



**RKDF UNIVERSITY, BHOPAL**  
**Bachelor of Commerce B.Com(Computer)**  
**SCHEME**  
**Fifth Semester**  
**Academic Session**  
**2024-25**

| S.No        | Subject Code                                        | Subject Name                   | Marks Distribution                                   |                 |                    |     |                | Credits |
|-------------|-----------------------------------------------------|--------------------------------|------------------------------------------------------|-----------------|--------------------|-----|----------------|---------|
|             |                                                     |                                | CAA<br>(Continuous<br>Assessment<br>&<br>Assignment) | Theory<br>Marks | Practical<br>Marks |     | Total<br>Marks |         |
|             |                                                     |                                |                                                      |                 | Max                | Min |                |         |
| 1           | BCOM-501/M1T<br>Major<br>(Core)                     | Business<br>Communication      | 40                                                   | 60              | -                  | -   | 100            | 06      |
| 2           | <b>DSE-Group-A-<br/>Taxation</b><br>BCOM-502/DSE-T  | Income Tax law<br>and Practice | 40                                                   | 60              | -                  | -   | 100            | 04      |
|             | <b>DSE- Group-B<br/>Marketing</b><br>BCOM-502/DSE-M | Marketing<br>Management        |                                                      |                 |                    |     |                |         |
|             | <b>DSE- Group-C<br/>Finance</b><br>BCOM-502/DSE-F   | Financial<br>Management        |                                                      |                 |                    |     |                |         |
| 3           | BCC-503/SEC                                         | Internet & Its<br>Applications | 40                                                   | 60              | -                  | -   | 100            | 04      |
| 4           | BCOM-504                                            | FieldProject/<br>Intenship     |                                                      |                 |                    |     | 100            | 06      |
| Grand Total |                                                     |                                | 120                                                  | 180             | -                  | -   | 400            | 20      |

**Note:**

**1.The Student may opt for any one Group from Discipline Specific Elective(DSE).**



# **RKDF UNIVERSITY, BHOPAL**

## **Bachelor of Commerce**

### **Fifth Semester**

| <b>Course</b>          | <b>Category</b> | <b>Subject</b>                                     | <b>Subject Code</b> |
|------------------------|-----------------|----------------------------------------------------|---------------------|
| <b>B.Com-Computer</b>  | <b>Major</b>    | <b>Business Communication</b>                      | <b>BCOM-501/M1T</b> |
| <b>Total Credit: 6</b> |                 | <b>Max.Marks:100<br/>(Internal:40+External:60)</b> |                     |

#### **Course Learning Outcomes:**

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

1. To understand and demonstrate the basic concept, Importance, process, and Principles of Business Communication.
2. To understand and appropriately apply modes of expression, i.e. Descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
3. To understand and will be able to apply the trade inquiries orders and their executions.
4. To understand banking, insurance, agency and E-correspondence of business.
5. To develop the ability to write a business report and give an presentation.
- 6: To develop the ability to research and write a documented paper and/or to give an oral presentation.

