, Files, Directories

5.6. Windows Operating Environment

Features of MS – Windows- Control Panel, Taskbar, Desktop, Windows Application, Icons

Unit VI : **Office Automation** **(10)**

6.1. MS-Word

Introduction to desktop publishing. Word Processing Basics; Opening and Closing of documents; Text creation and Manipulation; Formatting of text; Table handling; Spell check, language setting and thesaurus; Printing of word document.

6.2. MS-Excel

of Spreadsheet; Manipulation of cells; Formulas and Functions; Editing of Spread Sheet, printing of Spread Sheet

6.3. MS-Access

Create, Update, Delete and various applications on Database.

6.4. MS –PowerPoint

Basics of presentation software; Creating Presentation; Preparation and Presentation of Slides; Slide Show; Taking printouts of presentation / handouts.

Unit VII. Internet and its working (9)

7.1. History, Advantages, Applications, Web browser, Web Server, Protocols, Internet Connection Types, Internet uses, Internet Security, Virus, Antivirus, Cloud System, Cloud Technology,
Cloud Architecture

Suggested Readings:

1. Fundamental of Computers – By V. Rajaraman B.P.B. Publications
2. Fundamental of Computers – By P. K. Sinha
3. Computer Today- By Suresh Basandra
4. MS- Office 2000(For Windows) – By Steve Sagman
5. Computer Networks – By Tennenbum Tata MacGrow Hill Publication

Semester -I	**Paper –II**
Course Code: BBACA-102 T	**C-Programming**
Credits: 04	**Total Lectures: 60 Hrs.**

Course Outcomes (Cos)

The student after undergoing this course will be able to:

1. Learn fundamental knowledge of computer hardware and number systems
2. Learn basic terminology used in computer programming
3. Develop ability to write, compile and debug programs in C language
4. Design programs involving decision structures, loops and functions
5. Understand the dynamics of memory by the use of pointers

Unit I: Introduction to C language (06)

1.1 History and Features of C

1.2 Basic structure of C Programming

1.3 Language fundamentals

1.3.1 Character set, tokens

1.3.2 Keywords and identifiers

1.3.3 Constants ,Variables and data types

1.4. Types of operators : Arithmetic , Unary , Relational and Logical and Conditional Operator.

1.4.1 The Increment and Decrement Operators,

1.4.2 Precedence and associativity

1.4.3 Expression.

1.4.4 Flowchart and Algorithim

Unit II: I/O Functions and operations (06)

2.1 Console based I/O and related built-in I/O functions

2.1.1 printf(), scanf()

2.1.2 getch(), getchar()

2.1.3 Format specifiers and Backslash character

2.2 Formatted input and formatted output

2.3 Program execution phases- A Simple C Program.

Unit III: Decision Making and looping (10)

3.1 Introduction

3.2 Decision making structure

3.2.1 If statement

3.2.2 If-else statement

3.2.3 Nested if-else statement

3.2.4 Conditional operator

3.2.5 Switch statement

3.3 Loop control structures

3.3.1 while loop

3.3.2 Do-while loop

3.3.3 For loop

3.3.4 Nested for loop

3.4 Jump statements

3.4.1 break

3.4.2 continue

3.4.3 go to

3.4.4 exit

3.5 Programs through conditional and looping statements

Unit IV: Arrays and Strings (12)

4.1 Introduction to one-dimensional Array

4.1.1 Definition

4.1.2 Declaration

4.1.3 Initialization

4.2 Accessing and displaying array elements

4.3 Finding smallest and largest number from array

4.4 Reversing array

4.5 Finding odd/even/prime number from array

4.6. Introduction to two-dimensional Array

4.6.1 Definition

4.6.2 Declaration

4.6.3 Initialization

4.6.4 Accessing and displaying array elements

4.6.5 Matrices: Addition, Multiplication, Transpose, Symmetry, upper/lower triangular 4.7 Introductions to Strings

Unit V: Structures and union (08)

5.1 Introduction to structure

5.1.1 Definition

5.1.2 Declaration

5.1.3 Accessing members

5.2 structure operations

5.3 nested structure

5.4 Introduction to union

5.4.1 Definition

5.4.2 Declaration

5.5 Differentiate between structure and union

Unit VI: Functions (06)

6.1 Introduction

6.1.1 Purpose of function

6.1.2 Function definition

6.1.3 Function declaration

6.1.4 Function call

6.2 Types of functions

6.3 Call by value and call by reference

6.4 Storage classes

6.8 Function Programs

Unit VII: Introduction to pointer (06)

7.1 Definition

7.2 Declaration

7.3 Initialization

7.4 Indirection operator and address of operator

7.5 Pointer arithmetic

7.6 Dynamic memory allocation

7.7 Functions and pointers Programs.

Unit VIII: File handling (06)

8.1 Definitions of files

8.2 File opening modes

8.3 Standard functions

8.4 Random access to files

8.5 Command line argument

Suggested Readings:

1) Let us C –Yashwant Kanetkar, BPB publication.

2) Programming in C - Balguruswamy, Tata McGraw-Hill publication.

3) Pointers in C - Yashwant Kanetkar, BPB publication.

4) C programming by Dr.Vishal Lichade dreamtech pres

Semester -I	**Paper -III**
Course Code: BBACA-103 T	**Financial Accounting**
Credits: 04	**Total Lectures: 60 Hrs.**

Course Outcomes (Cos)

1. Enable the students to acquire sound knowledge of basic concepts of accounting
2. Impart basic accounting knowledge
3. Adopts the knowledge about recording of transactions and preparation of final accounts
4. Acquaint the students about accounting software packages

Unit I: Introduction (08)

4.1. Financial Accounting- Definition,

4.2. Scope, Objectives & Limitations

4.3. Distinction between Accounting & Book Keeping,

4.4. Branches of Accounting

Unit II: Conceptual Frame work (08)

2.1. Accounting Concepts,

2.2. Principles & Conventions

2.3. Accounting Standards - Concept, objectives, benefits,

2.4. Overview of Accounting Standards in India.

2.5. Accounting Policies,

2.6. Accounting as a measurement Discipline, Valuation Principles, Accounting Estimates

Unit III Recording of Transactions (16)

