

HEMCHAND YADAV VISHWAVIDYALAYA, DURG (C.G.)

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SCHEME OF EXAMINATION & SYLLABUS of

B.Sc. Final Year
Session 2021-22



(Approved by Board of Studies)
Effective from July 2021

B.A./B.SC. Part-III
PAPER - III - (OPTIONAL)
(II) DISCRETE MATHEMATICS

- UNIT-I** Sets and Propositions - Cardinality. Mathematical Induction, Principle of inclusion and exclusion. Computability and Formal Languages - Ordered Sets. Languages. Phrase Structure Grammars. Types of Grammars and Languages. Permutations. Combinations and Discrete Probability.
- UNIT-II** Relations and Functions - Binary Relations, Equivalence Relations and Partitions. Partial Order Relations and Lattices. Chains and Antichains. Pigeon Hole Principle.
- Graphs and Planar Graphs - Basic Terminology. Multigraphs. Weighted Graphs. Paths and Circuits. Shortest Paths. Eulerian Paths and Circuits. Travelling Salesman Problem. Planner Graphs. Trees.
- UNIT-III** Finite State Machines - Equivalent Machines. Finite State Machines as Language Recognizers. Analysis of Algorithms - Time Complexity. Complexity of Problems. Discrete Numeric Functions and Generating Functions.
- UNIT-IV** Recurrence Relations and Recursive Algorithms - Linear Recurrence Relations with constant coefficients. Homogeneous Solutions. Particular Solution. Total Solution. Solution by the Method of Generating Functions. Brief review of Groups and Rings.
- UNIT-V** Boolean Algebras - Lattices and Algebraic Structures. Duality, Distributive and Complemented Lattices. Boolean Lattices and Boolean Algebras. Boolean Functions and Expressions. Propositional Calculus. Design and Implementation of Digital Networks. Switching Circuits.

REFERENCES :

1. C.L. Liu, Elements of Discrete Mathematics, (Second Edition), McGraw Hill, International Edition, Computer Science Series, 1986



Rechner

Shabnam Khan
Dr. Shabnam Khan

Shammi
Neelesh Shammi

Dr. Rakshita Tiwari
(Dr. Rakshita Tiwari)

Dr. Asha Rani Das
(Dr. Asha Rani Das)

Dr. Anil Kumar
(Dr. Anil Kumar)

B.A./B.SC. Part-III
PAPER - III - (OPTIONAL)
(III) PROGRAMMING IN C AND NUMERICAL ANALYSIS
(Theory & Practical)

Theory component will have maximum marks 30.
Practical component will have maximum marks 20.

UNIT-I Programmer's model of a computer. Algorithms. Flow Charts. Data Types. Arithmetic and input/output instructions. Decisions control structures. Decision statements. Logical and Conditional operators. Loop. Case control structures. Functions. Recursions. Preprocessors. Arrays. Puppating of strings. Structures. Pointers. File formatting.

Numerical Analysis

UNIT-II **Solution of Equations:** Bisection, Secant, Regula Falsi, Newton's Method, Roots of Polynomials. **Interpolation:** Lagrange and Hermite Interpolation, Divided Differences, Difference Schemes, Interpolation Formulas using Differences. Numerical Differentiation. Numerical Quadrature: Newton-Cote's Formulas. Gauss Quadrature Formulas, Chebychev's Formulas.

UNIT-III **Linear Equations:** Direct Methods for Solving Systems of Linear Equations (Guass Elimination, LU Decomposition, Cholesky Decomposition), Iterative Methods (Jacobi, GaussSeidel, Relaxation Methods).
The Algebraic Eigenvalue problem: Jacobi's Method, Givens' Method, Householder's Method, Power Method, QR Method, Lanczos' Method.

UNIT-IV **Ordinary Differential Equations:** Euler Method, Single-step Methods, Runge-Kutta's Method, Multi-step Methods, Milne-Simpson Method, Methods Based on Numerical Integration, Methods Based on Numerical Differentiation, Boundary Value Problems, Eigenvalue Problems.
Approximation: Different Types of Approximation, Least Square Polynomial Approximation, Polynomial Approximation using Orthogonal Polynomials, Approximation with Trigonometric Functions, Exponential Functions, Chebychev Polynomials, Rational Functions.

Monte Carlo Methods

Unit-V Random number generation, congruential generators, statistical tests of pseudo-random numbers. Random variate generation, inverse transform method, composition method, acceptance rejection method, generation of exponential, normal variates, binomial and Poisson variates. Monte Carlo integration, hit or miss Monte Carlo integration, Monte Carlo integration for improper integrals, error analysis for Monte Carlo integration.

