



Shiksha Mandal's

G. S. College of Commerce, Wardha (Autonomous)

B.Com. (Major in Computer Application)
Semester – III



Web Designing (BCCA 3.1)			
Teaching Hours: 36 (Theory) + 48 (Practical)	Total Credits: 4	Total Marks: 40 + 30 + 30 = 100	Group: Major Core
Objectives: 1. To understand basic structure and syntax of HTML elements. 2. To explore the interplay between HTML and JavaScript to create interactive Webpages. 3. To analyse structure of PHP code to create dynamic website within web server environment. 1. To apply PHP cookies and sessions in combination with MYSQL database.			
Learning Outcomes: After learning this course, students will be able to – 1. Understand the html tags of formatting, frames and mapping to develop static web page. 2. Explore various types of CSS to manage styles efficiently and maintain consistency across Webpages. 3. Analyse and understand the PHP programming language syntax to create dynamic web page. 4. Apply practical experience of cookies, session and implementing MYSQL database to store, retrieve and manipulate the data.			
Unit	Content		
I	Creating Static Web Pages with HTML, Introduction, Evaluation of HTML, Features of HTML, Advantages and Disadvantages of HTML, Basic Structure of HTML Program, Basic elements/tags, Physical and Logical tags, Special Characters, Text Formatting tags, Linking, Relative and Absolute path, Types of linking, Images, Background and Table, Frames and Embedding Multimedia, Image Maps, Client – Side and Server – Side image maps.		
II	Cascading Style Sheets (CSS): Defining style sheets, features, adding style to document, linking to a single sheet, embedding style sheet, Using inline style, Style sheet properties, Font properties, Color and Background properties, Text properties, Box properties. JavaScript: Introduction, Client-Side Java Script, Advantages and Limitations, Incorporating Java Script in HTML Document.		
III	PHP- Introduction, Installation, PHP Syntax, Variables and Constants, Data Types, String, control statement and Looping statement, Array, Creating Web Application.		
IV	Cookies And Sessions, Functions, PHP Global Variables–Super global, Error and Exception Handling, Files and Directories. Introduction To Database- Introduction To SQL, Connecting To MYSQL, MYSQL Error Handling, Creating And Selecting A Database, Creating A MYSQL Database, Create MYSQL Table, Inserting Data Into A Database, Securing Query Data, Retrieving Data From A Database, Deleting Data In A Database, Updating Data In A Database.		
Books Recommended: 1. World Wide Web with HTML , C Xavier, McGraw Hill, New Delhi. 2. Complete HTML , BPB Publications, New Delhi. 3. XML , Xavier (TMH). 4. JavaScript in Easy Steps , Mike McGrath, Tata McGraw-Hill, New Delhi. 5. The Complete Reference , Holznr, PHP, McGraw-Hill, New Delhi. 6. PHP & MySQL in Easy Steps , Mike Mcgrath, McGraw-Hill, New Delhi. 7. PHP and MySQL , Steve Suehring, Tim Converse & Joyce Park, Wiley India Pvt. Ltd.			