3.1. Voucher system;

3.1.1. Accounting Process,

3.1.2. Journals,

3.1.3. Ledger,

3.1.4. Cash Book ,

3.1.5. subsidiary books ,

3.1.6. Trial Balance.

3.2. Depreciation: Meaning , Need, Importance & Methods (WDV & SLM)

Unit IV Preparation of Final Accounts (12)

4.1. Preparation of Trading Account,

4.2. Profit & Loss Account

4.3. Balance Sheet of Sole Proprietary Business.

Unit V Introduction to Company Final Accounts (08)

5.1. Important provisions of Companies Act 1956 in respect of preparation of final Accounts.

5.2. Understanding the final accounts of a Company

Unit VI Accounting in Computerized Environment (08)

6.1. Computers and Financial Application Introduction to Accounting Software Package - Tally 9.0

6.2. An overview of Computerized Accounting systems - Salient Features and significance

6.3. Generating Accounting Reports,

Internal Assessment Activities

Assignment – 1: Practical problems on how to write different accounting tractions and maintaining books of accounts

Assignment – 2 : Practical problems on Bank Reconciliation

Assignment –3 : Demonstrations and hands on of experience regarding application of Tally and other accounting software .30

Suggested Readings:

1 Advance Accounting Vou- I S.N. Maheshwari & S.K. Maheshwari Vikas Publication New Delhi

2 Advance Accounting Vou- I M.C. Shukla , T.C. Grewal , S.C Gupta S. Chand New Delhi

3 Accountancy (Vol- I) S. Kr. Paul Central Educational Enterprises (P). Ltd. Kolkata

4 Accounting (text and Cases) Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant McGraw Hill Companies New Delhi

Semester -I	**Paper -IV**
Course Code: BBACA-104 T	**Business Statistics**
Credits: 04	**Total Lectures: 60 Hrs.**

Course Outcomes (Cos)

1. Understand the power of excel spreadsheet in computing summary statistics.

2. Apply the concept of various measures of central tendency and variation and their importance in business.

3. Analyze and interpret the concept of probability, probability distributions and simulations in business world and decision making.

Unit I: Introduction of Statistics (15)

1.1Meaning of Statistics

1.2 Importance of Statistics

1.3 Scope of Statistics in informatics business science

1.4 Attributes: Nominal and Ordinal Scale, Likert's scale

Variables : Interval scale , ratio scale

1.5 Types of data: . Primary data and Secondary data.

1.6 Data Presentation : Frequency classification: Frequency, Tally mark, frequency distribution, sturge's rule, Tabulation, grouped and ungrouped data, inclusive, Exclusive, open end classes, cumulative frequency, relative frequency

1.7 Diagrammatic representation : Bar Diagrams(simple bar diagrams, multiple bar diagrams and sub-divided bar diagrams) and Pie Diagrams

1.8 Graphical Representation: Histogram ,Frequency polygon, Frequency curve, ogive curve

Unit II: Measures of central tendency and dispersion (15)

2.1 Definition of Central Tendency

2.2 Characteristics of good measures of Central Tendency.

2.3 Types of central Tendency;

Arithmetic Mean(A.M): Definition of Mean, formulae for ungrouped and grouped 0data (without proof)Properties of A.M , Weighted AM

Median: Definition of Median, Formulae for ungrouped and grouped data, Graphical Representation

Partition values: Quartiles, Deciles, Percentiles and their interrelationship

Mode: Definition of Mode, formulae for ungrouped and grouped data. Graphical Representation, Empirical relation between mean, median and mode.

Unit III Measures of Dispersion (15)

3.1 Concept and Definition of dispersion

3.2 Characteristics of good measures of Dispersion

3.3 Types of Dispersion: Absolute and relative measures of dispersions

Range: Definition, formula of range for ungrouped and grouped data, merits and demerits of range Coefficient of range

Mean deviation: definition, formula for ungrouped and grouped data Merits and Demerits, Coefficient of mean deviation, minimal property of MD

Variance and Standard deviation: definition, formula for ungrouped and grouped Data, Merits and demerit, combined variance, coefficient of quartile deviation coefficient of variation (C.V)

Unit IV Correlation and Regression(for ungrouped data) (15)

4.1 Concept of Bivariate data and examples of bivariate data.

4.2 Concept of correlation and types of correlation.

4.3 Scatter diagram, interpretation of types of correlation using Scatter diagram

4.4 Karl pearsons coefficient of correlation,

4.5 Properties of correlation (without proof)

4.5 Rank correlation, coefficient

4.6 Concept of linear Regression, Types of regression line (X on Y and Y on X) ,

4.7 Interpretation of regression coefficient and properties (without proof)

Suggested Readings:

1. Statistics for Business, Dr. S. K. Khandelwal, International Book House
2. Fundamentals of Business Statistics, J.K. Sharma, Pearson
3. Business Statistics , G.C. Beri, The McGraw-Hill companies
4. Statistics for Managerial decision Making, Dr. S. K. Khandelwal, International Book House
5. Business Statistics For Contemporary Decision Making, Ken Black Wiley, India Edition
6. Fundamentals of statistics, S.C. Gupta, Himalaya Publication House.

Semester -I	**Paper -V**
Course Code: BBACA-105 P	PRACTICAL- (BASED ON BBACA-101 T)
Credits: 02	**Total Practical: 60 HRS**

