



Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad
(An Autonomous College)
Affiliated to Shivaji University, Kolhapur.

Department of Computer Science
Bachelor of Computer Application Syllabus
B.C.A. Part-I

Implemented from June, 2019



Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad
(An Autonomous College)
Affiliated to Shivaji University, Kolhapur.

B.C.A. Part-I, Semester-I & II

STRUCTURE OF COURSE

- **TITLE :** B.C.A. Part-I
- **YEAR OF IMPLEMENTATION :** 2019-20

PREAMBLE:

There are bright career prospects for computer application professionals or software professionals in recent scenario. With the opening of huge software and IT companies in India, the job opportunities for trained professionals have increased considerably. India is known to be a leader in software and IT sector.

Computer application graduates pass outs find job opportunities in a variety of environments in academia, research, industry, government, private, business organizations, banking sector and so on. They are involved in analyzing problems for solutions, formulating and testing, using advanced communications or multimedia equipment, or working in teams for product development.

The software and IT companies are the major employers of computer science and application graduates. They offer the best packages to the young graduates which are unmatched with other branches of science.

- **GENERAL OBJECTIVES OF THE COURSE :**
 - The content of the syllabus have been framed as per UGC norms of CBCS Pattern.
 - The students are expected to understand the fundamentals, principles, recent commerce and IT concepts and recent developments in the subject area.
 - The practical course is in relevance to the theory courses to improve the understanding of the concepts.
 - It is expected to inspire and boost interest of the students towards Computer application with respect to commerce as the main subject.
 - To develop the power of appreciations, the achievements in Computer and role in nature and society.
 - To enhance student sense of enthusiasm towards IT and to involve them in an intellectually stimulating experience of learning in a supportive environment.
- **DURATION :** 3 YEAR
- **PATTERN :** SEMESTER
- **MEDIUM OF INSTRUCTION :** ENGLISH
- **ELIGIBILITY OF THE COURSE:** The students who had passed 10+2.

B.C.A. Part-I (Semester- I and II) 2019-20

Code	Course	Course Title
SEMESTER – I		
19-171	Computer Application Paper-I	Fundamentals of Computer
19-172	Computer Application Paper-II	Programming in ‘C’ Part-I
19-173	Computer Application Paper-III	Principles of Management
19-174	Computer Application Paper-IV	Financial Accounting
19-175	Computer Application Paper-V	Office Management and Communication
19-176	Computer Application Paper-VI	Lab Course on Fundamentals of Computer
19-177	Computer Application Paper-VII	Lab Course on Programming in ‘C’ Part-I
SEMESTER – II		
19-271	Computer Application Paper-VIII	Software Packages
19-272	Computer Application Paper-IX	Programming in ‘C’ Part-II
19-273	Computer Application Paper-X	Bank Management
19-274	Computer Application Paper-XI	Financial Accounting with Tally
19-275	Computer Application Paper-XII	Principles of Marketing
19-276	Computer Application Paper-XIII	Lab Course on Software Packages and Tally
19-277	Computer Application Paper-XIV	Lab Course on Programming in ‘C’ Part-II



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Name of the Programme: B.C.A.

Semester – I

Name of the Course (Subject): (19 - 171) - Fundamentals of Computer

Semester End Exam (SEE) 60 Marks	Evaluation (CCE) Continuous Comprehensive 40 Marks	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Introduced from June 2019

Course Objectives:

- 1) To learn basic concepts of computer
- 2) To learn functions of input and output devices
- 3) To learn computer number system
- 4) To learn concept of operating system

Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I: Introduction to Computer 1.1. Introduction ,Characteristics of computer, 1.2. History &Evolution 1.3. Organization of Computers, 1.4. Concept of Hardware &Software 1.5. Applications of Computers in Various Fields 1.6. Computer Languages–Machine Language, Assembly Language, High-level Language 1.7. Language translators: Compiler, Interpreter, Assembler 1.8. Types of Computer- PC, Workstation, Minicomputer, Mainframe, Supercomputer	15	Lecture, Interactive ICT Based
2	Unit II: Input Devices 2.1. Keying: Keyboard, Touchscreen, 2.2. Pointing devices: Mouse, digitizer, Joystick 2.3. Scanning devices: Scanner, OMR, OCR, and MICR 2.4. Output devices – Monitors (CRT, TFT,LCD, Plasma)Screen Image Projector, 2.5. Printers & its types, Plotters 2.6. Memory Devices- 2.6.1 Primary Memory & its types (RAM,ROM), 2.6.2 Secondary memory & its types (Hard Disk, Flash Drives, Magnetic Tape, Optical Discs- CD,DVD, Blue Ray)	15	Lecture, Interactive ICT Based
3	Unit III: Number System 3.1. Decimal, Binary, Octal &Hexadecimal 3.2. Conversion from One base to another base 3.3. Computer Codes - : BCD, EBCDIC,ASCII	15	Lecture, Interactive ICT Based