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DBMS & SQL Server (BCCA 3.2)			
Teaching Hours: 36 (Theory) + 48 (Practical)	Total Credits: 4	Total Marks: 40 + 30 + 30 = 100	Group: Major Core
Objectives: 1. To understand database environment, DBMS and its architecture, Database administration. 2. To explore different data models and compare physical and logical databases. 3. To analyse data stored in SQL Server using DBMS to improve outcomes through data driven insides 1. To apply efficient SQL query to improve database performance.			
Learning Outcomes: After learning this course, students will be able to – 1. Understand and recall DBMS architecture. 2. Explore various data models to gain insights into their structure and relationships. 3. Analyse SQL server database structure to maintain data consistency and reliability 4. Apply various SQL query structure to retrieve, filter and manipulate data from databases effectively.			
Unit	Content		
I	Database environment, Data processing, Traditional and DBMS environment, Database system, Types of databases - Centralize, distributed, Database management system, Components of DBMS, DBMS elements, Database Approach - Objectives, benefits, characteristics, Advantages of DBMS, the three tire architecture, three level architecture, Database administration – Roles, Functions and responsibilities of DBA.		
II	The E-R Model – Data models, Entities, attributes and relationship, Logical and Physical database design, Mapping Cardinalities, Database development process, Database development life cycle. Integrity constrains. Transforming ERR diagrams into relations, tree structure and hierarchical. Normalization, Codd’s 12 rules, hierarchical database structure, Network database structure, Relational database structure RDBMS		
III	Introduction to Microsoft SQL Server: Versions, Editions, Services and components, SQL Server Client tools. Installing SQL Server Instances: Preparing to install SQL Server, Upgrade consideration, Installation process, configuring the instances, SSMS, SSRS. Analysis with SQL: What is Data Analysis, Database Security, Database types, preparing data for Analysis, Types of Data.		
IV	SQL Query Structure : Basics of SQL, Types of SQL Statements, DDL, DML, DCL, DQL, TCL, Create database, Data types in SQL Server, Stored Procedure and User-Defined Functions, Sub Query, SQL Server System Administration: System Environment and Database Engine, Backup and Recovery and System Availability.		
Books Recommended: 1. Database System Concept , Korth and Sudarshan, McGraw Hill, New Delhi 2. An Introduction to Database System , Bipin C. Desai, Galgotia Publications Ltd, New Delhi 3. Database Management System , R. Panneerselvam, PHI, New Delhi 4. Microsoft SQL Server 2019 A Beginner’s Guide , McGraw Hill – Dusam Petkovic 5. Mastering SQL Server Essential techniques – ED Norex			



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**B.Com. (Major in Computer Application)
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Business Economics (BCCA 3.3.1)

Teaching Hours: 60

Total Credits: 4

**Total Marks
(70+30=100)**

Group: Minor

Objectives:

1. To provide the students an understanding of basic concepts of business economics and demand analysis.
2. To help students understand the requirements of business decision making and production analysis.
3. To make the students familiar with costing concepts and revenue analysis.
4. To provide knowledge to the students regarding market structures and competition.

Learning Outcomes:

After learning this course, students will be able to –

1. Understand the important concepts of Business Economics, and further delve deeper into concepts related to Demand analysis like, Elasticity of demand and Indifference curve.
2. Analyze how the producers make decisions based on production function in short run and long run.
3. Evaluate the importance of cost analysis and revenue analysis for a business.
4. Apply the knowledge regarding various types of markets and how the companies function in a given nature of market & competition in realistic situations

Unit	Content
I	Introduction to Business Economics Concept, Nature, Scope of Business Economics, Demand -Meaning of Demand, Determinants of Demand, Law of Demand, Expansion and Contraction of Demand, Increase and Decrease of Demand, Elasticity of Demand - Concept, Methods, Types of Elasticity of Demand, Degrees of Price Elasticity of Demand, Factors affecting Elasticity of Demand, Case Study on Oil Refining Companies and Price Elasticity of Demand, Indifference Curve - Meaning, Properties of Indifference curve, Indifference map
II	Business Decision-Making and Production Function Supply -Concept of Supply, Law of Supply, Elasticity of Supply, Determination of Equilibrium price through market forces (Demand and Supply), Case Study on Demand and Supply of Gold in India Production Function - Meaning of Production Function, Short Run & Long Run Production Function Isoquant - Meaning, Properties, SDG 12 - Sustainable Consumption and Production - Concept, Targets and Indicators, Case study on Inability in taking strategic timely decisions a cause for Nokia's failure
III	Costing Concepts & Revenue analysis Costing Concepts :Cost Function - Meaning of Cost Function, Introduction to Various Short & Long Run Costing Concepts : Concept of Total Cost, Average Cost, Marginal Cost, Supply chain costs and drivers of supply chain costs ,Relationship between Average Cost and Marginal Cost, Revenue Analysis – Meaning of Revenue, Concept of Total Revenue, Average Revenue and Marginal Revenue, Relationship between Average Revenue and Marginal Revenue, Theory of Firm- Objectives of a firm and profit maximization
IV	Market structure and competition: •Market - Meaning, Features, Types, Perfect Competition - Meaning, features, Equilibrium of Industry and of Firm in short run (Price Output Determination in short run), Imperfect Competition, Monopoly- Meaning, features, types, Equilibrium of firm (Price-Output Determination in short run), Price Discrimination- meaning, types, conditions for price discrimination to be profitable, Monopolistic Competition – Meaning, features, Equilibrium of firm (Price- Output Determination in short run), Oligopoly - Meaning, features, kinked demand curve, Nash Equilibrium in Prisoner's Dilemma concept