ASS NO	WEEK	ASSIGNMENT
1.	FIRST	Introduction to hardware (parts of computer, functions, meaning, importance) and software (types)
2.	Second	Windows Operating Environment Features of Windows, Control Panel, Taskbar, Desktop, Icons.
3.	Third	Applications of Windows (Paint, Notepad, WordPad)
4.	Fourth	Introduction to desktop publishing. Word Processing Basics; File Menu - Opening and Closing of documents, Cover page, header, footer, page number, Text Box, WordArt, DropCap, Date & Time, Symbols
5.	Fifth	Home Menu – Copy, Cut, Paste, Format Painter, Text Formatting, paragraph - bullet, numbering, multiple level numbering
6.	Sixth	Table handling, Chart, Spell check, language setting and thesaurus, Word Count, New Comment.
7.	Seventh	Table, Picture, ClipArt, Shapes, Chart, hyperlink
8.	Eighth	Page Layout Menu – Margin, Size, Columns, Watermark, Page color, Page Border, Indent, Spacing, Position, Wrap Text, Forward, Backward
9.	Ninth	Mailing Menu – Envelop, Mail Merge
10.	Tenth	View Menu – Print Layout, Full Screen Reading, Macros, Design Menu – Table Styles, Shading, Borders, Draw Table, Eraser Layout Menu – Text Direction, Cell Margins, Sort, Convert to Text
11.	Eleven	MS-EXCEL File Operation – Open, Close, Save, Save As, New, Print
12.	Twelve	Home Menu – Cut, Copy, Format Painter, Font Type, Size, Color, Alignment, Merge Cell, Increase Decimal, Conditional Formatting, Format Table, Auto sum, Sort & Filter
13.	Thirteen	Insert Menu – Table, Pivot Table, Picture, ClipArt, Shapes, Chart – types, Hyperlink, Text Box, Header, Footer, WordArt
14.	Fourteen	Page Layout – Margin, Orientation, Size, Print Area, Color, Grid Line, Heading Formula Menu – Insert Functions, Data Menu – Sorting, Group, Ungroup View Menu – Normal, Page layout, page break, custom, full screen, zoom.
15	Fifteen	Power point Create ppt, insert, design, animation, slide show.
16.	Sixteen	DOS- Basic DOS Commands.

Semester -I	**Paper -VI**
Course Code: BBACA-106 P	PRACTICAL- (BASED ON BBACA-102 T)
Credits: 02	**Total Practical: 60 Hrs.**

NO	WEEK	ASSIGNMENT
1.	First	First C Program, Compile and Run Program, Demonstration of Arithmetic Operator, Finding Maximum between Two and Three Numbers, Display Quotient, Remainder, Illustration of Increment and Decrement operators, Use of Operators, etc
2.	Second	Input / output functions, Accept input using Keyboard and Display output.
3.	Third	Programs of Control Structure i.e. if else, if else if, if else ladder, etc.
4.	Fourth	Programs of Switch statements.
5.	Fifth	Programs of Loop Structure i.e. while, do while, for, etc.
6.	Sixth	Programs of Nested Loop, Pattern Programs.
7.	Seventh	Programs of 1D Array, accept n elements of 1D array and then display sum, program to find maximum and minimum elements of 1D array, program to calculate sum of all odd elements of 1-D array, sorting array, display union, intersection, etc.
8.	Eighth	Programs of 2D array, Matrix programs, sum, addition, multiplication, transpose, etc.
9.	Ninth	String Programs, operations i.e. strlen, strcmp, strcpy, strcat, and string operations programs.
10.	Tenth	Programs of user defined functions (factorial, perfect number, prime number)
11.	Eleven	Programs of user defined functions (Sum of digit, reverse number, palindrome number, Armstrong number)
12.	Twelve	Programs of pointers, program to display the elements of an array containing n integers in the reverse order using a pointer to the array, Pass the addresses of the counters to the function, dynamic memory allocation, etc.
13.	Thirteen	Programs of structure- create structure , add , display, nested structure nd Unions.
14.	Fourteen	Programs of File Handling (Simple Text Files), Read, Write and Append, Search
15	Fifteen	Programs of File Handling (Database Files) Read, Write and Append, Search

Semester -I	**Paper -VII**
Course Code: BBACA-107 T(A)	**Principles of Management**
Credits: 04	**Total Lectures: 60 Hrs.**

Course Outcomes (Cos)

As a result of this course, students will:

1. Be able to define management, its roles and functions
2. Understand the nature and purpose of a SWOT analysis and conduct a strategic analysis of a business Describe characteristics of an organizational culture, discuss espoused values and values in action Conduct a cultural and business environment analysis
3. Ready to show an increased knowledge of international management terminology
4. Understand the process of globalization and how it affects management

Unit I: Nature of management **(10)**

1.1. Meaning, Definition, Importance & Functions

1.2. Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization ─centralization and decentralization.

1.3. Concept of Management-Administration-Organization-Universality of management.

Unit II: Evolution of management Thoughts **(10)**

2.1 Concept of Managerial Thoughts

2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker

2.3 Indian Management ethos (Indian)anddifferent Styles for example (J.R.D Tata, DhirubhaiAmbani, N. R. Narayana Murthy, VergheseKurien)…

Unit III Functions of Management : Part – l **(10)**

3.1 Planning –Meaning –Need & Importance, types levels –advantages & limitations;

3.2 Forecasting- Need & Techniques;

3.3Decision making – Types - Process of rational decision making & techniques of decision making.

3.4 Organizing – Elements of organizing & process Types of organizations,

3.5 Delegation of authority – Need, difficulties in delegation – Decentralization.

3.6 Staffing – Meaning & importance

Unit IV Functions of Management : Part –II **(10)**

4.1 Direction - Nature – Principles

4.2 Motivation - Importance – Theories

4.3 Leadership – Meaning - qualities of effective Leadership & functions of leader

4.4 Co-ordination - Need – Importance 4.5 Controlling – Need, nature, Importance, Process & techniques

Unit V Strategic Management **(10)**

5.1 Definition,

5.2 Classes of Decisions

5.3 Levels of Decisions

5.4 Strategy

5.5 Role of Strategic Management and its benefits

5.6 Strategic Management in India

Unit 6 Recent Trends in Management **(10)**

6.1 Management of change

6.2 Disaster Management

6.3 Total Quality Management

6.4 Stress Management

6.5 Social Responsibility of management

Internal Assessment Activities

Assignment – 1: Article Analyses

•Each class member will prepare one short report to the class on a management - related article found in a journal or magazine.

The student will present a five minute oral report to the class.

A basic outline of the report should include the following:

· An introduction to the topic and the report/main points of the article .

· How does the report relate to specific class content/concepts?

· Who might disagree with the article information and why?

· What is your reaction/perspective on the issues/events in the article?

· Article analyses should be 1-2 pages in length

Assignment – 2 :Case Studies

· Student groups will complete one case studies.

· Students will research the case and prepare an analysis and presentation of the case.

· The case studies must include:

✓ A summary of the events and key issues in the case.

- ✓ Brief responses to the questions presented at the end of the case study.
- ✓ Research findings that discuss any updated information than what is presented in the case.

Assignment –3 : Leader Profile Paper

Student should select a contemporary leader of a public corporation, non-profit, or governmental entity.