## Syllabus

| Unit                                                                                                                                                                                                                         | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | No. of Lectures |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I                                                                                                                                                                                                                            | Introduction to Communication-Difference between communication & Business Communication, history of communication in India, Business Communication: Objectives, Importance, Process of Business Communication, Principles of Effective Business Communication, Communication Ethics.<br>संचार का परिचय-संचार और व्यवसायिक संचार के बीच अंतर, भारत में संचार का इतिहास<br>व्यवसायिक सम्प्रेषण :- उद्देश्य, महत्व, व्यवसायिक सम्प्रेषण की प्रक्रिया, प्रभावशाली व्यवसायिक सम्प्रेषण के सिद्धांत, सम्प्रेषण नैतिकता । | 18              |
| II                                                                                                                                                                                                                           | Trade inquiries orders and their executions credit and status enquiry complaints and adjustment collection letters sales letters circular letters. Business letter layout.<br>व्यापार पूछताछ, आदेश और उनके निष्पादन क्रेडिट और स्थिति पूछताछ<br>शिकायतें और समायोजन, संग्रह पत्र, बिक्री पत्र, परिपत्र पत्र। व्यापार पत्र लेआउट।                                                                                                                                                                                   | 18              |
| III                                                                                                                                                                                                                          | Banking correspondence, insurance correspondence agency correspondence, E-correspondence in business.<br>बैंकिंग पत्राचार, बीमा पत्राचार एजेंसी पत्राचार, व्यवसाय में ई-पत्राचार।                                                                                                                                                                                                                                                                                                                                  | 18              |
| IV                                                                                                                                                                                                                           | Company secretarial correspondence including agenda minutes, Report Writing: Meaning- Types- Mechanics of Report writing, Content of Report. business report presentations.<br>कंपनी सचिवीय पत्राचार- कार्यसूची, मिनट सहित,<br>रिपोर्ट लेखन: अर्थ -प्रकार- रिपोर्ट लेखन की यांत्रिकी, रिपोर्ट की सामग्री। व्यापार रिपोर्ट प्रस्तुतियाँ।                                                                                                                                                                            | 18              |
| V                                                                                                                                                                                                                            | Application letters, preparation of resume, interview- meaning, objective and techniques of various interviews, public speech, essentials of a good speech.<br>आवेदन पत्र, बायोडाटा तैयार करना, साक्षात्कार- अर्थ, विभिन्न साक्षात्कारों के उद्देश्य और तकनीक, सार्वजनिक भाषण, एक अच्छे भाषण के अनिवार्य तत्व ।                                                                                                                                                                                                    | 18              |
| <b>Keywords/Tags: Communication, Business Communication, Trade, Banking, insurance, Report, E-correspondence.</b><br>संचार, व्यवसायिक सम्प्रेषण, व्यापार पूछताछ, आदेश , बैंकिंग, बीमा, ई-पत्राचार, रिपोर्ट लेखन, आवेदन पत्र। |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                 |

### Recommended Reference Books:

1. Business Communication For Managers, Payal Mehra, Pearson.
2. Business Communication, Pradhan & Pradhan, Himalya Publications Nagpur
3. Essentials of Business Communication, Manoj Kumar Garg, Kitab Mahal, Agra
4. Essentials of Business Communication, R. Pal , Sultan Chand & Sons.
5. Business Communication, Kaul Asha, PHI Learning.
6. Business Communication, M.K. Sahgal, Excel Books
7. Business Communication , N. Gupta, K. Jain, Sahitya Bhawan Publications

### Suggestive digital platforms, web links:

links <https://www.eshiksha.mp.gov.in>

<https://www.studocu.com/in/document/university-of-madras/bcom/business-communication/26134417>

<https://sist.sathyabama.ac.in/sist/coursematerial/uploads/SBAA1101.pdf>

<https://gurukpo.com/Content/BBA/Business Communication.pdf>



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## **Bachelor of Commerce**

### **Fifth Semester**

| <b>Course</b>          | <b>Category</b> | <b>Subject</b>                                     | <b>Subject Code</b>   |
|------------------------|-----------------|----------------------------------------------------|-----------------------|
| <b>B.Com-Computer</b>  | <b>DSE</b>      | <b>Income tax Law and Practices</b>                | <b>BCOM-502/DSE-T</b> |
| <b>Total Credit: 6</b> |                 | <b>Max.Marks:100<br/>(Internal:40+External:60)</b> |                       |

#### **Course Learning Outcomes:**

**After the successful completion of the course, the students shall be able to:**

1. Understand the basic concepts in the law of Income Tax and determine the Residential status of different persons
2. Identify the five heads in which income is categorized and compute income under the provisions various heads.
3. Understand clubbing procedures, aggregate income after set-off and carry forward of losses and deduction allowed under the income tax act. and further to compute taxable income and tax liability of individuals
4. Develop the ability to file online return.