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Books Recommended:

1. Introduction to Modern Economics, Hardwick, Khan & Langmead, An, Longman London & New York, Revised Edition.
2. Advanced Economic Theory (Micro Economic Analysis), H. L. Ahuja, S. Chand & Co Ltd, 11th Edition, 2004.
3. Modern Economics, H. L. Ahuja, S. Chand & Co Ltd, 11th Edition, 2004.
4. Micro Economics, P. N. Chopra, Kalyani Publishers.
5. Micro Economics, D. D. Chaturvedi, Galgotia Publishing Company





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Company Law (BCCA 3.3.2)

Teaching Hours: 60	Total Credit: 04	Total Marks: 70+30=100	Group: Major Core
Objectives: <ol style="list-style-type: none"> To impart basic knowledge of the provisions of Companies Act 2013. To familiarize students with the legal regulations related to registration of a company. To impart knowledge about important documents that define a company. To impart knowledge of company functioning. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> Classify different types of companies under the Companies Act 2013, including registered, public, private, one-person, and others, and explain their respective features, privileges, and exemptions. (Understand). Interpret the duties and liabilities of promoters, understand the preliminary steps involved in company incorporation, and explain the online registration process, issuance of certificates, and provisional contracts. (Evaluate). Apply the principles of Memorandum of Association (MOA) and Articles of Association (AOA) to understand their clauses, alterations, and the legal implications of ultra vires transactions. Analyze the requirements and types of prospectuses and their significance. (Apply). Analyze the concept of company meetings, including their requisites for validity, different types, and voting procedures. Evaluate the role of resolutions and assess the effectiveness of various voting methods, including postal ballot and e-voting. (Analyze). 			
Unit	Content		
I	Introduction to companies act 2013 (as amended from time to time), features, Kinds of companies: Registered company, Public company, private company-privileges and exemptions of a private company, Conversion of Private company to Public company, conversion of Public company to Private company, One person company: Provisions and exemptions of OPC, Conversion of OPCs into private and public companies, Holding and subsidiary company, Government company, Foreign Company, Sec 8 Company.		
II	Formation of company – Promotion: duty and liabilities of promoters, legal position of promoters. Incorporation: Preliminary steps, online registration of a new company, certificate of incorporation, commencement of business, certificate of commencement of business, CIN, provisional contracts.		
III	Documents: Memorandum of association- clauses and alterations Articles of association- Content and alterations. Doctrine of ultra vires- effects of ultra vires transactions. Prospectus: Meaning, requirements of a prospectus, abridged prospectus, shelf prospectus, misleading prospectus.		
IV	Company meetings – Meaning of meeting, kinds of meetings, Requisites of a valid general meeting: notice, agenda, quorum, chairman, voting by poll, voting through postal ballot, procedure to be followed for conducting business through postal ballot, E-voting, Proxy and its provisions. Resolutions: Types of resolutions.		



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Books Recommended:

1. **Company Law & Secretarial Practice.** Sultan Chand & Sons, Kapoor, N.D: New Delhi.
2. **Indian Company Law,** Singh Avtar, Eastern Book Company, Lucknow.
3. **Company Law and Secretarial Practice,** Dr. R.K. Nelakha, Ramesh Book Depot, Jaipur.
4. **Corporate Laws,** Anil Kumar; Taxmann Publication.