· Introduction/leader background

· Leadership/management path

· Leadership behavior/motivational style/personality traits

· Performance – good and bad

· What makes this person a great leader?

Assignment – 4: Personal SWOT analysis.

Suggested Readings:

1. Essential of Management - Harold Koontz and Iteinz Wiebritch- McGraw-Hill
2. Management Theory & Practice – J.N. Chandan
3. Essential of Business Administration – K. Aswathapa, Himalaya Publishing House
4. Principles & Practice of management – Dr. L.M. Prasad, Sultan Chand & Sons – New Delhi
5. Business Organization & management – Dr. Y.K. Bhushan.
6. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
7. Business organization and management by Talloo by Tata Mc Graw Hill

Semester -I	**Paper -VII**
Course Code: BBACA-107 T(B)	**Principles of Marketing**
Credits: 04	**Total Lectures: 60 Hrs.**

Course Outcomes (Cos)

1. Understand and familiarize the student's basic concepts of marketing, it's general nature, scope and importance.
2. Impart appropriate knowledge and understanding of its primary functions and applications and its gradual evolution and development.
3. Analyze and develop basic and essential skills related to marketing.
4. Able to provide a learning platform for preparing students for marketing employability opportunities essential for industries.

Unit I: Introduction of Marketing Concept **(08)**

1.1 Marketing – Definitions, Concept, objectives, importance and functions of marketing: on the basis of exchange, on the basis of physical supply and facilitating functions

1.2 Approaches to the study of Marketing

1.3 Relevance of Marketing in a developing economy.

1.4 Changing profile and challenges faced by a Marketing manager

Unit II: Classification of marketing **(10)**

2.1 Traditional classification of marketing

2.2 Service Marketing: 7P's of services marketing, importance of services marketing, importance of service sectors

2.3 Rural Marketing: Meaning, feature & importance of rural marketing, Difficulties in rural marketing and suggestions for improvement of Rural Marketing

2.4 Retail marketing

2.5 Tele marketing

2.6 E-Marketing

2.7 Digital marketing: meaning, importance of digital marketing

2.8 Green marketing

Unit III Marketing Environment and Market Segmentation **(10)**

3.1 Marketing Environment – Meaning, Internal & external factors influencing Marketing environment: political, social, economical, international, technological multi cultural environment

3.2 Market Segmentation: Meaning, Definition, Essentials of effective Market Segmentation, types of segmentation

Unit IV Marketing Mix (18)

4.1: Product mix and Price mix Meaning, scope and importance of marketing mix

4.1.1. **Product mix:** concept of a product, product characteristics: intrinsic and extrinsic , PLC, Product simplification, product elimination, product diversification , new product development

4.1.2. **Price mix** : meaning, element , importance of price mix , factors influencing pricing , pricing methods and recent trends

4.2 : Place mix and Promotion mix

4.2.1. **Place mix**: meaning and concepts of channel of distribution, types of channel of distribution or intermediaries, Factors influencing selection of channels, types of distribution strategies: intensive, selective and extensive recent changes in terms of logistics and supply chain management.

4.2.2. **Promotion mix**: meaning, elements of promotion mix: advertising: meaning, definitions, importance and limitations of advertising, types of media: outdoor, indoor, print, press, transit - merits and demerits, concept of media mix, Recent trends in promotion

Unit V Marketing Planning, Marketing Information System, Marketing Research (14)

5.1 Marketing planning: meaning, scope, importance, essentials and steps in marketing planning ,Importance and difficulties in marketing planning

5.2 Marketing Information System: Concept, components and importance of Marketing Information System

5.3 Marketing Research – Meaning, definitions, objectives and scope of marketing research, difference between market research and marketing research, types & techniques of Marketing Research, Use of Marketing Research in management

Internal Assessment Activities

Assignment – 1: Written assignment based on topics.

Assignment – 2 :Case Studies

· Student groups will complete one case studies.

· Students will research the case and prepare an analysis and presentation of the case.

· The case studies must include:

✓ A summary of the events and key issues in the case.

✓ Brief responses to the questions presented at the end of the case study.

✓ Research findings that discuss any updated information than what is presented in the case.

Assignment –3 : Group Discussions

Suggested Readings:

1. Marketing Management By Philip Kotler
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk
6. Principles and practice of Marketing By John Frain

Semester -II	**Paper –I**
Course Code: BBACA-201 T	**Database Management System**
Credits: 04	**Total Lectures: 60 Hrs.**

Course Outcomes (Cos)

1. Understand the basic database concepts, applications, data models, schemas and instances.
2. Familiarize Entity Relationship model for a database.
3. Demonstrate the use of constraints and relational algebra operations.
4. Describe the basics of SQL and construct queries using SQL.
5. Emphasize the importance of normalization in databases.

Unit I: File Structure and Organization (08)

1.1 Introduction

1.2 Logical and Physical Files

- 1.2.1 File
- 1.2.2 File Structure
- 1.2.3 Logical and Physical Files Definitions

1.3 Basic File Operations

- 1.3.1 Opening Files
- 1.3.2 Closing Files
- 1.3.3 Reading and Writing
- 1.3.4 Seeking

1.4 File Organization

- 1.4.1 Field and Record structure in file
- 1.4.2 Record Types
- 1.4.3 Types of file organization
- 1.4.3.1 Sequential
- 1.4.3.2 Indexed
- 1.4.3.3 Hashed

1.5 Indexing

- 1.5.1 What is an Index?
- 1.5.2 When to use Indexes?
- 1.5.3 Types of Index
- 1.5.3.1 Dense Index

1.5.3.2 Sparse Index

Unit II: Database Management System (16)

2.1 Introduction

2.2 Basic Concept and Definitions

2.2.1 Data and Information

2.2.2 Data Vs Information

2.2.3 Data Dictionary

2.2.4 Data Item or Field

2.2.5 Record

2.3 Definition of DBMS

2.4 Applications of DBMS

2.5 File processing system Vs DBMS

2.6 Advantages and Disadvantages of DBMS

2.7 Users of DBMS

2.7.1 Database Designers

2.7.2 Application programmer

2.7.3 Sophisticated Users

2.7.4 End Users

2.8 Views of Data

2.9 Data Models

2.9.1 Object Based Logical Model

2.9.1.1. Object Oriented Data Model

2.9.1.2. Entity Relationship Data Model

2.9.2 Record Base Logical Model

a. Relational Model

b. Network Model

c. Hierarchical Model

2.10 Entity Relationship Diagram(ERD)

2.11 Extended features of ERD

2.12 Overall System structure

Unit III: Relational Model (10)