## Syllabus

| Unit                                                                                                                                                                   | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | No. of Lectures |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I                                                                                                                                                                      | General Introduction of Indian Income Tax Act. 1961: Brief History, Basic Concepts, Income, Agriculture Income, Casual Income, Previous Year. Assessment Year, Gross Total Income, Total Income, Person, Assesses, Exempted Income. Residential Status and Tax Liability.<br>भारतीय आयकर अधिनियम 1961 का सामान्य परिचय: संक्षिप्त इतिहास, मूल अवधारणाएं, आय, कृषि आय, आकस्मिक आय, गत वर्ष, कर निर्धारण वर्ष, सकल कुल आय, कुल आय, व्यक्ति, करदाता, कर मुक्त आय, निवास स्थान एवं कर दायित्व। | 10              |
| II                                                                                                                                                                     | Income from Salary.<br>Income from house property.<br>वेतन से आय।<br>मकान संपत्ति से आय।                                                                                                                                                                                                                                                                                                                                                                                                   | 24              |
| III                                                                                                                                                                    | Income from Business and Profession.<br>Capital Gains<br>Income from other Sources.<br>व्यापार एवं पेशे से आय।<br>पूंजी लाभ।<br>अन्य साधनों से आए।                                                                                                                                                                                                                                                                                                                                         | 22              |
| IV                                                                                                                                                                     | Set off and Carry forward of Losses, Deduction from Gross total Income, Clubbing of Income, Computation of total Income and tax Liability of an Individual.<br>हानियों की पूर्ति एवं उसे आगे ले जाना, सकल कुल आय में से की जाने वाली कटौतियां आय का मिलान, व्यक्ति की कुल आय एवं कर दायित्व की गणना।                                                                                                                                                                                       | 22              |
| V                                                                                                                                                                      | Assessment Procedure. Tax deduction & Collection Number (TAN). Permanent Account Number (PAN) Tax deduction at Source, (TDS) Advance Payment of Tax, Income Tax Authorities, Appeal, Revision and Penalties, E-Fileing of return.<br>कर निर्धारण के कार्य विधि, कर कटौती एवं संग्रहण संख्या, स्थायी लेखा संख्या, उद्गम स्थान पर कर कटौती, कर का अग्रिम भुगतान, आयकर पदाधिकारी, अपील, पुनर्विचार व अर्थदंड, ई-फाइलिंग और रिटर्न।                                                            | 12              |
| <b>Keywords/Tags :</b> Income Tax. Basic Concepts, Capital Gains, Set off. Carry forward. Assessment. आयकर। बुनियादी अवधारणाएँ, पूंजीगत लाभ, सेट ऑफ। आगे बढ़ाएँ। आकलन। |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |

### Recommended Reference Books:

1. Systematic Approach to income tax, Ahuja Girish and Gupta Ravi Bhart law House, Delhi.
2. Students guide to income tax, Singhanian vinod k. and Singhanian monica, Taxmann publication pvt ltd, New Delhi.

### Suggestive digital platforms, web links:

1. <https://www.gacrkl.ac.in/studymaterial/gacr-ug-com-c6.pdf>
2. <https://www.icsi.edu/media/website/Tax Law and Practice Final PDF>
3. <https://sist.sathyabama.ac.in/sist coursematerial/uploads/SBAX1022.pdf>
4. <https://dor.gov.in/sites/default/files/TT%20Act%20%28English%29 0.pdf>
5. <https://www.eshiksha.mp.gov.in>



# **RKDF UNIVERSITY, BHOPAL**

## **Bachelor of Commerce**

### **Fifth Semester**

| <b>Course</b>          | <b>Category</b> | <b>Subject</b>                                           | <b>Subject Code</b>   |
|------------------------|-----------------|----------------------------------------------------------|-----------------------|
| <b>B.Com-Computer</b>  | <b>DSE</b>      | <b>Marketing Management</b>                              | <b>BCOM-502/DSE-M</b> |
| <b>Total Credit: 4</b> |                 | <b>Max.Marks:100</b><br><b>(Internal:40+External:60)</b> |                       |

#### **Course Learning Outcomes:**

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

- 1.To understand the role of marketing within society and within an economic system.
- 2.To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
- 3.To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
- 4.To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
5. To appreciate how a marketing perspective is important in your own personal and professional development.