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Marketing Management BCCA3.3.3			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Minor
Objective: 1. To introduce students to the fundamental concepts and principles of marketing. 2. To enable students to understand the importance of market segmentation, targeting, and positioning strategies in marketing management. 3. To provide students with a comprehensive understanding of product management processes and strategies. 4. To familiarize students with the various elements of the promotion mix and their role in marketing Communications.			
Learning Outcomes: After learning this course, students will be able to – 1. Analyze the various philosophies of marketing and their significance in contemporary business environments. 2. Formulate effective positioning strategies for products or services based on market analysis and differentiation. 3. Evaluate the role of branding and packaging in product differentiation and consumer perception. 4. Develop integrated marketing communication plans for specific products or services considering diverse promotional channels and target markets.			
Unit	Content		
I	Introduction to Marketing –Market Definition, Types of Markets, Importance & Objectives of Marketing, Core concepts of Marketing, Different philosophies of marketing, Role of Marketing, Relationship of Marketing with other functional areas, concept of marketing mix, The marketing Environment, Relationship marketing, Database marketing, Online marketing.		
II	Market segmentation, Targeting & Positioning - Concept, Need for segmentation, Bases for segmenting markets, Benefits of segmentation. Targeting-Introduction, selection of target market, evaluating market segments, selecting market segments. Positioning-Definition, Selecting the Positioning platform, differentiating market offering, Case Study.		
III	Product Management – Meaning of product, Product Classifications, Difference between Consumer goods and Industrial goods, New Product Development process, Product life Cycle – Introduction, Importance of PLC, Phases of PLC. Branding: Meaning of Branding, types of branding, benefits of Branding. Packaging: Meaning, Types of Packaging, advantages of Packaging		
IV	Promotion Decisions – Meaning, Objectives & Importance, Promotion mix -Objectives & advantages, Advertising, Publicity, Public Relations, personal selling, Sales promotion & Digital marketing, New issues in marketing – Globalization, Consumerism, need for consumer protection, Social aspects of Marketing, Green Marketing.		
Books Recommended: 1. Marketing Management: Philip Kotler, Prentice Hall India, New Delhi 2. Marketing Management: Sherlekar, Himalaya Publishing House 3. Marketing Management: Text & Cases, By Rajagopal, Vikas Publishing House 4. Modern Marketing: Bhagwati, Pillai- S. Chand Publications.			



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Direct Taxes (BCCA 3.4.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Elective
Objectives: <ol style="list-style-type: none"> To develop a comprehensive understanding of the fundamental concepts and legal provisions of the Income Tax Act 1961, including the distinction between exemptions and deductions, and the rules for determining residential status of taxpayers. To acquire practical skills in computing taxable income from various sources including salary, house property, and other sources, by applying relevant deductions and understanding tax computation principles as per the applicable tax slabs and rates. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> Demonstrate proficiency in understanding concepts of income tax by exhibiting a thorough understanding of fundamental tax concepts such as agricultural income, assessee classification, assessment year determination, and the distinction between gross total income, exemptions, and deductions within the framework of the Income Tax Act 1961. (Understand). Apply taxation principles to Income Sources: Students will demonstrate the ability to analyze and compute taxable income from salary, house property, and other sources, including the valuation of perquisites and the application of relevant deductions, thereby gaining practical skills essential for tax computation and compliance. (Apply). 			
Unit	Content		
I	Introduction of Income Tax Act 1961 and basic concepts <ol style="list-style-type: none"> Basic concepts – Introduction of Income Tax Act 1961; Finance Act; Concepts of - Agricultural income, Assessee, Assessment year, Previous year, Person, Income, Gross total income, Charge of Income Tax; Difference between Exemptions and Deductions; Introduction to Heads of Income. Residential Status - Rules for determining residential status of Individual, HUF, Firm and Company, need to determine residential status, Incidence of tax; Problems on determining residential status. Income from Salary <ol style="list-style-type: none"> Income from Salary – Scope of Chargeability (Section 15); Salary, Allowances, perquisites, exemptions and deductions. Allowances – House Rent Allowance, Transport Allowance, Children Education Allowance, Medical allowance. Perquisite – Valuation of Rent- free Accommodation; Motor Car; Valuation of medical facility. Practical problems on computation of income from salary (excluding retirement benefits). 		
II	Theory: Income from House Property <ol style="list-style-type: none"> Income from House Property – Scope of Chargeability (Section 22); Study of the concepts: Let-out property, Self-occupied properties, Gross Annual Value, Net Annual value – Deductions (Standard deduction and deduction in respect of payment of interest on borrowed capital) Income from Other Sources <ol style="list-style-type: none"> Scope of Chargeability [Section 56]; Admissible Deductions (Section 57), Disallowances (Section 58) 		



