



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:
60 (Theory + Practical)

Total Credits: 4

Total Marks:
40 + 30 + 30 = 100

Group: Major Core

Objectives:

1. To **Understand** HTML Fundamentals with its basic syntax and Web Technologies, image maps and webpage layout designs.
2. To **Analyze** CSS and Responsive Designs with selectors and properties, styling.
3. To **Explore** basics of Javascript in DOM manipulation form validation, event handling in simple applications C dynamic content updates.
4. To **Evaluate** PHP and database integration concepts by assessing PHP syntax, form handling, sessions and cookies with MySQL database connectivity.

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

1. **Understand** Common tags used in creating Websites including images, multimedia, tables, form creation, webpage layout design.
2. **Create** responsive designs using CSS and its types
3. **Apply** Javascript basics for creating Forms, Event handling, Validations and dynamic content updates.
4. **Evaluate** PHP concepts by implementing PHP syntax, form handling, sessions and cookies, PHP-MySQL connectivity, and basic security practices in developing mini web applications.

Unit	Content
I	HTML5 Fundamentals s Web Page Design: Introduction to Web Designing and Web Technologies, HTML5 basics and structure, Common tags: Headings, paragraphs, lists, Links (relative C absolute) C Images and multimedia (audio, video). Tables and Forms. Semantic HTML5 elements (header, footer, section, article), Image maps (basic), Introduction to web page layout design
II	CSS3 s Responsive Design: Introduction to CSS and its types (inline, internal, external), Selectors and properties, Styling: Text, fonts, colors, backgrounds C Box model (margin, padding, border), Layout design: Flexbox (basic), Responsive design (concept), Introduction to Bootstrap (basic usage for layout)
III	JavaScript for Interactivity: Introduction to JavaScript, Variables, data types, operators, Conditional statements and loops, Functions (basic), DOM manipulation: Form validation C Event handling (onclick, onchange), Simple applications: Form validation C Dynamic content updates
IV	PHP s Database Integration (Basic): Introduction to PHP, Syntax, variables, data types, Forms handling using PHP, Sessions and cookies, Introduction to MySQL: Database, table creation C CRUD operations (Insert, Select, Update, Delete), Connecting PHP with MySQL, Basic security concepts (SQL injection-concept), Mini web application development

Books Recommended:

1. HTML and CSS: Design and Build Websites by Jon Duckett
2. JavaScript in Easy Steps, Mike McGrath, Tata McGraw-Hill, New Delhi.
3. PHP : The Complete Reference, Steven Holzner , McGraw-Hill, New Delhi.
4. PHP C MySQL in Easy Steps, Mike McGrath, McGraw-Hill, New Delhi.
5. PHP and MySQL Bible, Steve Suehring, Tim Converse C Joyce Park, Wiley India Pvt. Ltd.



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



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

DBMS s SQL Server (BCCA 3.2)

Teaching Hours: 60 (Theory + Practical)	Total Credits: 4	Total Marks: 40 + 30 + 30 = 100	Group: Major Core
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Objectives:

1. To **Understand** the basics of Database Management System, including environment, components, types, architecture, and DBA roles.
2. To **Analyze** the ER-Model, data models, database design process, normalization and transformation of ER diagrams into relational database structures in RDBMS.
3. To **Explore** the features, installation, tools, SQL query structure, and data analysis capabilities of Microsoft SQL Server.
4. To **Evaluate** advanced SQL and Transact-SQL features including stored procedures, functions, joins, views, cursors, triggers, and control structures for efficient data management.

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

1. **Understand** the fundamentals of Database Management System, including database types, components, architecture, and DBA roles.
2. **Create** database designs using the ER Model, apply normalization, and transform ER diagrams into relational structures in RDBMS.
3. **Apply** SQL concepts and tools in Microsoft SQL Server to create databases, manage data, and perform basic data analysis.
4. **Evaluate** the use of advanced SQL and Transact-SQL features such as procedures, functions, joins, views, cursors, and triggers in solving database problems.