## Syllabus

| Unit                                                                                                                                                                       | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | No. of Lectures |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I                                                                                                                                                                          | <b>Introduction:</b><br>Market and Marketing- Definition; Nature, scope and Importance of marketing, Evolution of marketing concepts, A Vedic perspective of Marketing, Marketing Environment, recent trends in Marketing in India. Holistic Marketing Orientation & Customer Value<br><br>परिचय<br>बाज़ार और विपणन- परिभाषा; विपणन की प्रकृति, कार्यक्षेत्र और महत्व, विपणन अवधारणाओं का विकास, विपणन का एक वैदिक परिप्रेक्ष्य, विपणन पर्यावरण, भारत में विपणन में हालिया रुझान। समग्र विपणन अभिविन्यास एवं ग्राहक मूल्य                                                                                                                                                                                                                                                                                                       | 18              |
| II                                                                                                                                                                         | <b>Product Management</b> -Types of Consumer and Industrial Product related decisions, Product line , Product Mix, Product life cycle and New Product development , Branding labelling and Packaging Decisions. New Product Strategies, Concept of Marketing-Mix, Market segmentation-concept, Importance and bases, Consumer Behaviour- An Overview: Consumer buying process; Factors influencing consumer buying decisions<br><br>उत्पाद प्रबंधन-उपभोक्ता और औद्योगिक उत्पादों के प्रकार , उत्पाद संबंधी निर्णय, उत्पाद लाइन, उत्पाद मिश्रण, उत्पाद जीवन चक्र और नए उत्पाद विकास, ब्रांडिंग लेबलिंग और पैकेजिंग निर्णय। नई उत्पाद रणनीतियाँ, विपणन-मिश्रण की अवधारणा, बाजार विभाजन-अवधारणा, महत्व और आधार, उपभोक्ता व्यवहार- एक अवलोकन: उपभोक्ता खरीद प्रक्रिया; उपभोक्ता के क्रय / खरीद निर्णयों को प्रभावित करने वाले कारक। | 18              |
| III                                                                                                                                                                        | <b>Pricing</b> – Price, Importance of Price, Objectives of Pricing, Factors affecting pricing decisions, Approaches of pricing, various pricing methods; Pricing policies and strategies, price sensitivity; Ethical issues concerning products and pricing decisions.<br><br>मूल्य निर्धारण - मूल्य, मूल्य का महत्व, मूल्य निर्धारण के उद्देश्य, मूल्य निर्धारण निर्णयों को प्रभावित करने वाले कारक, मूल्य निर्धारण के दृष्टिकोण, विभिन्न मूल्य निर्धारण विधियाँ; मूल्य निर्धारण नीतियाँ और रणनीतियाँ, मूल्य संवेदनशीलता; उत्पादों और मूल्य निर्धारण निर्णयों से संबंधित नैतिक मुद्दे।                                                                                                                                                                                                                                         | 18              |
| IV                                                                                                                                                                         | <b>Sales Promotion</b> –Nature and importance of promotion , Promotion tools; advertising, personal selling, public relation, promotion mix, Factors affecting promotion mix decisions, The Marketing Communication, Integrated marketing, communications process Advertising- Definition, Features, Importance, Functions of Advertising, Channels of Distribution.<br><br>बिक्री संवर्धन-प्रचार की प्रकृति और महत्व, प्रचार उपकरण; विज्ञापन, व्यक्तिगत बिक्री, जनसंपर्क, प्रचार मिश्रण, पदोन्नति मिश्रण निर्णयों को प्रभावित करने वाले कारक, विपणन संचार, एकीकृत विपणन, संचार प्रक्रिया विज्ञापन-परिभाषा, विशेषताएँ, महत्व, विज्ञापन के कार्य, चैनल वितरण का।                                                                                                                                                                 | 18              |
| V                                                                                                                                                                          | <b>Trends in Marketing</b> - Consumer protection and consumerism. Recent concepts: Green Marketing , Viral Marketing, Customer Relationship Management (CRM), Digital marketing global markets cause relating marketing ; Social Marketing; Other emerging trends.<br><br>विपणन में प्रवृत्तियाँ- उपभोक्ता संरक्षण और उपभोक्तावाद। हाल की अवधारणाएँ: ग्रीन मार्केटिंग, वायरल मार्केटिंग, ग्राहक संबंध प्रबंधन (सीआरएम), डिजिटल मार्केटिंग वैश्विक बाजार कारण संबंधित मार्केटिंग; सामाजिक बाज़ारीकरण; विपणन में अन्य उभरते प्रवृत्तियाँ।                                                                                                                                                                                                                                                                                         | 18              |
| <b>Keywords/Tags : Market, Marketing, Product, Pricing, Sales Promotion, Trends in Marketing</b><br>बाज़ार, विपणन, उत्पाद, मूल्य निर्धारण, बिक्री संवर्धन, विपणन में रुझान |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |