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Problems:

Computation of Taxable Income and Income tax of an Individual Assessee

- Computation of Gross Total Income, Deductions under Sections 80C, 80D, 80DD, 80DDB, 80E, 80GG, 80TTA, 80TTB and 80U.
- Income tax slabs and rates including Education cess, Higher education cess, surcharge (as applicable for relevant assessment year).
- Problems on Computation of Gross Total Income, Taxable Income and Income Tax liability of an Individual assessee considering the income under the heads of Salary, House Property and Other Sources.

Note: Academic year will be considered as Assessment Year.

Books Recommended:

- Direct Tax**, ICAI Module for Intermediate
- Students Guide to Income Tax**, Vinod K. Singhania Publisher, Taxmann Publications Pvt Ltd, New Delhi.
- Systematic Approach to Taxation**, Dr. Girish Gupta, Dr Ravi Ahuja, Bharat Publications
- Students Handbook on Income Tax**, T. N. Manoharan and G. R. Hari, Snow White Publications.
- Direct Tax Laws**, T. N. Manoharan and G. R. Hari, Snow White Publications.
- Students Guide to Income Tax**, Dr Monica Singhania / Dr. Vinod K Singhania, Taxmann Publications Pvt Ltd, New Delhi.
- Students Guide to Income Tax with Problems and Solutions (Combo)**, Dr Monica Singhania / Dr. Vinod K Singhania, Taxmann Publications Pvt. Ltd, New Delhi.
- Income Tax Law & Accounts**, Mehrotra, Sahitya Bhavan, Agra.
- Law and Practice of Income-Tax in India**, Bhagavati Prasad, New Age International Publishers, New Delhi.
- Direct Tax Laws**, Dr. Girish Ahuja & Ravi Gupta, Bharat Publications.



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Financial Accounting – I (BCCA 3.4.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objective: 1. To understand the concept of final accounts for sole traders and develop the ability to prepare trading, profit and loss, and balance sheet accounts, including adjustments. 2. To gain insight into the final accounts of cooperative societies and develop the proficiency to prepare them in accordance with relevant legal provisions.			
Learning Outcomes: After learning this course, students will be able to – 1. Demonstrate the ability to analyze and synthesize financial data to prepare comprehensive final accounts for sole traders, integrating adjustments, and evaluate the financial health of the business. 2. Apply their understanding of legal provisions and financial principles to create accurate final accounts for cooperative societies and appraise the financial performance critically.			
Unit	Content		
I	Final Accounts of Sole Traders: Theory: Meaning of Final Accounts, Characteristics and Format of Trading A/c, Profit and Loss A/c and Balance Sheet, Meaning and nature of Adjustments. Practical Problems: Preparation of Trading A/c, Profit and Loss A/c and Balance sheet from Trial balance and Adjustments		
II	Final Accounts of Co-Operative Society: Theory: Meaning and Introduction of Co-operative Society, Characteristics of and Usefulness of Co-operative Society, Limitations of Co-operative society, Types of Co-operative Society, Meaning, Format and Characteristics of Profit and Loss Appropriation A/c. Practical Problems: Preparation of Trading A/c, Profit and Loss A/c, Profit and Loss Appropriation A/c and Balance sheet As per Maharashtra Co-operative Society Act, 1960.		
Books Recommended: 1. Financial Accounting , Paul, S. K, New Central Book Agency 2. Financial Accounting for Managers , Ghosh, T. P. Taxman Allied Service 3. Financial Accounting , Mohammed Hanif, Amitabh Mukherjee, S. Chand Publications 4. Financial Accounting , Dr. V. K. Goyal, Excel Books Publications 5. Financial Accounting , Jain S.P., Narang K.L., Kalyani Publishers, Delhi. 6. Financial Accounting , Grewal, Shukla, S. Chand (Sultan Chand Publications), Delhi			