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, 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,

Shiksha Mandal's



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

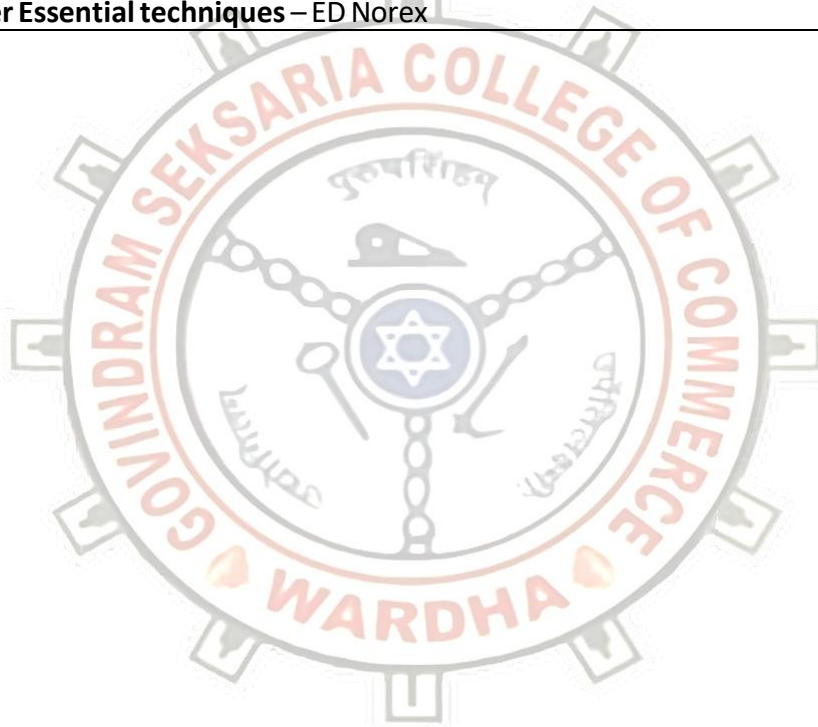


B.Com. (Major in Computer Application) Semester – III

	SQL Query Structure : Basics of SQL, Types of SQL Statements, DDL, DML, DCL, DQL, TCL, Create database, Data types in SQL Server
IV	Stored Procedure and User-Defined Functions, Sub Query, View: Create, Alter And Drop, Joins: Inner, Outer, semi, self and Cross. Introduction T- SQL, Variables, Initialization of variables, Dynamic data types, T-SQL Block, Control Statements, loop statements. Cursor: Declare cursor, Fetch, Open cursor, Close cursor. Exception, Triggers: Concepts, Trigger definition, Trigger type.

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 2016 A Beginner's Guide**, McGraw Hill – Dusam Petkovic
5. **Mastering SQL Server Essential techniques** – ED Norex





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



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

Business Economics (BCCA 3.3.1)

Teaching Hours: 60	Total Credits: 4	Total Marks (70+30=100)	Group: Minor
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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 <ul style="list-style-type: none"> • Concept, Nature, Scope of Business Economics. • Demand -Meaning of Demand, Determinants of Demand, Law 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
II	Unit 2: Business Decision-Making and Production Function <ul style="list-style-type: none"> • Supply -Concept of Supply, Law of Supply, Elasticity of Supply: Meaning and Types. • 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
III	Unit 3: Costing Concepts & Revenue analysis <u>Costing Concepts</u> <ul style="list-style-type: none"> • Cost Function - Meaning and factors determining Cost • Introduction to Various Short 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 <u>Revenue Analysis</u> –Meaning of Revenue, Concept of Total Revenue, Average Revenue and Marginal Revenue, Relationship between Average Revenue and Marginal Revenue <ul style="list-style-type: none"> • Theory of Firm- Objectives of a firm and profit maximization



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



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

Unit 4: Market structure and competition

Market:

- 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

Monopolistic Competition – Meaning, features, Equilibrium of firm (Price- Output Determination in short run)

- Oligopoly - Meaning, features, kinked demand curve

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.