3.1 Introduction

3.2 Terms

1. Relation
2. Tuple
3. Attribute
4. Cordinality
5. Degree of relationship set
6. Domain

3.3 Keys

3.3.1 Super Key

3.3.2 Candidate Key

3.3.3 Primary Key

3.3.4 Foreign Key

3.4 Relational Algebra Operations

1) Select
2) Project
3) Union
4) Difference
5) Intersection
6) Cartesian product
7) Natural Join

Unit IV: SQL (Structured Query Language) (14)

4.1 Introduction

4.2 History Of SQL

4.3 Basic Structure

4.4 DDL Commands

4.5 DML Commands

4.6 Simple Queries

4.7 Nested Queries

4.8 Aggregate Functions

4.9. String Functions

4.10. Date Functions

Unit V: Relational Database Design (12)

5.1 Introduction

5.2 Anomalies of un normalized database

5.3 Normalization

5.4 Normal Form

5.4.1 1 NF

5.4.2 2 NF

5.4.3 3 NF

5.4.3.4 BCNF

Suggested Readings:

1) Database System Concepts By Henry korth and A. Silberschatz

2) SQL, PL/SQL The Programming Language Oracle :- Ivan Bayross, BPB Publication.

3) Database Systems Concepts, Designs and Application by Shio Kumar Singh, Pearson

4) Introduction to SQL by Reck F. van der Lans by Pearson

5) Modern Database Management by Jeffery A Hoffer , V.Ramesh, Heikki Topi ,Pearson

6) Database Management Systems by Debabrata Sahoo ,Tata MacgrawHill

7) Understanding of DBMS – B.W. Khalakr, Parthsarthi

Semester -II	**Paper –II**
Course Code: BBACA-202 T	**Web Technology (HTML,JSS,CSS)**
Credits: 04	**Total Lectures: 60 Hrs.**

Course Outcomes (Cos)

On completion of this course, students will be able to:

1. Understand concepts of internet programming., Create web pages using PHP
2. Identify the difference between the HTML PHP and XML documents.
3. Identify the engineering structural design of XML and parse tree
4. Analyze the difference between and PHP and XML.
5. Understand the concept of JAVA SCRIPTS.

Unit IIntroduction **(08)**

1.1 Client- Server and Communication

1.2 Internet-Basic, Internet Protocols (HTTP, FTP, IP)

1.3 World Wide Web(WWW)

1.4 HTTP request message, HTTP response message

Unit II Web Design **(08)**

2.1 Concepts of effective web design

2.2 Web design issues including Browser Bandwidth and Cache

2.3 Display resolution

2.4 Look and Feel of the Website

2.5 Page Layout and linking

2.6 User centric design

2.7 Sitemap

2.8 Planning and publishing website

2.9 Designing effective navigation

Unit III HTML **(16)**

3.1 Introduction to HTML

3.2 Basic HTML Structure

3.3 Common HTML Tags

3.4 Physical and Logical HTML

3.5 Types of Images, client side and server-side Image mapping

3.6 List, Table, Frames

3.7 Embedding Audio, Video

3.8 HTML form and form elements

3.9 Introduction to HTML Front Page

Unit IV Style sheets (10)

4.1 Need for CSS

4.2 Introduction to CSS

4.3 Basic syntax and structure

4.4 Using CSS-

4.4.1 background images, colors and properties,

4.4.2 manipulating texts, using fonts, borders and

boxes, margins, padding lists, positioning using CSS

4.5 Overview and features of CSS2 and CSS3

Unit V Intro to JavaScript (10)

5.1 Introduction to Javascript

5.2 Identifier & operator, control structure, functions

5.3 Document object model(DOM),

5.4 DOM Objects (window, navigator, history, location)

Unit VI JS Function And Array (08)

6.1 Predefined functions, math & string functions

6.2 Array in Java scripts

6.3 Event handling in Javascript

6.4 Different framework in JS.

Suggested Readigs:

1. Business Mathematics by Dr. AmarnathDikshit and Dr. Jinendrakumar Jain.
2. Business Mathematics by V. K. Kapoor – Sultan, Chand and sons. Delhi.
3. Business Mathematics by Bari – New Literature publishing company, Mumbai.
4. Operation Research by S. D. Sharma - Sultan, Chand and sons.
5. Operation Research by J. K. Sharma - Sultan, Chand and sons

Semester -II	**Paper –III**
Course Code: BBACA-203 T	**Business Mathematics**
Credits: 04	**Total Lectures: 60 Hrs.**

Course Outcomes (Cos)

1. Analyze role and importance of Mathematics in various business situations and while developing software's.
2. Adopt skills related with basic mathematical technique.
3. Understand the concept of LPP and TP.

Unit I: Ratio, Proportion and Percentage (10)

1.1. Ratio – Definition, Continued Ratio, Inverse Ration, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage, computation of Percentage.

Unit II: Profit and Loss (10)

2.1 Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, selling price, Trade discount and cash discount. Introduction to Commission and brokerage, Problems on commission and brokerage.

Unit III Interest and Annuity (10)

3.1 Simple interest, Compound interest, Equated monthly Installments (EMI) by interest of reducing balance and flat interest methods and problems.

3.2. Ordinary annuity, sinker fund, annuity due, present value and future value of annuity.

Unit IV Matrices and Determinant (14)

4.1 Definition of a Matrix, Types of Matrices,

4.2. Algebra of Matrices, Determinants, Ad joint of a Matrix, Inverse of a Matrix via adjoint Matrix, inverse of special matrices.

4.3 Rank of Matrices.

4.4. System of Homogeneous Linear equations, Condition for Uniqueness for the homogeneous system, Solution of Nonhomogeneous System of Linear equations (not more than three variables).

4.5. Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix,

4.6 Numerical examples

Unit 5 Linear Programming Problem (LPP) (06)

5.1 **Concept of LPP** :- Introduction of LPP, Definition of LPP, some related definition of LPP (feasible, infeasible, unbounded solution, multiple solution etc) Applications of LPP Formulation of LPP and solution of LPP by graphical method.