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Computer Graphics & Animation (BCCA 3.5)			
Teaching Hours: 18(Theory) + 2 (Practical)	Total Credits: 2	Total Marks: 35+5+10 = 50	Group: Vocational Skill Course
Objectives: <ul style="list-style-type: none">1. To understand the computer graphics and its techniques and apply computer graphics software to develop user friendly graphical interface for applications.2. To evaluate the versatility of Adobe Animate in creating interactive animation for Web and Mobile platform.			
Learning Outcomes: After learning this course, students will be able to – <ul style="list-style-type: none">1. Understand the fundamental of Computer Graphics and capabilities of CorelDRAW as a versatile graphic design.2. Apply Adobe Animate’s animation tool to create dynamic and interactive web contents and3. Evaluate the suitability of Adobe Animate for various animation project based on their requirements.			
Unit	Content		
I	Introduction to Computer Graphics: Overview of Computer Graphics, Computer Graphics Application and Software, Description of some graphics devices, Digital formats – Resolution. File formats - audio, video, Image, Screen Resolutions, Dimensions – page layout, Concepts of 2D and 3D dimensions Introduction to CorelDRAW, Components and tools, Uses, implementing templates, Inserting 3D Objects, Color Management Color Models – RGB, CMYK, Freehand beizer, pen tool and shape tool.		
II	Introduction to Adobe Animate: Meaning and types of animation, Frames and Keyframes, Frame-by-frame animation in animate, Classic Tween Animation in animate, Brush tools, Motion Tween and action script, Setting up animation tween span. Working with Scene.		
Books Recommended: <ul style="list-style-type: none">1. An Adobe Animate 2022 release – Russell Chun2. Learn Adobe Animate CC for Multiplatform Animations – Joseph Labrecque, Rob Schwartz3. Teach yourself CorelDRAW – Jha Showman Niranjan.4. Computer Graphics – Zhigang Xiang, Roy A. Plastok			



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Hindi (BCCA 3.6.1)

Teaching Hours: 30

Total Credit: 02

Total Marks:
35+15 = 50

Group: Ability Enhancement
Courses

Course Objectives:

1. To understand and appreciate the literary works in prose by renowned Hindi authors, focusing on their themes and messages.
2. To explore and comprehend the poetic expressions of various Hindi poets, delving into the emotions and ideas conveyed through their poems and develop practical skills in translation, advertisement writing, and business vocabulary enhancement in Hindi.

पाठ्यक्रम का उद्देश्य:

1. प्रमुख हिंदी लेखकों द्वारा लिखित गद्य की विभिन्न कृतियों को समझना तथा उनमें निहित मूलभूत विषयों और संदेशों पर ध्यान केंद्रित करना।
2. विभिन्न हिंदी कवियों द्वारा रचित कविताओं की व्याख्या करना, तथा उनके माध्यम से व्यक्त की गई भावनाओं और विचारों को समझना।
3. हिंदी में अनुवाद, विज्ञापन लेखन और व्यावसायिक शब्दावली के प्रयोग में सुधार के लिए प्रायोगिक कौशलों का विकास करना।

Learning Outcomes: After learning this course, students will be able to –

1. Analyze and interpret the prose works of Dr. Abdul Kalam, Dr. Krishna Kumar Mishra, and Narayan Murthy, identifying the central themes and moral values conveyed in their writings.
2. Analyze the poems of Santosh Kumar Badal, Sohan Lal Dwivedi, and Methili Sharan Gupta, discerning the emotions, philosophies, and societal concerns expressed in their verses and demonstrate proficiency in translating texts from English to Hindi, crafting effective advertisements in Hindi, and expanding their business vocabulary in Hindi, facilitating communication in professional contexts.