Shiksha Mandal's

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

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



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. Doctrines 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.		



Shiksha Mandal's

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

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



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.





Shiksha Mandal's

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



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

Marketing Management (BCCA 3.3.3)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Minor
Objective: <ol style="list-style-type: none"> To introduce students to the fundamental concepts and principles of marketing. To enable students to understand the importance of market segmentation, targeting, and positioning strategies in marketing management. To provide students with a comprehensive understanding of product management processes and strategies. 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 – <ol style="list-style-type: none"> Analyze the various philosophies of marketing and their significance in contemporary business environments. Formulate effective positioning strategies for products or services based on market analysis and differentiation. Evaluate the role of branding and packaging in product differentiation and consumer perception. 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: <ol style="list-style-type: none"> Marketing Management: Philip Kotler, Prentice Hall India, New Delhi Marketing Management: Sherlekar, Himalaya Publishing House Marketing Management: Text & Cases, By Rajagopal, Vikas Publishing House Modern Marketing: Bhagwati, Pillai- S. Chand Publications. 			



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



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

Direct Taxes (BCCA 3.4.1)

Teaching Hours: 30

Total Credits: 2

Total Marks:
35+15 = 50Group: Generic/Open
Elective

Objectives:

- 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 –

- 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	<p>Introduction of Income Tax Act 1961 and basic concepts</p> <p>a) 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.</p> <p>b) 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.</p> <p>Income from Salary</p> <p>a) Income from Salary – Scope of Chargeability (Section 15); Salary, Allowances, perquisites, exemptions and deductions.</p> <p>b) Allowances – House Rent Allowance, Transport Allowance, Children Education Allowance, Medical allowance.</p> <p>c) Perquisite – Valuation of Rent- free Accommodation; Motor Car; Valuation of medical facility.</p> <p>d) Practical problems on computation of income from salary (excluding retirement benefits).</p>
II	<p>Theory:</p> <p>Income from House Property</p> <p>a) 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)</p> <p>Income from Other Sources</p> <p>a) Scope of Chargeability [Section 56]; Admissible Deductions (Section 57), Disallowances (Section 58)</p>



Shiksha Mandal's

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



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

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.



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



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

Financial Accounting – I (BCCA 3.4.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objective: <ol style="list-style-type: none"> 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. 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 – <ol style="list-style-type: none"> 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. 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: <ol style="list-style-type: none"> Financial Accounting, Paul, S. K, New Central Book Agency Financial Accounting for Managers, Ghosh, T. P. Taxman Allied Service Financial Accounting, Mohammed Hanif, Amitabh Mukherjee, S. Chand Publications Financial Accounting, Dr. V. K. Goyal, Excel Books Publications Financial Accounting, Jain S.P., Narang K.L., Kalyani Publishers, Delhi. Financial Accounting, Grewal, Shukla, S. Chand (Sultan Chand Publications), Delhi 			



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



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

Computer Graphics s Animation using AI (BCCA 3.5)			
Teaching Hours: 30 (Theory + Practical)	Total Credits: 2	Total Marks: 35+5+10 = 50	Group: Vocational Skill Course
Objectives:			
<ol style="list-style-type: none"> To Understand basic concepts of computer graphics and design principles and graphics tools. To Explore computer graphics and its techniques and apply computer graphics software and AI tools to develop user friendly graphical interface for applications. 			
Learning Outcomes: After learning this course, students will be able to –			
<ol style="list-style-type: none"> Understand concepts of Animation, motion graphics, Image Editing and practical implementation of AI in graphics and animation. Create and apply Animations C AI based design Tools in creating animated videos and digital marketing. 			
Unit	Content		
I	Fundamentals of Computer Graphics s Design: Introduction to Computer Graphics and its applications in business. Elements of design: Line, shape, color, texture, typography. Principles of design: Balance, contrast, alignment, repetition. Basics of image types: Raster vs Vector graphics. Image editing concepts: Cropping, resizing, color correction. Introduction to graphic tools (e.g., Canva, basic Photoshop concepts). Designing business visuals: Posters, banners, social media creatives.		
II	Animation s AI-based Design Tools: Introduction to animation: Types: 2D, 3D (concept only) C Frames and timeline (basic idea). Basics of motion graphics. Introduction to AI in graphics and animation. AI-based tools (practical exposure): Text-to-image generation, AI-based video/animation tools C Background removal, image enhancement. Creating simple animations: GIFs, short promotional videos. Business applications: Digital marketing content C Advertisement creatives. Ethical use of AI in design (copyright, originality)		
Books Recommended:			
<ol style="list-style-type: none"> CorelDRAW Training Guide by Prof. Satish Jain, M. Geetha The Art of 3D Computer Animation and Effects by Isaac V. Kerlow CorelDRAW Graphics Suite 12 by Dr. P. Rizwan Ahmed Adobe Photoshop by Bittu Kumar Modern Graphic Design with AI – Neal Hettinger 			