<p>4</p>	<p>Unit IV: Operating System 4.1. Meaning and Definition 4.2. Structure of O.S. 4.3. Types of O.S. 4.4. Functions of O.S. 4.5. DOS -Internal & External commands. 4.6. Windows Operating system 4.6.1 Components of window-Desktop, Windows Explorer, Control Panel 4.6.2 Managing the files and folder 4.6.3 Accessories: Paint, calculator and notepad, calculator</p>	<p>15</p>	<p>Lecture, Interactive ICT Based</p>
<p>References: 1. Computer Fundamentals by P. K. Sinha and Priti Sinha. 2. Computer fundamentals by Rajaraman. 3. Introduction to Data Processing By Prof. D. R. Patil, Pawar, Lad, Shinde (Dreamtech Publication) 4. Computer Today – Basandara</p>			



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Name of the Programme: B.C.A.

Semester – I

Name of the Course (Subject): (19-172) - Programming in 'C'-Part-I

Semester End Exam (SEE) 60 Marks	Evaluation (CCE) Continuous Comprehensive 40 Marks	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Introduced from June 2019

Course Objectives:

- 1) To learn the basic concept of C Programming.
- 2) To understand how to use programming

Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I: Algorithm and Flowchart 1.1 ALGORITHM: Definition, notations, characteristics of algorithm, examples on algorithm. 1.2 FLOWCHARTS: Definition, features of flowcharts, symbols, examples, coding, running, debugging-types of errors(syntax, Logical, runtime errors.)	15	Lecture, Interactive ICT Based
2	Unit II: Introduction to 'c' History, features of c language, Character set, Identifiers: variables, constants, Symbolic constants, keywords. Data types, Operators: Arithmetic, relational, logical, Assignment, bitwise, increment /decrement and special operators. Structure of program, Input and Output Functions	15	Lecture, Interactive ICT Based
3	Unit III: Conditional Flow Statements Conditional Statements : if, If-else nested if-else, switch statement. Loops: while, for, do-While loop, Unconditional statements: Break, continue, exit, goto statements	15	Lecture, Interactive ICT Based
4	Unit IV: Arrays & String 4.1 Meaning and definition, Declaration, Initialization and types of arrays (single and multidimensional arrays). 4.2 Strings: Meaning and definition, Declaration, Initialization String functions strlen(), strev(), strlwr(),strupr(), strcat(), strcmp(), strcpy(). Handling of character array.	15	Lecture, Interactive ICT Based

References:

1. The C programming Language by Ritchie and Kernighan.
2. Let us C by Y. C. Kanetkar
3. Introduction to programming using C by Prof. D. R. Patil, Pawar, Shinde and Lad (Dreamtech).
4. Programming in C by D Ravichandran.
5. C Programming by Venugopal



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Name of the Programme: B.C.A

Semester – I

Name of the Course (Subject):(19-173) - Principals of Management

Semester End Exam (SEE) 60 Marks	Evaluation (CCE) Continuous Comprehensive 40 Marks	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Introduced from June 2019

Course Objectives:

- 1) Acquaintance with the basic principles of business management.
- 2) Familiarity with planning and organizing.
- 3) Understanding the concept of motivation.
- 4) Development of leadership and controlling skills and abilities.