शिक्षा परिणाम:

इस पाठ्यक्रम के अध्ययन के पश्चात छात्र निम्नलिखित कार्यों में सक्षम होंगे:

1. डॉ. ए. पी. जे. अब्दुल कलाम, डॉ. कृष्ण कुमार मिश्र और नारायण मूर्ति की गद्य रचनाओं का विश्लेषण एवं व्याख्या कर सकेंगे, तथा उनकी लेखनी में निहित प्रमुख विषयों और नैतिक मूल्यों की पहचान कर सकेंगे।
2. संतोष कुमार बादल, सोहन लाल द्विवेदी और मैथिली शरण गुप्त की कविताओं का विश्लेषण करके, उनकी पंक्तियों में व्यक्त भावनाओं, दार्शनिक दृष्टिकोणों और सामाजिक चिंताओं को समझ सकेंगे। साथ ही, वे अंग्रेजी से हिंदी में पाठों का अनुवाद करने, हिंदी में प्रभावी विज्ञापन तैयार करने, तथा व्यावसायिक संदर्भों में प्रयुक्त शब्दावली का विस्तार करने में दक्षता प्राप्त करेंगे, जिससे संचार अधिक सुगम एवं प्रभावशाली होगा।



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Unit	Content
I साहित्यिक हिंदी	<p>गद्य भाग</p> <ul style="list-style-type: none">• शाश्वत जीवन मूल्य – अदम्य साहस – डॉ. ए. पी. जे. अब्दुल कलाम• जलवायु परिवर्तन तय करेगा धरती पर सभ्यता का भविष्य (निबंध) – डॉ. कृष्ण कुमार मिश्र• उद्यमशीलता – बेहतर भारत, बेहतर दुनिया – नारायण मूर्ति <p>पद्य भाग</p> <ul style="list-style-type: none">• अवकाश – संतोष कुमार बादल• लहरों से डरकर नौका पार नहीं होती – सोहन लाल द्विवेदी• मनुष्यता – मैथिली शरण गुप्त
II व्यावहारिक हिंदी	<p>i) अनुवाद: अर्थ, परिभाषा, स्वरूप, अनुवादक के गुण, सफल अनुवाद की विशेषताएँ, अनुवाद प्रक्रिया, एवं प्रकार।</p> <p>ii) विज्ञापन लेखन: अर्थ, परिभाषा, गुण, लाभ, सावधानियाँ आदि।</p> <p>iii) पारिभाषिक शब्दावली (वाणिज्य विषयक)</p>
Books Recommended:	
संदर्भ ग्रंथ:	
<ol style="list-style-type: none">1. अदम्य साहस – डॉ. ए. पी. जे. अब्दुल कलाम2. बेहतर भारत, बेहतर दुनिया – नारायण मूर्ति3. विज्ञापन के मूल तत्व – डॉ. जयश्री जोशी; केलाश पुस्तक सदन, भोपाल4. मीडिया लेखन और अनुवाद विज्ञान – डॉ. जगदीश शर्मा, डॉ. धनबहादुर पाठक; हरीश प्रकाशन मंदिर	



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Marathi (BCCA 3.6.2)

Teaching Hours: 30

Total Credit: 02

Total Marks:
35+15 = 50

Group: Skill
Enhancement Courses

Course Objectives:

1. To understand and appreciate the literary works in prose by renowned Marathi authors, focusing on their themes and messages.
2. To develop practical skills in internet usage in Marathi language, news editing, and business vocabulary enhancement in Marathi.

पाठ्यक्रमाचे उद्देश्य:

1. प्रसिद्ध मराठी लेखकांच्या गद्य रचनांचा समजून घेणे व त्यांचे मूल्यांकन करणे, तसेच त्यांच्या विषयवस्तू व संदेशावर लक्ष केंद्रित करणे.
2. मराठी भाषेत इंटरनेट वापरण्याचे कौशल्य विकसित करणे, बातम्यांचे संपादन करणे आणि मराठीतील व्यावसायिक शब्दसंग्रह वाढवणे.

Learning Outcomes: After learning this course, students will be able to –

1. Analyze and interpret the prose works of Dr. Abdul Kalam, Narayan Murthy, Shrinivas Thakur, discerning the central themes and moral values conveyed in their writings.
2. Demonstrate proficiency in using the internet in Marathi language, editing news content effectively, and expanding their business vocabulary in Marathi, facilitating communication in professional contexts.