Shiksha Mandal's

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



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

Business Hindi (व्यावसायिक हिंदी) (BCCA 3.6.1)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
उद्देश्य: <ol style="list-style-type: none">यह पाठ्यक्रम छात्रों को न केवल शैक्षणिक स्तर पर बल्कि भविष्य में बैंकिंग और कॉर्पोरेट जगत में प्रभावी संवाद के लिए भी तैयार करेगा।इस पाठ्यक्रम से विद्यार्थियों को व्यावसायिक संचार, प्रशासनिक लेखन और कार्यालयी हिंदी का व्यावहारिक ज्ञान मिल सके।विद्यार्थियों को व्यावसायिक संचार के लिए प्रभावी हिंदी सिखाना।कार्यालयी और व्यापारिक पत्राचार का ज्ञान देना।बैंकिंग, वित्त और प्रबंधन से संबंधित पारिभाषिक हिंदी शब्दावली का विकास करना।			
परिणाम एक विश्लेषण: <ol style="list-style-type: none">व्यावसायिक हिंदी के अध्ययन द्वारा विद्यार्थियों में हिंदी द्वारा रोजगार प्राप्त करने की रूचि जागृत हुई।<ol style="list-style-type: none">2. इस व्यावहारिक हिंदी के माध्यम से हिंदी भाषी व्यक्ति रोजगार के क्षेत्र में स्वयं को सिद्ध कर सकता है। वैश्वीकरण के इस युग में व्यक्ति हिंदी के अध्ययन द्वारा चरित्र निर्माण के साथ-साथ जीविकापार्जन भी कर सकता है।			
Unit	Content		
I हिंदी और तकनीक	<ul style="list-style-type: none">आत्मवृत्त - अर्थ: स्वरूप, प्रकार प्रारूप/आवेदन पत्र ,विज्ञापन और मीडिया भाषा- विज्ञापन की भाषा और शैली, व्यापारिक विज्ञापन लेखन, मीडिया और व्यापार, डिजिटल और सोशल मीडिया की भाषा, ब्रांड प्रचार के लिए हिंदी का प्रयोगकम्प्यूटर और हिंदी भाषा- महत्व , उपयोग , हिंदी भाषा और यूनिकोड तकनीक , डिजिटल योग में हिंदी , चेट जी बी टी(ChatGPT) , ए आई (AI)व्यावसायिक संचार कौशल- मीटिंग और प्रस्तुति की भाषा, इंटरव्यू और समूह चर्चा की भाषा, टेलीफोनिक संचारकार्यालयी हिंदी - कार्यालयी पत्राचार का परिचय एवं विशेषताएँ, नोटिंग और ड्राफ्टिंग, कार्यालयी शब्दावली, रिपोर्ट लेखन, कार्यालयी आदेश और परिपत्र		
II हिंदी और संचार कौशल	<ul style="list-style-type: none">पत्रकारिता लेखन – परिचय , प्रिंट मिडिया , सोशल मीडिया, वेब पत्रकारिता, स्वरूप, परिभाषा , विशेषताएँ , प्रकार , पूर्व तैयारी , समस्याएँ , व्यावहारिक रूप, समाचार लेखन , फीचर लेखन।संक्षिप्तीकरण (पदनाम), डायरी लेखन, <p>अनुवाद - परिभाषा, अनुवादक के गुण, सफल अनुवाद की विशेषताएँ, अनुवाद प्रक्रिया, प्रकार, अंग्रेजी से हिंदी अनुवाद, व्यावसायिक, तकनीकी, बैंकिंग, व्यापार और प्रशासनिक शब्दों अनुवाद,</p>		
Recommended Books:			