### **Recommended Reference Books:**

1. Marketing Management: Asian Perspective, Kotler, Philip; Keller, Lane; Koshy, and Jha, Pearson Education. New Delhi
2. Marketing Management, Bose, B.S., Himalaya Publishing House Pvt.Ltd.Nagpur
3. Marketing Management, Saxena, Rajan, Tata McGraw Hill New Delhi.
4. Marketing Management, Pillai R.S.N. & Bagavathi, chand & Company Ltd New Delhi

### **Suggestive digital platforms, web links:**

- 1.<https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf> Publications Agra
2. <http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf>
3. <https://hi.wikipedia.org/wiki/%E0%A4%B5%E0%A4%BF%E0%A4%AA%E0%A4%A3%E0%A4%A8>
4. <https://www.slideshare.net/ali.jibran/principles-of-marketing1>
5. <https://www.researchgate.net/publication/311810037> Principles of Marketing
- 6.<https://www.eshiksha.mp.gov.in>



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## **Bachelor of Commerce**

### **Fifth Semester**

| <b>Course</b>          | <b>Category</b> | <b>Subject</b>                                     | <b>Subject Code</b>   |
|------------------------|-----------------|----------------------------------------------------|-----------------------|
| <b>B.Com-Computer</b>  | <b>DSE</b>      | <b>Financial Management</b>                        | <b>BCOM-502/DSE-F</b> |
| <b>Total Credit: 4</b> |                 | <b>Max.Marks:100<br/>(Internal:40+External:60)</b> |                       |

#### **Course Learning Outcomes:**

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

- 1.The course aims at developing the knowledge of business finance and financial management decision.
2. After Completion of this course the student would be able to explain the financial concepts used in making financial management decision
3. Use effective communication skills to promote respect and relationship for financial deals
4. Utilize information by applying a variety of business and industry software and hardware to major financial function
5. Demonstrate a basic understanding of financial management

## Syllabus

| Unit                                                                                                                                                                           | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | No. of Lectures |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I                                                                                                                                                                              | <b>Financial Management:</b> Concepts, scope, function and importance financial goal, profit vs. Wealth maximization, financial functions-Investment, financing and dividend decision, financial planning<br>वित्तीय प्रबंध- अवधारणा, क्षेत्र, कार्य एवं महत्व वित्तीय लक्ष्य, लाभ बनाम सम्पत्तिया अधिकतमीकरण, वित्तीय कार्य-विनियोग, वित्तीय व लाभांश निर्णयन, वित्तीय नियोजन ।                                                                                                                                                                                                                                                                | 18              |
| II                                                                                                                                                                             | <b>Capital structure:</b> meaning and determinants, operating and financial Leverage, Their measured, Effect on profit, analyzing alternate, financial plans, Operating financial and combined leverage.<br>पूँजी संरचना - अर्थ एवं निर्धारक तत्व, परिचालन व वित्तीय उत्तोलक, उनकी माप, लाभ पर प्रभाव, वैकल्पिक वित्तीय योजनाओं का विश्लेषण, परिचालन वित्तीय एवं संयुक्त उत्तोलक ।                                                                                                                                                                                                                                                              | 18              |
| III                                                                                                                                                                            | <b>Decisions on Investment Proposals:</b> Nature of investment decisions, investment evaluation criteria, payback period, net present value, internal rate of return, profitability index, NPV and IRR comparison<br>विनियोग प्रस्तावों पर निर्णयन- विनियोग निर्णयों की प्रकृति, विनियोग मूल्यांकन मानदण्ड, पे-बैक पीरियड, शुद्ध वर्तमान मूल्य, आंतरिक प्रत्याय दर, लाभदायकता निर्देशांक, शुद्ध वर्तमान मूल्य व आंतरिक प्रत्याय दर की तुलना।                                                                                                                                                                                                    | 18              |
| IV                                                                                                                                                                             | <b>Cost of capital:</b> significance of cost, cost of capital, Calculation cost of debt, Preference shares, equity capital, retained earnings, Weighted Average. cost of capital. Dividend Policies, forms of dividends, stability in dividends, determinants of dividends, issues in dividend Policies, Walter's Model. Gordon's Model. MM Hypothesis<br>पूँजी की लागत - पूँजी की लागत का महत्व, ऋण लागत की गणना, पूर्वाधिकार अंश, समता पूँजी, प्रति अर्जन, भारित औसत पूँजी की लागत, लाभांश नीतियाँ, लाभांश के प्रकार, लाभांश में स्थायित्व एवं लाभांश के निर्धारक तत्व, लाभांश नीतिया निर्गमन में वाल्टर मॉडल, गार्डन मॉडल, एम.एम. परिकल्पना। | 18              |
| V                                                                                                                                                                              | <b>Management of working capital:</b> Nature, types and importance of working capital. Operating cycle and factors, determining working capital requirement, Management of working capital, Management of Cash Management of receivables, Management of Inventory<br>कार्यशील पूँजी का प्रबंध- कार्यशील पूँजी की प्रकृति, प्रकार एवं महत्व, परिचालन चक्र व कार्यशील पूँजी की आवश्यकताओं को प्रभावित करने वाले तत्व, कार्यशील पूँजी का प्रबंध, रोकड का प्रबंध, प्राप्यो का प्रबंध, स्कध का प्रबंध।                                                                                                                                               | 18              |
| <b>Keywords/Tags : Financial Management, Capital structure, Investment proposals, Cost of capital, Working capital.</b><br>वित्तीय प्रबंधन, पूँजी संरचना, निवेश, पूँजी की लागत |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |

## **Recommended Reference Books:**

1. Financial Management Principles and Practice, Reddy, G.S, Himalya Publication's Nagpur
2. Financial Management , Khan M.Y & Jain P.K., McGraw Hill New Delhi
3. Financial Management, Pandey I.M., ikas Publishing house, New Delhi
4. Financial Management, Theory and Practice, Prasanna Chandra, McGraw Hill New Delhi
5. Fundamentals of Financial Management, Eugene F. Brigham/Joel F. Houston, Cengage India Private Limited
6. Financial Management, Dr. S.P. Gupta, Sahitya Bhawan Publications
7. वित्तीय प्रबंध, कुल श्रेष्ठ उपाध्याय, साहित्य भवन आगरा
8. वित्तीय प्रबंध, भारल, शैलेन्द्र, रामप्रसाद एड संस भोपाल
9. वित्तीय प्रबंध, जैन एवं जैन, हिन्दी ग्रन्थ अकादमी भोपाल

## **Suggestive digital platforms, web links:**

<https://www.eshiksha.mp.gov.in>

[https://www.iare.ac.in/sites/default/files/lecture notes/IARE FM Lecture%20 Notes 2-converted.pdf](https://www.iare.ac.in/sites/default/files/lecture%20notes/IARE%20FM%20Lecture%20Notes%202-converted.pdf)

[https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/Financial Management.pdf](https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/Financial%20Management.pdf)

[http://sdeuoc.ac.in/sites/default/files/sde\\_videos/Study material financial mgmnt.pdf](http://sdeuoc.ac.in/sites/default/files/sde_videos/Study_material%20financial%20mgmnt.pdf)

<https://www.icsi.edu/media/webmodules/Financial%20and%20Strategic%20Management.pdf>

[https://vou.ac.in/slm/mba/MBA-202-Financial%20Management pdf](https://vou.ac.in/slm/mba/MBA-202-Financial%20Management.pdf)



# **RKDF UNIVERSITY, BHOPAL**

## **Bachelor of Commerce**

### **Fifth Semester**

| <b>Course</b>          | <b>Category</b> | <b>Subject</b>                                     | <b>Subject Code</b> |
|------------------------|-----------------|----------------------------------------------------|---------------------|
| <b>B.Com-Computer</b>  | <b>SEC</b>      | <b>Internet and Its Applications</b>               | <b>BCC-503</b>      |
| <b>Total Credit: 4</b> |                 | <b>Max.Marks:100<br/>(Internal:40+External:60)</b> |                     |

#### **Course Learning Outcomes:**

- 1.Understand the features and applications of Internet.
- 2.To Trouble shoot day to day problems with Internet.
3. To understand basics of networking and web designing to use internet effectively for official and domestic applications
- 4.To structure a web page and its content
5. To buid E-Commerce websites