शिक्षण परिणाम:

या पाठ्यक्रमाच्या अभ्यासानंतर विद्यार्थी खालील कार्ये करू शकतील:

1. डॉ. अब्दुल कलाम, नारायण मूर्ती, श्रीनिवास ठाकूर यांच्या गद्य रचनांचे विश्लेषण आणि व्याख्या करून, त्यांच्या लेखनामध्ये अडचणी आणि मूल्यांकन करून, मुख्य थीम्स आणि नैतिक मूल्ये ओळखून त्याची समज करण्यात विद्यार्थी सक्षम होतील.
2. मराठी भाषेत इंटरनेट वापराचे कौशल्य, बातम्या संपादन योग्यतेने करता येणे आणि मराठीत व्यावसायिक शब्दांचा विस्तार करणे, यामध्ये व्यावसायिक संवाद सशक्त बनवण्यात विद्यार्थी सक्षम होतील.



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Unit	Content
I साहित्यिक मराठी	<p>गद्य विभाग:</p> <ol style="list-style-type: none">1. शाश्वत जीवन मूल्य : ए. पी. जे. अब्दुल कलाम2. उद्योजकतेविषयी - नारायण मूर्ति3. नक्षत्रांचे देणे: श्रीनिवास ठाणेदार <p>पद्य विभाग:</p> <ol style="list-style-type: none">1. पसायदान - संत ज्ञानेश्वर2. दोन पर्याय - दिलीप कुलकर्णी3. विश्वशांती - दिनेश काळे
II व्यावहारिक मराठी	<ol style="list-style-type: none">1. इंटरनेट आणि मराठी भाषा - डॉ. नंदकिशोर मोरे2. वृत्त संपादन - प्रभाकर कोंडबत्नवार3. पारिभाषिक शब्दावली (वाणिज्य विषयक)
संदर्भ ग्रंथ :	<ol style="list-style-type: none">1. शब्द साधना भाग - २2. अदम्य जिद्द - ए. पी. जे. अब्दुल कलाम3. A Better India, A Better World - नारायण मूर्ति4. सुगम मराठी व्याकरण व लेखन - मो. रा. वाळंबे5. जाहिरातींचे जग - यशोदा भागवत, मौज प्रकाशन गृह, मुंबई



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Physical Education – III (BCCA 3.8)			
Teaching Hours: 2	Total Credits: 2	Total Marks: 35+15 = 50	Group: Co-Curricular Courses
Objectives: 1) To understand and distinguish between skill-related and health-related physical fitness components. 2) To develop knowledge and practical skills in athletics, specifically in throwing events such as Shot Put, Discus Throw, and Javelin Throw.			
Learning outcome: After learning this course, students will be able to: 1) Explain the meaning and types of yogasanas, analyze their benefits, and evaluate their role in promoting physical and mental health. (Applying, Analyzing, Evaluating) 2) Demonstrate and practice specific asanas (such as Tadasana, Vrukshasana, Padmasana, Vajrasana, etc.) and relaxing asanas (Shavasana, Makarasana), and assess their impact on personal health and well-being. (Applying, Creating, Evaluating)			
Unit	Content		
I	Yogasana – Meaning, Types of Asanas, Benefits of Yogasana		
II	Asanas (Postures): Tadasana, Vrukshasana, Padmasana, Vajrasana, Adho Mukh Virasana, Bhadrasana, Uttanpadan, Naukasana (Supine), Paschimottanasana, Ardha Matsendrasana Relaxing Asanas: Shavasana, Makarasana		
Books Recommended: 1. Iyengar, B.K.S. (2001). <i>Light on Yoga</i> . HarperCollins Publishers. 2. Saraswati, Swami Satyananda (2008). <i>Asana Pranayama Mudra Bandha</i> . Yoga Publications Trust. 3. Desikachar, T.K.V. (1999). <i>The Heart of Yoga: Developing a Personal Practice</i> . Inner Traditions. 4. Hatha Yoga Pradipika by Swami Muktibodhananda (2012). Yoga Publications Trust. 5. Sivananda, Swami (2004). <i>The Complete Illustrated Book of Yoga</i> . Three Rivers Press.			