Shiksha Mandal's

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



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

संदर्भ पुस्तकें

1. मिश्र, कृष्ण बिहारी। *हिंदी पत्रकारिता*। नई दिल्ली: भारतीय ज्ञानपीठ, 2011।
2. अवस्थी, शिवकुमार, रत्नेश आर., एवं कपूर, बद्रीनाथ। *हिंदी पत्रकारिता की शब्द संपदा*। नई दिल्ली: प्रभात प्रकाशन, 2025। (Prabhat Books)
3. कौशिक, कमला। *व्यावसायिक हिंदी*। नई दिल्ली: आईबीपी पब्लिकेशन्स, 2016। (IBP Books)
4. केंद्रीय हिंदी निदेशालया। *कार्यालयी हिंदी*। आगरा: केंद्रीय हिंदी संस्थान, n.d. (Hindi UOC)
5. तिवारी, भोलानाथ। *अनुवाद विज्ञान*। नई दिल्ली: शब्दकार, n.d. (Hindi UOC)
6. अच्यर, एन. ई. विश्वनाथ। *अनुवाद कला*। नई दिल्ली: प्रभात प्रकाशन, n.d. (Hindi UOC)
1. सिंह, दिलीपा। *व्यावसायिक हिंदी*। नई दिल्ली: नेशनल पब्लिशिंग हाउस, n.d





Shiksha Mandal's

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



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

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.



Shiksha Mandal's

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

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



Unit	Content
I साहित्यिक मराठी	गद्य विभाग: <ol style="list-style-type: none">1. शाश्वत जीवन मूल्य : ए. पी. जे. अब्दुल कलाम2. उद्योजकतेविषयी - नारायण मूर्ति3. नक्षत्रांच देणे: श्रीनिवास ठाणेदार पद्य विभाग: <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



Shiksha Mandal's

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



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

Physical Education – III (BCCA 3.8.1)			
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.			



Shiksha Mandal's

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



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

Centre for Women Studies and Services (BCCA 3.8.2)

Teaching Hours: 30	Total Credits: 2	Total Marks: 25+25=50	Group: Co-curricular Course
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Objectives:

- To give exposure to women's life, their experiences, and struggles.
- To give a platform to discuss women related issues and work together towards women empowerment.
- To create a holistic environment where individuals can explore and embrace their gender identity.

Learning outcome:

After completion of the course, students will be able to:

- Explain about women studies and its importance.
- Identify women issues and create awareness.
- Develop skills are to conduct programs, training, extension work and field outreach activities.

Unit	Content
I	Introduction to Women Studies: Objectives of Women's Studies; Importance of Women's Studies; Socio-economic, cultural, and political conditions of women in the society, Women safety, Women and higher education.
II	Social Issues Regarding Women : Issues of Girl child Female infanticide and feticide, Sex Ratio, child marriage, Dowry & Property Rights, Violence against Women, Domestic violence, Women in the Unorganized sector of Employment, Women's work- Status and problems.