Unit No	Name & Contents of Units	No .of Lectures	Teaching Method
1	Unit I: Management 1.1 Definition of Management 1.2 Nature and importance of management. 1.3 Functions of Management 1.4 Management as an art, science and Profession 1.5 14 principles of Management	15	Lecture, Interactive ICT Based
2	Unit II: Planning & Organizing 2.1 Planning: 2.1.1 Meaning & definition 2.1.2 Nature and Importance 2.1.3 Process of planning 2.1.4 Limitations of planning 2.2 Organizing: 2.2.1 Meaning & definition 2.2.2 Importance 2.2.3 Principles of organizing Line, line and staff, functional organization , committee Organization	15	Lecture, Interactive ICT Based

3	Unit III: Staffing & Motivation 3.1. Staffing: 3.1.1. Meaning & Definition 3.1.2. Human resource planning 3.1.4. Sources of Recruitment & Scientific Selection Procedure Training & Development. 3.2 Directing 3.2 Motivation: 3.2.1. Meaning & definition 3.2.2. Importance of motivation 3.2.3. Theories of motivation- (Need Theory & Theory X & Y)	15	Lecture, Interactive ICT Based
4	Unit IV: Leadership & Controlling 4.1. Leadership: 4.1.1. Meaning & Definition 4.1.2. Qualities of successful leader 4.1.3. Functions of a Leader 4.1.4. Leadership Styles 4.2. Controlling 4.2.1. Meaning & Definition 4.2.2. Importance 4.2.3. Steps in Control Process 4.2.4 Techniques of control	15	Lecture, Interactive ICT Based

References:

1. Vaishali Sheth, Principles of Management.
2. P. C. Tripathi, Principles of Management.
3. Koontz. H, Essentials of Management.
4. Pardesi P.C, Principles & Practices of Management.
5. Prasad L.M, Principles & Practices of Management.
6. Shejwalkar P.C, Principles & Practices of Management.
7. Geeage Terry, Principles & Practices of Management.
8. Tripathis C. Reddy, Principles & Practices of Management. Stepham P. Robbins, Fundamentals of Management.
9. Journal of Management.



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Name of the Programme: B.C.A

Semester – I

Name of the Course (Subject): (19-174) – Financial Accounting

Semester End Exam (SEE) 60 Marks	Evaluation (CCE) Continuous Comprehensive 40 Marks	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Introduced from June 2019

Course Objectives:

To impart the knowledge about recording of transactions and preparation of final accounts.

Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I: Book-Keeping & Accounting Meaning, Internal & External uses of Accounting information, Accounting Concepts & Conventions, Accounting Procedure:- Transactions, Types of accounts, Rules of accounting, Source Documents:- Cash voucher, Petty Cash voucher, cash Memo, Receipt, Debit Note, Credit Note, Paying slips, withdrawals, Cheque.	15	1) Lecture 2) PPT 3) Videos 4) Practical Work
2	Unit II: Journal & Ledger Journal, Subsidiary Books, Cash Book, Ledger Posting. Voucher System and Accounting Process	15	1) Lecture 2) PPT 3) Videos 4) Practical Work
3	Unit III: Final Accounts Preparation of final Accounts Including Adjustment, Final Accounts for Sole Traders & Partnership firms	15	1) Lecture 2) PPT 3) Videos 4) Practical Work
4	Unit IV: Depreciation Methods of Depreciation - Straight line Methods, Reducing Balance Method, Change in Depreciation Method	15	1) Lecture 2) PPT 3) Practical Work

References:

1. Advance Accountancy:- M. C. Shukla & T. S. Grewal
2. Advance Accountancy:- S. C. Jain & K. L. Narang
3. Advance Accountancy:- S. M. Shukla
4. Introduction to Accountancy – R. L. Gupta.
5. Advanced Accountancy –Maheshwari.

Websites:

1. www.accountingtools.com
2. www.accountingcapital.com



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Name of the Programme: B.C.A.

Semester – I

Name of the Course (Subject): (9-175) -Office Management and Communication

Semester End Exam (SEE) 60 Marks	Evaluation (CCE) Continuous Comprehensive 40 Marks	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Introduced from June 2019

Course Objectives:

- 1) To enable the students to communicate effectively, impressively in English considering the global needs.
- 2) To make students familiar with Information Technology.

Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I: Introduction to Office Management Office Management-meaning elements of office management-purpose, environment, means and personnel, function of office management- planning, organizing, staffing directing, motivating, Co-ordinating, and controlling,	15	Lecture, Interactive ICT Based
2	Unit II: Location, Layout and Environment of Office Location of office-meaning, principles-factors affecting location. Office layout-meaning and objectives, factors affecting office layout. Office environment-meaning-importance-elements-office lighting, ventilation and temperature control, interior decoration, furniture, free from noise and dust, safety, sanitary arrangement, security and Secrecy.	15	Lecture, Interactive ICT Based
3	Unit III: Communication Meaning, characteristics and importance of communication-classification of communication formal and informal Communication- advantages and disadvantages-means of formal and informal communication.	15	Lecture, Interactive ICT Based
4	Unit IV: Communication Process Steps in communication process-role of communication in business organization-barriers to effective communication-remedies for improving effectiveness of communication, E-communication-meaning-importance tools-benefits and limitations, Business Communication-Writing E-Mail. Social Media Communication- Instagram, WhatsApp, Twitter, Facebook	15	Lecture, Interactive ICT Based

References:

1. J.C. Denyar - Office Management
2. R. K. Chopra – Office Management
3. Leffingwell and Robinson-Text book of Office Management
4. George R. Terry - Office Management and Control
5. P. H. Reddy-Office Management and Communication
6. Sharma, Gupta and Nayyar – Office Management
7. Essentials of Business Communication - Rajendra Pal and J. S. Korlahalli
8. Business Communication - U. S. Rai and S. M. Rai
9. Business Correspondence and Report Writing - R. C. Sharma and Krishna Mohan
10. Business Communication - Robert MaArcher, Ruth Pearson.



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Name of the Programme: B.C.A.

Semester – II Name of the

Course (Subject): (19-176) - Lab course based on Fundamentals of Computer

Semester End Exam (SEE) 35 Marks	Evaluation (CCE) Continuous Comprehensive 15 Marks	Total Marks 50	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	WINDOWS OS /Linux OS 1. Creating folder, cut, copy, paste, managing file and folder in windows. 2. Arrange icons, set display properties 3. Adding and removing software and hardware 4. Setting date and time, screen saver and appearance. 5. Using windows accessories.(Notepad, WordPad, Paint) 6. Settings of all control panel items 7. Search file	40	1) Practical Work 2) PPT 3) Videos
2	Unit II: DOS OS 1)Introduction ,installation and working of DOS 2)Internal DOS Commands 3)External DOS commands	20	1) Practical Work 2) PPT 3) Videos



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Name of the Programme: B.C.A.

Semester – II Name of the

Course (Subject): (19-177) - Lab course based on Programming in 'C'-Part-I

Semester End Exam (SEE) 35 Marks	Evaluation (CCE) Continuous Comprehensive 15 Marks	Total Marks 50	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Unit No	Name & Contents of Units	No .of Lectures	Teaching Method
1	<ol style="list-style-type: none">1. Simple programs using printf(), scanf()2. Programs based on if statements3. Programs using switch statement4. Programs based on while loops5. Programs based on for loops6. Programs based on do loops7. Simple program using array to find frequency of each value within an array.8. Programs on matrices like addition, subtraction and multiplication and transpose.9. Programs on sorting and searching methods.10. Programs based on string handling		<ol style="list-style-type: none">1) Practical Work2) PPT3) Videos



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Name of the Programme: B.C.A.

Semester – II

Name of the Course (Subject): (19-271) - Software Package

Semester End Exam (SEE) 60 Marks	Evaluation (CCE) Continuous Comprehensive 40 Marks	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Introduced from June 2019

Course Objectives:

- 1) To understand the concept of software package
- 2) To learn how to format MS-WORD document using table, picture, tools etc.
- 3) To learn different formulas to prepare worksheet
- 4) To understand the animation and transition effects

Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I: Introduction To MS-Office 1.1. Introduction to software packages, 1.2. Components of MS-Office, 1.3. Features of MS-Office	7	Lecture, ICT based, Interactive
2	Unit II: MS-Word 2.1. Menus, Shortcuts, Document types, Working With Documents- Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, 2.2. Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, 2.3. Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, 2.4. Tools-Word completion, Spell check, Macros, Mail merge Tracking Changes, Security, Printing Documents	20	Lecture, ICT based, Interactive

3	Unit III: MS Excel 3.1. Spread sheet application, Menus, Tool bars and icons, Spreadsheet- Opening, saving, closing, printing file, setting margins, Converting file to different formats, 3.2. spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data- 3.3. Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, 3.4. background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization.	18	Lecture, ICT based, Interactive
4	Unit IV: MS-Power Point 4.1. Introduction, Opening new presentation, Presentation templates, presentation layout,	15	Lecture, ICT based, Interactive
	4.2. Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, 4.3. Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.		