## Syllabus

| Unit | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | No. of Lectures |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I    | Evolution of Internet, TCP/IP: addressing and routing. Internet applications: FTP, Telnet, Email, Chat. World Wide Web: HTTP protocol. Internet Concept of Internet Applications of Internet Connecting to the Internet Troubleshooting Communication using the Internet Concept of Internet; Applications of Internet, Understanding of Internet of things; connecting to internet; What is ISP; Knowing the Internet; Basics of internet connectivity related troubleshooting.                                                                                                                                                                                                                      | 12              |
| II   | Basics of Computer networks; LAN, WAN; Network Models: Client/ server network and Peer-to-peer network, OSI, TCP/IP, layers and functionalities. Transmission Media: Introduction, Guided Media: Twisted pair, Coaxial cable, Optical fiber. Unguided media: Microwave, Radio frequency propagation, Satellite. LAN Topologies: Ring, bus, star, mesh and tree topologies. Network devices :NIC, repeaters ,hub, bridge,, switch, gateway and router.                                                                                                                                                                                                                                                 | 12              |
| III  | Introduction Objectives World Wide Web (WWW) Web Browsing Softwares Popular Web Browsing Softwares Search Engines Popular Search Engines Search for content Accessing Web Browser Using Favorites Folder Downloading Web Pages Printing Web Pages Understanding URL Surfing the web Using e-governance website. Basics of E-mail What is an Electronic Mail Email Addressing Using E-mails Opening Email account Mailbox: Inbox and Outbox Creating and Sending a new E-mail Replying to an E-mail message Forwarding an E-mail message Sorting and Searching emails Document collaboration Instant Messaging and Collaboration Using Instant messaging Instant messaging providers.                  | 12              |
| IV   | HTML5 syntax, validation, elements, variety of input elements and attributes, Forms and Form widgets/elements (menus, sliders, etc.), tables, images, hyperlinks, directory navigation notation, div and span elements. HTML5 semantic elements like headers. Browser variations. Use of AFS environment and Secure Shell. Use of high-level HTML editors like Expression Web for implementation and self-instruction                                                                                                                                                                                                                                                                                 | 12              |
| V    | PHP for server-side scripting and database interaction, syntax, interaction with HTML Forms, scripts as intermediaries to background databases. Design and implementation of programmer defined functions. Embedded SQL queries, use in 3-tier applications, diagnosing errors, syntax checking tools, debugging. PHP versus MySQL versus HTML errors in PHP scripts. HTML wrappers for database content. Miscellaneous other PHP features. Brief introduction to HTTP, domain names, ports, TCP connections, connecting to a remote host in telnet, UNIX terminal window and commands, GET and POST commands, HTTP message headers and message bodies, understanding the usefulness of HTTP headers. | 12              |

### Recommended Reference Books:

1. Andrew S. Tanenbaum, David J. Wetherall Computer Networks (5th Edition), PHI, 2010
2. B. A. Forouzan, Data Communication and Networking, TMH, 2003.
3. D.R. Brooks, An Introduction to HTML and Javascript for Scientists and Engineers, Springer
4. HTML A Beginner's Guide, Tata McGraw-Hill Education, 2009.
5. मध्य प्रदेश हिन्दी ग्रंथ अकादमी की पुस्तकें।

### Suggestive digital platforms, web links:

<https://www.javatpoint.com/internet>

[https://www.tutorialspoint.com/basics\\_of\\_computer\\_science/basics\\_of\\_computer\\_science\\_internet.htm](https://www.tutorialspoint.com/basics_of_computer_science/basics_of_computer_science_internet.htm)

<https://www.tutorialspoint.com/html5/index.htm>

<https://www.tutorialspoint.com/http/index.htm>



# **RKDF UNIVERSITY, BHOPAL**

## **Bachelor of Commerce**

### **(Computer)**

#### **Fifth Semester**

| Course                 | Category                                          | Subject                         | Subject Code    |
|------------------------|---------------------------------------------------|---------------------------------|-----------------|
| <b>B.Com-Computer</b>  | <b>Field Projects / Internship/Apprenticeship</b> | <b>Field Project/Internship</b> | <b>BCOM-504</b> |
| <b>Total Credit: 6</b> |                                                   | <b>Max.Marks:100</b>            |                 |