5.2 Numerical example related to graphical method.

Unit 6 Transportation problem (T.P.) (10)

6.1 Concept of Transportation Problem and meaning of T.P

6.2 Methods of finding initial basic feasible solution by using (North-West Corner Method (NWCM), Least Cost Method (LCM), Vogal's Approximation Method (VAM).)

6.3. Simple numerical problems (concept of degeneracy is not expected).

6.4 Assignment problems

6.5 Numerical problems on Assignment problems

Suggested Readings:

1. Business Mathematics by Dr. AmarnathDikshit and Dr. Jinendrakumar Jain.
2. Business Mathematics by V. K. Kapoor – Sultan, Chand and sons. Delhi.
3. Business Mathematics by Bari – New Literature publishing company, Mumbai.
4. Operation Research by S. D. Sharma - Sultan, Chand and sons.
5. Operation Research by J. K. Sharma - Sultan, Chand and sons

Semester –II	**Paper -IV**
Course Code: BBACA-204 T	**Organizational Behavior and Human Resource Management**
Credits:	**Total Lectures: 60 Hrs.**

Course Outcomes (Cos)

i) Understand basic concept of HRM & OB

ii) Develop awareness of students about traditional & modern methods of procurement & development in organization.

iii) To know the major trends in HRM & OB

Unit I: Introduction to Organizational Behavior (12)

1.1. Organization:-Introduction , managers, manager' roles and skills at work, ,foundations of organization structure, organization design, organization culture, organization change, managing across cultures,

1.2. Organization Behaviour:-Introduction , major behavioural science disciplines contributing to OB, challenges and opportunities of managers in OB concepts, OB model (including motivation models) and levels of OB model

Unit II: Types of Behavior (12)

2.1. Individual behavior - Introduction , values, attitudes, job satisfaction, personality, perception and individual decision making, learning, motivation at work, managing emotions and stress , job performance relationship, Approaches to stress management.

2.2 Interpersonal Behavior - . Interpersonal Behaviour, Johari Window, Transactional Analysis – ego states, types of transactions, life positions, applications of T.A., managerial interpersonal styles..

2.2. Group Behavior - Introduction , foundations of group behaviour, concept of group and group dynamics, types of groups, formal and informal groups, theories of group formation, group norms, group cohesiveness, group decision making, inter group behaviour, concept of team vs. group, types of teams, building and managing effective teams, leadership theories and styles, power and politics, conflict and negotiation.

Unit III. Introduction to Human Resource Management (10)

Definition and Concept, Features , Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Management policies and practices,

Unit IV Functions Of HRM Part-I (10)

4.1. Human Resource Planning(HRP): Concept of HRP, Factors in HRP, Process of HRP

Job Analysis and Design: Job Analysis, Job Description, Job Specification, Job Design

4.2.Recruitment and Selection :

4.2.1.Recruitment:-Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment

4.2.2. Selection: Introduction, Concept , Process of Selection,Selection Tests, Barriers in Selection

4.3.Induction & Training :

4.3.1.Induction:Introduction, Meaning and Definition , Need for Induction , Problems in Induction , Induction Programme Planning

4.3.2. Training: Concept and Significance of Training, Training Needs, Training Methods, Types of Training

Unit V Functions Of HRM Part-II (10)

5.1. Performance Appraisal: Introduction, Concept , Purpose , Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal, Promotion & Demotion Policy

5.2. Wages and Salary: Introduction, Nature and Significance of Wage and Salary Administration, Theories of Wages, Methods of Wage Fixation

5.3. Incentives: Introduction, Concept of Incentives, Effective Incentive System, Types of Incentive Scheme

5.4. Grievance and Discipline :-Meaning, Definition and nature of Grievance .Grievance procedure-Grievance Machinery. Definition of Discipline-aim and objective of discipline Principle of discipline.

Unit VI Recent Trends in HRM (06)

Nature Of E-HRM,E-HR activity , E-Recruitment, E-Selection,E-Learning,E-Compensation

Internal Assesment:

1. Project Report
2. Assignment
3. Case Study Solution Report

Suggested Readings:

1. Human Resources Management. –L.M. Prasad Sultan and Chand Publishing Company New Delhi

2 .Human Resources Management. K. Ashwathappa – Tata McGraw Hill New Delhi

3. Personnel Management. C. B. Mamoria

4. Organizational Behavior Text, Cases and Games,- K. Aswathappa, Tata McGraw Hill New Delhi

5 Organizational Behavior - L.M. Prasad Sultan and Chand Publishing Company,New Delhi

Semester -II	**Paper -V**
Course Code: BBACA-205 P	PRACTICAL- (BASED ON BBACA-201 T)
Credits: 02	**Total Practical:60 Hrs.**

Assn No	WEEK	ASSIGNMENT
1.	First	DDL COMMANDS CREATE TABLE (Create table and insert record in the table)
2.	Second	Alter table command With ADD and MODI options
3.	Third	Drop Command Rename Command Truncate Command
4.	Fourth	DML COMMAND Select Command Insert Command
5.	Fifth	Update Command Delete Command
6.	Sixth	TCL Command Grant, Revoke, Commit, Rollback
7.	Seventh	Functions : Aggregate Function String Function Date Function
8.	Eight	Group by and having clause Order by clause
9.	Ninth	Operators AND, OR, NOT, IN, NOT IN, BETWEEN, LIKE, DISTINCT, ALIAS
10.	Tenth	CONSTRAINTS Primary Key, check, not null, Foreign Key
11.	Eleventh	JOIN QUERY, SUBQUERY
12.	Twelve	1 – 1 Relationship Assignment
13.	Thirteenth	1 – M Relationship Assignment
14.	Fourteenth	M – 1 Relationship Assignment
15.	Fifteenth	M – M Relationship Assignment

Semester -II	**Paper -VI**
Course Code: BBACA-206 P	PRACTICAL- (BASED ON BBACA-202 T)
Credits: 02	**Total Practical: 60 HRS**

WEEK-1

1. Print Simple “Hi” using HTML.
2. Print “Hello world” to make it bold.
3. Print “Hello world” and make it italic.
4. Print ‘Jay Maharashtra’ word and make it underline.
5. List kings of India on separate lines give horizontal lines after each king.