References:

1. Microsoft Office 2010 Bible-WILEY.
2. Microsoft Office-Word 2007 inside out Microsoft Press Publication.
3. Microsoft Office-Excel 2007 inside out 4.Microsoft Press Publication.
4. .Step by step 2007 Microsoft Office system by Curtis Frye, Joyce Cox,



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Name of the Program: **B.C.A.**

Semester – II

Name of the Course (Subject): **(19-272) - Programming In 'C'- Part-II**

Semester End Exam (SEE) 60 Marks	Evaluation (CCE) Continuous Comprehensive 40 Marks	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Introduced from June 2019

Course Objectives:

- 1) To learn the concept of functions and pointer in programming
- 2) To understand the file handling concept

Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I: Functions 1.1. Need, types of function , 1.2. User defined functions ,multi functioned program, 1.3. category of functions , calling a function, 1.4. functions with array , function call by value and by reference, recursive function , 1.5. Storage classes: auto, external, static and register.	15	Lecture, ICT based, Interactive
2	Unit II: Pointers 2.1. Understanding pointers, 2.2. accessing address of variable, declaration and initializing pointers, 2.3. pointer expression, pointer to array and functions.	15	Lecture, ICT based, Interactive
3	Unit III: Structures and Unions 3.5. Defining and processing a structure, 3.6. array of structure, 3.7. array within structure, structure within structure, 3.8. Defining and processing a Unions.	15	Lecture, ICT based, Interactive
4	Unit IV: File Handling and Graphics 4.4. Defining and opening a file, File opening mode- open, modify, write, Closing a file, 4.5. Functions : fopen(), fclose(), fscanf(), 4.6. Input /Output Operations on file: getc(), putc(), getw(), putw(), fprintf(), fscanf(), ftell(), fseek(),rewind(). 4.7. Introduction to Graphics Declaration, Initialization and types of arrays (single and multidimensional arrays).	15	Lecture, ICT based, Interactive

References:

1. Introduction to Programming Using C- A. J Pawar, R. A. Lad, S. S. Shinde, D. R. Patil (Wiley - Dreamtech)
2. Programming in ANSI C - E. Balagurusamy
3. Programming in C – Schuam outline Series
4. Let Us C –Yashwant Kanetkar



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Name of the Program: B.C.A

Semester – II

Name of the Course (Subject): (19-273) – Bank Management

Semester End Exam (SEE) 60 Marks	Evaluation (CCE) Continuous Comprehensive 40 Marks	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Introduced from June 2019

Course Objectives:

- 1) Acquaintance with the basic concept of Bank.
- 2) Understanding of importance of money position.
- 3) Development of fundamental principles of CRAR.
- 4) Understanding of concept of Cyber Security.

Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I: Bank Organization 1.1.1. Meaning and concept of Bank 1.1.2. Role and Functions of Bank 1.1.3. Organizational set up of commercial bank & Bank organization 1.1.4. Role of General manager and Branch manager 1.1.5. Important Provisions in Banking Regulation Act-1949. 1.1.6. Principles of Banking	15	Lecture, ICT based, Interactive
2	Unit II: Liquidity and credit Management 2.1.1. Liquidity policies 2.1.2. Principles of Lending 2.1.3. Day to Day management of the Cash Position 2.1.4. Concept of NPA and Its Management 2.1.5. Supervision and Monitoring of Advances	15	Lecture, ICT based, Interactive
3	Unit III: Investment 3.1.1. Portfolio and profit Management 3.1.2. Investment policies of Bank 3.1.3. Fundamental principles of security Investment 3.1.4. The determinants of bank profit 3.1.5. Management of Long term & Short term Funds 3.1.6. Capital to Risk Assets Ratio (CRAR) 3.1.7. Risk Management procedure of Bank	15	Lecture, ICT based, Interactive
4	Unit IV: Role of IT in Bank Management 4.1.1. E-banking 4.1.2. Capital adequacy 4.1.3. Concept and Importance of Cyber Security 4.1.4. E-money Cyber Law 4.1.5. Management Information system 4.1.6. Electronic fund transfer (RTGS) 4.1.7. NEFT and UPI Transfer Fund	15	Lecture, ICT based, Interactive