Books Recommended:

- **Women's Studies in India: A Reader** Mary E. John Publication: Penguin Books, New Delhi, 2008
- **A World of Equals: A Textbook on Gender**, Susie Tharu, A. Suneetha, Uma Maheswari Bhrugubanda Publication: Orient Blackswan, 2022
- **Thinking Women: A Feminist Reader**, Navneetha Mokkil & Shefali Jha Publication: Sage Stree, 2014



Shiksha Mandal's

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



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

Cultural Activities (BCCA 3.8.3)

Teaching Hours:30	Total Credits:2	Total Marks: 50	Group : Minor
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Objectives:

- To gain knowledge of literary, fine, and performing arts
- To enhance communication and creative skills
- To develop event management skills

Learning Outcomes:

After completion of the course, students will be able to:

1. Perform various forms of literary, fine, and performing arts
2. Apply communication, creativity, and presentation skills
3. Demonstrate skills in organizing and managing cultural programs
4. Use digital tools for creative and cultural expression
5. Exhibit teamwork and leadership in cultural activities

Unit	Content
I	<p>Unit I: Literary and Creative Arts</p> <ul style="list-style-type: none">• Introduction to literary forms such as storytelling, creative writing, and expressive speaking• Development of communication skills through interactive and participative methods• Enhancement of creativity, confidence, and stage presence• Understanding of audience engagement and spontaneous expression <p>Activities:</p> <ul style="list-style-type: none">• Conduct of Impromptu Expression Sessions to encourage spontaneous speaking and creative thinking• Organization of Collaborative Story Building Activities (group-based sequential storytelling)• Engagement in Creative Caption and Content Writing Activities based on cultural and social themes• Conduct of Role Play and Perspective-Based Presentation Activities to enhance expressive abilities• Organization of Short Duration Performance Activities (Two-Minute Presentation/Talent Expression)• Conduct of Interactive Audience Engagement Activities involving real-time topic-based responses• Development of Creative Expression Boards/Displays for sharing ideas, quotes, and artistic thoughts
II	<p>Unit II: Fine Arts and Performing Arts</p> <ul style="list-style-type: none">• Introduction to fine arts such as painting, collage, rangoli, and design-based expression• Understanding performing arts including dance, music, drama, and mime• Exploration of creativity through traditional, contemporary, and digital art forms• Development of aesthetic appreciation, innovation, and collaborative artistic skills <p>Activities:</p> <ul style="list-style-type: none">• Conduct of Art Fusion Labs integrating multiple art forms.• Development of creative installations using eco-friendly materials.

Shiksha Mandal's



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



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

- Engagement in visual storytelling through photography or visual sequences.
- Creation of short digital expression projects (videos/reels).
- Participation in mime and movement-based expression workshops.
- Presentation of collaborative art projects through exhibitions or performances.





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



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

National Service Scheme (BCCA 3.8.4)

Teaching Hours: 30	Total Credit: 02	Total Marks: 25+10+10+5	Group: Co-curricular Course
<p>Objectives: □ To develop understanding of activity-based and experiential learning in NSS, highlighting the difference between classroom knowledge and field engagement.</p> <p>□ To inculcate the value of Shramadan (voluntary physical work) and its role in promoting dignity of labour, environmental awareness, and community service.</p> <p>□ To sensitize students towards the importance of awareness programmes such as seminars, workshops, and observance of national and international days for holistic personality development.</p>			
<p>Learning outcome: □ Students will be able to differentiate between theoretical learning and field-based experiences and apply experiential learning in real-life situations.</p> <p>□ Students will demonstrate positive attitudes towards Shramadan and community service, actively participating in activities like plantation, cleanliness, and environmental maintenance.</p> <p>□ Students will acquire organizational, communication, and leadership skills through participation in awareness programmes, group activities, and personality development initiatives.</p>			
Unit	Content		
I	<ul style="list-style-type: none"> • Meaning and importance of activity-based learning in NSS • Difference between theoretical knowledge and field-based engagement • Role of experiential learning in personality development 		
II	<ul style="list-style-type: none"> • Importance of <i>Shramadan</i> – Plantation, Cleaning, Watering, Weeding etc. • Significance of Awareness Programmes– Seminar, Workshops, Celebration of National and International days, Personality Development Programmes, Group Activities, etc. 		
Recommended Books:			
<ol style="list-style-type: none"> 1. Kapil K. Krishan, Social Service Opportunities in Hospitals (TISS) 2. Ram, Social Problems in India. 3. Barnard, I. C. (1938). Functions of the Executive. Boston: Harvard Press. 			