WEEK 2

11. Change font of text
12. Change text color.
13. Write a mathematical formula in the html page.
14. Change the font size of any word.
15. Make the news of India win the match with Pakistan and Virat Kohli scores in html
16. Link image to website. Take image of College and link it to official website of New Arts, Commerce and Science College, Ahmednagar.
17. Make a table to show your subject and marks of 12th
18. Merge row in table.
19. Merge column in table.
20. Make a list of all Indian cricketers there score in one match in table.
21. Html form assignment for simple label
22. Html form assignment for simple text box
23. Html form assignment for radio button
24. Html form assignment for simple drop down
25. Html form assignment for button
26. Html form assignment for simple contact form
27. Html form assignment for college admission form in html
28. Html form assignment for event registration
29. Make a complete web page using html for flower shop
30. Make a complete web page for information of Chhatrapati Shivaji Maharaj

WEEK 3

31. Use inline CSS change font size
32. Use inline CSS change font color
33. Use inline CSS change font family
34. Use inline CSS change background color
35. Use inline CSS set border
36. Use internal CSS change font size
37. Use internal CSS change font color
38. Use internal CSS change font family
39. Use internal CSS change background color
40. Use internal CSS set border
41. Use external CSS change font size

42. Use external CSS change font color
43. Use external CSS change font family
44. Use external CSS change background color
45. Use external CSS set border

WEEK 4

46. Use bg border and color property in single program
47. Use all property of CSS in internal CSS single program
48. Use all property of CSS in External CSS single program
49. Using CSS and HTML design a website of our our college make 4 web pages
50. Using CSS and HTML design a website of our our BBA(CA) make 4 web pages

WEEK 5

51. JavaScript Program To Print Hello World
52. JavaScript Program to Add Two Numbers
53. JavaScript Program to Find the Square Root
54. JavaScript Program to Calculate the Area of a Triangle
55. JavaScript Program to Swap Two Variables
56. Javascript Program to Solve Quadratic Equation
57. JavaScript Program to Convert Kilometers to Miles

WEEK 6

58. Javascript Program to Convert Celsius to Fahrenheit
59. Javascript Program to Generate a Random Number
60. Javascript Program to Check if a number is Positive, Negative, or Zero
61. Javascript Program to Check if a Number is Odd or Even
62. JavaScript Program to Find the Largest Among Three Numbers
63. JavaScript Program to Check Prime Number
64. JavaScript Program to Print All Prime Numbers in an Interval

WEEK 7

65. JavaScript Program to Find the Factorial of a Number
66. JavaScript Program to Display the Multiplication Table
67. JavaScript Program to Print the Fibonacci Sequence
68. JavaScript Program to Check Armstrong Number
69. JavaScript Program to Find Armstrong Number in an Interval
70. JavaScript Program to Make a Simple Calculator
71. JavaScript Program to Find the Sum of Natural Numbers

WEEK 8

72. JavaScript Program to Check if the Numbers Have Same Last Digit
73. JavaScript Program to Find HCF or GCD
74. JavaScript Program to Find LCM
75. JavaScript Program to Find the Factors of a Number
76. JavaScript Program to Find Sum of Natural Numbers
77. JavaScript Program to Guess a Random Number

78. JavaScript Program to Display Fibonacci Sequence

WEEK 9
79. JavaScript Program to Find Factorial of Number
80. JavaScript Program to Convert Decimal to Binary
81. JavaScript Program to Find ASCII Value of Character
82. JavaScript Program to Check Whether a String is Palindrome or Not
83. JavaScript Program to Sort Words in Alphabetical Order
84. JavaScript Program to Replace Characters of a String
85. JavaScript Program to Reverse a String

WEEK 10
86. JavaScript Program to Check the Number of Occurrences of a Character in the String
87. JavaScript Program to Convert the First Letter of a String into UpperCase
88. JavaScript Program to Count the Number of Vowels in a String
89. JavaScript Program to Check Whether a String Starts and Ends With Certain Characters
90. tJavaScript Program to Replace All Occurrences of a String
91. JavaScript Program to Create Multiline Strings

WEEK 11
92. JavaScript Program to Format Numbers as Currency Strings
93. JavaScript Program to Generate Random String
94. JavaScript Program to Check if a String Starts With Another String
95. JavaScript Program to Trim a String
96. JavaScript Program to Convert Objects to Strings
97. JavaScript Program to Check Whether a String Contains a Substring
98. JavaScript Program to Perform Case Insensitive String Comparison

WEEK 12
99. JavaScript Program to Replace all Instances of a Character in a String
100. JavaScript Program to Display Date and Time
101. JavaScript Program to Check Leap Year
102. JavaScript Program to Format the Date
103. Javascript Program to Display Current Date
104. JavaScript Program to Compare The Value of Two Dates
105. JavaScript Program to Create Countdown Timer

WEEK 13
106. JavaScript Program to Remove Specific Item From an Array
107. JavaScript Program to Check if An Array Contains a Specified Value
108. JavaScript Program to Insert Item in an Array
109. JavaScript Program to Append an Object to An Array
110. JavaScript Program to Check if An Object is An Array
111. JavaScript Program to Empty an Array
112. JavaScript Program to Add Element to Start of an Array

WEEK 14

113. JavaScript Program to Remove Duplicates From Array
114. JavaScript Program to Merge Two Arrays and Remove Duplicate Items
115. JavaScript Program to Sort Array of Objects by Property Values
116. JavaScript Program to Create Two Dimensional Array
117. JavaScript Program to Extract Given Property Values from Objects as Array
118. JavaScript Program to Compare Elements of Two Arrays

WEEK 15

119. JavaScript Program to Get Random Item From an Array
120. JavaScript Program To Perform Intersection Between Two Arrays
121. JavaScript Program to Set a Default Parameter Value For a Function
122. JavaScript Program to Illustrate Different Set Operations
123. Javascript Program to Generate a Random Number Between Two Numbers

Semester -II	**Paper -VII**
Course Code: BBACA-207 T(A)	**Digital Marketing Concepts**
Credits: 04	**Total Lectures: 60 Hrs.**

Course Outcomes (Cos)

1. Develop knowledge about using digital marketing in and as business.

2. Learns SEO optimization and use of various digital marketing tools.

3. Understand digital marketing from the very beginning. Keeping in mind the diverse background of students, courses equip students right from the basics of digital marketing.