References:

1. R. M. Srivastawa, Management of Indian Financial Institutions.
2. Edward W. Reed ,Commercial Bank Management
3. Roland I Robinsion, The Management of Bank Funds.
4. O. P. Agarwal, Modern Banking of India.
5. Vasant Desai, Development Banking - Issues &Options.
6. M.N. Gopinath, Banking Principles and Operation, Vision Publication



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Name of the Programme: **B.C.A.**

Semester – II

Name of the Course (Subject): **(19-274) – Financial Accounting with Tally**

Semester End Exam (SEE) 60 Marks	Evaluation (CCE) Continuous Comprehensive 40 Marks	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Introduced from June 2019

Course Objectives:

- 1) To impart the knowledge about recording of transactions and preparation of final accounts
- 2) To acquaint the students about accounting software packages

Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Unit I: Final Accounts of Non Profit Concerns Preparation of Receipts and Payments A/c, Income and Expenditure A/c and Balance Sheet	15	1) Lecture 2) PPT 3) Videos 4) Practical Work
2	Unit II: Company Final Account (vertical form) Meaning, Objectives, Importance, Difference between horizontal & vertical format, preparation of Profit & Loss Account and Balance Sheet.	15	1) Lecture 2) PPT 3) Videos 4) Practical Work
3	Unit III: Introduction to Tally Introduction to Tally - Features of tally, creation of company, Accounts only and Accounts with, Gateway of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details, Interest computation, order processing	15	1) Lecture 2) PPT 3) Videos 4) Practical Work
4	Unit IV: Introduction to Goods and Service Tax Important Definitions, Advantages & limitations, Classifications of Goods and Services, Composition scheme under GST, Journal entries and Ledgers	15	1) Lecture 2) PPT 3) Videos 4) Practical Work

References:

1. Advanced Accountancy - Shukla, Grewal and Gupta
2. Advanced Accountancy - Jain and Narang
3. Advanced Accountancy - Maheshwari
4. Advanced Accountancy - L.B. Singh & V. P. Singh
5. Computerized Financial Accounting Using Tally – Rajan Chougale.

Websites:

1. www.accountingtools.com
2. www.accountingcapital.com
3. www.tallysolutions.com



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Name of the Program: B.C.A.

Semester – II

Name of the Course (Subject): (19-275) - Principles of Marketing

Semester End Exam (SEE) 60 Marks	Evaluation (CCE) Continuous Comprehensive 40 Marks	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Introduced from June 2019

Course Objectives:

- 1) Articulate the students with the basics of marketing concepts.
- 2) Conversance with the Marketing of Services.
- 3) Insight into Consumer Behavior.
- 4) Inculcating E-Marketing skills among the students

Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	1.1. Unit I: Introduction to marketing 1.1.1. Meaning, & definition of Marketing 1.1.2. Features of Marketing 1.1.3. Significance of marketing 1.1.4. Core concepts of Marketing- (Need, Want, Demand, Cost, Value, Satisfaction, exchange, transaction & relationship) 1.1.5. Holistic marketing & green marketing Concept of Rural Marketing	15	Lecture, Interactive ICT Based
2	Unit II: Marketing of Services: 2.1.1 Meaning & definition 2.1.2 Characteristics of services 2.1.3 problems in services Marketing 2.1.4 Outsourcing of I.T.services 2.1.5 7 P's of marketing mix	15	Lecture, Interactive ICT Based
3	Unit III: Consumer Behavior: 3.1.1. Meaning & definition 3.1.2. Significance of consumer behavior 3.1.3. Factors affecting consumer behavior 3.2. Market Segmentation Targeting and Positioning: 3.2.1. Concept & definition 3.2.2. Importance of marketing segmentation 3.2.3. Bases of Market segmentation 3.2.4. Concept of Targeting and Positioning.	15	Lecture, Interactive ICT Based

4	Unit IV: E-Marketing 4.1.1. Concept & techniques 4.2.2 Significance of E-Marketing 4.2.3 Types of online marketing 4.2.4 Online Marketing Trends 4.2.5 Domains of E-Business	15	Lecture, Interactive ICT Based
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References:

1. Philip Kotler, Marketing Management.
2. Ravi Shankar, Service Marketing.
3. S. M. Jha, Service Marketing.
4. V. S. Ramaswamy, Marketing Management.
5. Amukumanr, Marketing Management.
6. William Stamtor, Marketing Concepts.
7. Ajay Pandit, Marketing Concepts.
8. Vision Publication, Principles of Marketing



Rayat Shikshan Sanstha's

Sadguru Gadage Maharaj College, Karad

(Autonomous)

Affiliated to Shivaji University, Kolhapur

Name of the Programme: B.C.A.