Unit I : E-Commerce (06)

1.1 Introduction

1.2 Understanding Internet Marketing

1.3 Search Engine Optimization

1.4 Search Engine Marketing

1.5 Email Marketing

1.6 Digital Display Marketing

Unit II : Introduction to New Age Media (Digital) Marketing (06)

2.1 What is Digital Marketing

2.2 Digital vs. Real Marketing

2.3 Digital Marketing Channels

2.4 Types of Digital Marketing(Overview)-Internet Marketing ,Social Media Marketing, Mobile Marketing

Unit III : Creating Initial Digital Marketing Plan (08)

3.1 Content management

3.2 SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats

3.3 Target group analysis

EXERCISE: Define a target group

Unit IV : Marketing using Web Sites (06)

4.1 Web design

4.2 Optimization of Web sites

4.3 MS Expression Web

EXERCISE: Creating web sites, MS Expression

Unit V : Search Engine Optimization (08)

5.1 SEO Optimization

5.2 Writing the SEO content

EXERCISE: Writing the SEO content

Unit 6 : Customer Relationship Management (06)

6.1 Introduction to CRM

6.2 CRM platform

6.3 CRM models

EXERCISE: CRM strategy

Unit 7 : Social Media Marketing (08)

7.1 Understanding Social Media Marketing

7.2 Social Networking (Facebook, Linkedin, Twitter, etc.) Social Media (Blogging, Video Sharing - Youtube, Photosharing – Instagram, Podcasts)

7.3 Web analytics - levels

7.4 Modes of Social Media Marketing

7.4.1 Creating a Facebook page Visual identity of a Facebook page , Types of publications, Facebook Ads , Creating Facebook Ads , Ads Visibility

7.4.2 Business opportunities and Instagram options Optimization of Instagram profiles , Integrating Instagram with a Web Site and other social networks ,Keeping up with posts

7.4.3 Business tools on LinkedIn Creating campaigns on LinkedIn , Analyzing visitation on LinkedIn

7.4.4 Creating business accounts on YouTube YouTube ,Advertising , YouTube Analytics

7.4.5 E-mail marketing E-mail marketing plan , E-mail marketing campaign analysis , Keeping up with conversions

Unit 8 Digital Marketing tools (08)

Google Ads, FaceBook Ads, Google Analytic, Zapier, Google Keyword Planner EXERCISE: Social Media Marketing plan. EXERCISE: Making a Facebook page and Google Ads

Unit 9 Digital Marketing Budgeting (04)

8.1 Resource planning

8.2 Cost estimating

8.3 Cost budgeting

8.4 Cost control

Suggested Readings:

1) Digital Marketing for Dummies By Ryan Deiss and Russ Hennesberry

2) Advertising and Promotion: An Integrated Marketing Communications Perspective, George Belch, San Diego University Michael Belch, San Diego University

3) Advertising Management: Rajeev Batra, John G. Myers, David A. Aaker

4) Belch: Advertising & Promotions (TMH)

5) The Social Media Bible: Tactics, Tools, & Strategies for Business Success by Lon Safko

Semester -II	**Paper –VII**
Course Code: BBACA-207 T(B)	**E-Commerce Concepts**
Credits: 04	**Total Lectures: 60 Hrs.**

Course Outcomes (Cos)

1. Understand the strategic implications of e-commerce with emphasis on existing companies
2. Understand the broad range of positioning strategies available within the e-commerce landscape
3. Develop the ability to quickly and effectively research Internet companies and strategies
4. Learn to distinguish between temporary tremors and seismic shifts in the unstable e-commerce landscape

Unit I: Introduction to Electronic Commerce (10)

1.1 What is E-Commerce (Introduction and Definition)

1.2 Main activities E-Commerce

1.3 Goals of E-Commerce

1.4 Technical Components of E-commerce

1.5 Functions of E-commerce

1.6 Advantages and Disadvantages of E-commerce

1.7 Scope of E-commerce

1.8 Electronic commerce Applications

1.9 Electronic commerce and Electronic Business (C2C)(2G , G2G , B2G , B2P,B2A,P2P, B2A, C2A, B2B,B2C)

Unit II: Building own website (10)

2.1 Reasons for building own website

2.2 Benefits of website

2.3 Bandwidth requirements

2.4 Cost , Time , Reach

2.5 Registering a Domain Name

2.6 Web promotion

2.7 Target email , Banner Exchange , Shopping Bots

Unit III Internet and Extranet (10)

3.1 Definition of Internet

3.2 Adv and Dis adv of the Internet

3.3 Component of a Intranet Information technology structure

3.4 Development of a Intranet

3.5 Extranet and Intranet Difference

3.6 Role of Intranet in B2B Application

Unit IV Electronic payment System (08)

4.1 Introduction

4.2 Types of Electronic payment system

4.3 Payment types

4.4 Traditional payment

4.5 Value exchange system

4.6 Credit card system

4.7 Electronic funds transfer

4.8 Paperless bill

4.9 Modern payment cash

4.10 Electronic cash

Unit V Technology Solution (12)

5.1 Protecting Internet Communications

5.2 Encryption

5.3 Symmetric Key Encryption

5.4 Public key Encryption

5.5 Public Key Encryption using digital signatures

5.6 Digital Envelopes

5.7 Digital Certificates

5.8 Limitations to Encryption solution

Unit 6 E-commerce Security (10)

6.1 E-commerce security environment

6.2 Security threats in E-com environment

6.3 Malicious code and unwanted programs

6.4 Phishing and identity theft

6.5 Hacking and cyber vandalism

6.6 Credit card fraud/Theft

6.7 Spoofing

6.8 Denial of service(DOS)

6.9 Distributed denial of service(dDOS)

Suggested Readings:

1. E-Commerce- Kenneth C.Laudon and Carol Guercio Traver

2. E-Commerce by --Kamlesh K Bajaj and Debjani Nag

3. Internet marketing and E-commerce-Ward Hanson and Kirthi Kalyanam

4. E-Commerce Concepts , Models , Strategies by -- G.S.V Murthy 5. Electronic Commerce by --Gary P. Schneider.