Semester – II

Name of the Course (Subject):(19-276) - Lab course based on Software Package

Semester End Exam (SEE) 60 Marks	Evaluation (CCE) Continuous Comprehensive 40 Marks	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Unit No	Name & Contents of Units	No .of Lectures	Teaching Method
1	MS-Word 1. Creating & Editing Document 2. Formatting Document 3. Use of Auto-text, Autocorrect, Spelling and Grammar Tool, 4. Page Formatting, Page Border, Background, 5. Creation of MS-Word-Mail Merge, Macros, Tables. 6. Practice of Printing, page setup etc.	15	1) Practical Work 2) PPT 3) Videos
2	MS-Excel 1. Creating & Editing Worksheet, File Handle 2. Use Formulas and Functions 3. Preparing Charts	15	1) Practical Work 2) PPT 3) Videos
3	MS-PowerPoint 1. Creating, Manipulating & Enhancing Slides, 2. Inserting Organizational Charts, Excel Charts 3. Using WordArt 4. Putting Animations and Sounds 5. Inserting Animated Pictures 6. Inserting Recorded Sound Effect	15	1) Practical Work 2) PPT 3) Videos
4	Tally Different sections of Gateway of Tally, Creation, alteration and deletion of company, recording transactions, creation of ledgers and groups, creation of voucher types, creation of different reports using tally software.	15	1) Practical Work 2) PPT 3) Videos



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Name of the Programme: B.C.A.

Semester – II Name of the

Course (Subject):(19-277) - Lab course based on Programming In 'C'- Part-II

Semester End Exam (SEE) 35 Marks	Evaluation (CCE) Continuous Comprehensive 15 Marks	Total Marks 50	Credit Assigned - 04 Workload – 4 Hrs Per Week
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Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	1. Programs based on user defined functions(covering categories of functions) 2. Programs based on recursion 3. Programs based on pointers (pointer arithmetic, pointer expressions) 4. Programs based on Structures (array of structures, array within structures and structure within structure) 5. Programs based on Unions 6. Programs based on File handling covering basic file operations 7. Programs based on File handling (single and multiple file handling). 8. Program on Graphics	15	1) Practical Work 2) PPT 3) Videos



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**B. C. A – I Semester –I and II Evaluation Pattern
form June 2019**

- Semester End Examination(SEE) - 60
- Continuous Internal Assessment(CIE) - 40

**A) Theory Examination Pattern-Semester End Examination Nature of
Question Paper - All Theory Papers**

Total Marks – 60 Duration – 2 Hours and 30 Minutes Instructions:

- 1) Q1. is compulsory
- 2) Solve any 4 questions from Q2 to Q7

Q.1. Compulsory questions	12Marks
A. Define key terms (6Marks)	
B. True or False / Match the pair (6Marks)	
Q.2. Broad questions	12Marks
Q.3. Broad questions	12Marks
Q.4. Broad questions	12Marks
Q.5. Broad questions	12 Marks
Q.6. Broad questions	12Marks
Q.7. Short Note (Any 2 outof3)	12Marks

Continuous Internal Assessment - Total 40 Marks.

- Active Participation in Classroom and Academic Events - 05Marks
- Project Work / Practical / Lab Work / On-the Job Training - 20Marks
- Assignment / Interview/ Group discussion/ Study Tour Field visit - 15Marks

Criteria of Passing-(separate heads of passing)

- 16 Marks out of 40 Marks for Internal Evaluation.
- 24 Marks out of 60 Marks for Theory Examination.
- Overall Minimum 40 Marks out of 100Marks

B) Practical Examination Pattern-	-	50Marks
a) Journal	-	10Marks
b) Viva	-	5Marks
c) 2 Programming Questions (15Markseach)	-	35Marks

Criteria of Passing: 20 out of 50 in Practical Examination.