REFERENCES :

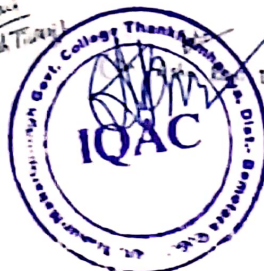
1. Henry Mullish and Herbert L. Cooper, Spirit of C: An Introduction to Modern Programming, Jaico Publishers, Bombay.
2. B.W. Kernighan and D.M. Ritchie. The C Programming Language 2nd Edition, (ANSI features) Prentice Hall, 1989.
3. Peter A Darnel and Philip E. Margolis, C : A Software Engineering Approach, Narosa Publishing House, 1993.
4. Robert C. Hutheisonand Steven B. Just, Programming using C Language, McGraw Hill, 1988.
5. Les Hancock and Morris Krieger, The C Primer, McGraw Hill, 1988.
6. V. Rajaraman, Programming in C, Prentice Hall of India, 1994.
7. Byron S. Gottfried, Theory and Problems of Programming with C, Tata McGraw-Hill Publishing Co. Ltd., 1998.
8. C.E. Froberg, Introduction to Numerical Analysis, (Second Edition), Addison-Wesley, 1979.
9. James B. Scarborough, Numerical Mathematical Analysis, Oxford and IBHPublishing Co. Pvt. Ltd. 1966.
10. Melvin J. Maron, Numerical Analysis A Practical Approach, Macmillan publishing Co., Inc. New York, 1982.
11. M.K. Jain, S.R.K. Iyengar, R.K. Jain, Numerical Methods Problems and Solutions, New Age International (P) Ltd., 1996.

Rachmanali

SH
Dr. Shabnam Khan

NS
Neslem Sharma

TBani
(Dr. Adish Tani)



Dr. Shabnam Khan

12. M.K. Jain, S.R.K. Iyengar, R.K. Jain, Numerical Methods for Scientific and Engineering Computation, New Age International (P) Ltd., 1999.
13. R.Y. Rubistein, Simulation and the Monte Carlo Methods, John Wiley, 1981.
14. D.J. Yakowitz, Computational Probability and Simulation, Addison-Wesley, 1977.

PAPER - III - (OPTIONAL)
(IV) PRACTICAL
PROGRAMMING IN C AND NUMERICAL ANALYSIS

LIST OF PRACTICAL TO BE CONDUCTED...

1. Write a program in C to find out the largest number of three integer numbers.
2. Write a program in C to accept monthly salary from the user, find and display income tax with the help of following rules :

Monthly Salary	Income Tax
9000 or more	40% of monthly salary
7500 or more	30% of monthly salary
7499 or less	20% of monthly salary

3. Write a program in C that reads a year and determine whether it is a leap year or not.
4. Write a program in C to calculate and print the first n terms of fibonacci series using looping statement.
5. Write a program in C that reads in a number and single digit. It determines whether the first number contains the digit or not.
6. Write a program in C to compute the roots of a quadratic equation using case statement.
7. Write a program in C to find out the largest number of four numbers using function.
8. Write a program in C to find the sum of all the digits of a given number using recursion.
9. Write a program in C to calculate the factorial of a given number using recursion.
10. Write a program in C to calculate and print the multiplication of given 2D matrices.
11. Write a program in C to check that whether given string palindrome or not.
12. Write a program in C to calculate the sum of series:

$$1 + x + \frac{1}{2!}x^2 + \frac{1}{3!}x^3 + \dots + \frac{1}{n!}x^n$$

13. Write a program in C to determine the grade of all students in the class using Structure. Where structure having following members - name, age, roll, sub1, sub2, sub3, sub4 and total.
14. Write a program in C to copy one string to another using pointer. (Without using standard library functions).
15. Write a program in C to store the data of five students permanently in a data file using file handling.



Pacharavali

Dr. Shabnamkhan

Neglan Sharm

(Dr. Asha Rani Das)

(Dr. Asha Rani Das)

Dr. Rajiv Kumar



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M.A. (Geography)

**SCHEME OF EXAMINATION
&
SYLLABUS
of**

M.A./M.Sc.(Geography) Semester Exam

Session 2021-22



**(Approved by Board of Studies)
Effective from July 2021**

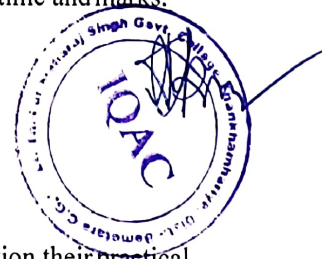
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M.A./M. Sc. GEOGRAPHY SEMESTER III

M.A. /M. Sc. Geography Semester III shall consist the following papers:

S. No.	Paper	Title	M. M.		
			Written	Inte. Asse.	Total
1.	XI	Population Geography	80	20	100
2.	X II	Settlement Geography	80	20	100
3.	XIII (A)	Remote Sensing Techniques	80	20	100
	OR	OR			
4.	XIII (B)	Biogeography and Ecosystem	80	20	100
5.	XIV	Research Methodology	80	20	100
	XV	Practical-III : Remote Sensing and Quantitative Techniques	---	---	100

- The M.A. /M. Sc. Semester III examination in Geography shall consist of 500 marks. There shall be four theory papers each of 100 marks and one practical of 100 marks as follows:
 - Paper XI : Population Geography
 - Paper XII : Settlement Geography
 - Paper XIII (A) : Remote Sensing Techniques
 - OR
 - Paper XIII (B) : Biogeography and Ecosystem
 - Paper XIV : Research Methodology
 - Paper XV : Practical – III: Remote Sensing and Quantitative Techniques
- The theory papers shall be of three hours duration.
- Candidates will be required to pass separately in theory and practical examinations.
- (a) In the practical examination the following shall be the allotment of time and marks.
 - (i) Practical record : 20%
 - (ii) Lab work (up to Four hours) : 70%
 - (iii) Viva on i.& ii. Above : 10%
- (b) The external and internal examiners shall jointly submit marks.
- (c) All the candidates shall present at the time of the practical examination their practical record regularly signed by the teachers concerned.



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SEMESTER – III

PAPER – XIII (A)

REMOTE SENSING TECHNIQUES

- UNIT-I Historical development of remote sensing as a technology - Relevance of remote sensing in Geography - Concepts and basics: Energy source, energy and radiation principles, energy interactions in the atmosphere and earth surface features, remote sensing systems: platform sensors and radiation records. Microwave sensing interpretation of SLAR imageries, thermal imageries.
- UNIT-II Remote Sensing Satellite: platforms LANDSAT, SPOT, NOAA, RADARSAT, IRS, INSAT: principles and geometry of scanners and CCD arrays, orbital characteristics and data products - MSS, TM, LISS I & II, SPOTPLA & MLA, SLAR.
- UNIT-III Image Processing: Types of imagery, techniques of visual interpretation, ground verification transfer of interpreted thematic information to base maps-digital processing: rectification and restoration, image enhancement - contrast manipulation, Classification: Supervised and Unsupervised, post-classification analysis and accuracy assessment.
- UNIT-IV Applications: Air photo and image interpretations, arid mapping land use and land cover, land evaluation, urban land use, landform and its processes, weather studies and studies of water resources: integration of Remote Sensing and GIS. Remote sensing and hazard management, remote sensing and environmental management.

SUGGESTED READINGS:

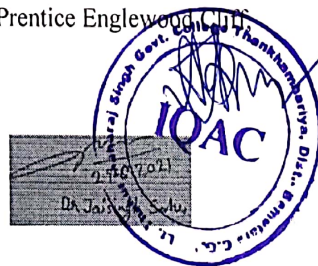
1. American Society of Photogrammetry: Manual of Remote Sensing. ASP, Falls Church V.A., 1983.
2. Barrett E.C. and L.F. Curtis: Fundamentals of Remote Sensing and Air Photo Interpretation on, Memillan, New York, 1992.
3. Compbell J.: Introduction to Remote Sension, Guilford, New York, 1989.
4. Curran, Paul J.: Principles of Remote Sensing. Longman, London, 1985.
5. Hord R.M.: Digital Image Processing of Remotely Sensed Date, Academic, New York, 1983.
6. Luder D., Aerial Photography Interpretation: Principles and Application, Cc Graw Hill, New York, 1959.
7. Pratt W.K. Digital Image Processing. Wiley, New York, 1978.
8. Rao D. P. (eds.): Remote Sensing for Earth Resources, Association of Exploration Geophysicist, Hederabad, 1998.
9. Thomas M. Lollesand and Ralph W. Kefer, Remote Sensing and Image Interpretation, Wiley & sons, New York, 1994.
10. Aronoff S. Geographic Information Systems: A. Management Perspective, Publication Offiawa, 1989.
11. Burrough P.A. Principles of Geographic Information Systems for Land Reson Assessment Oxford University Press, New York, 1986.
12. Fraser Taylor D.R. Geographic information Systems. Pergamor Press, Oxford 1990.
13. Maquire D.J.M.F. Goodchild and D.W. Rhind (eds.). Geographic information System 'Principles arid Application. Taylor & Francis, Washington, 1991.
14. Mark S. Monmonier. Computer - assisted Cartography, Prentice-Hall, Englewood Cliff, Jersey, 1982.
15. Peuquet D. . . 1. And D.F. - Marble, Introductory Reading in Geographic. Information System Taylor & Francis, Washington, 1990.
16. Star J. and J. Estes, Geographic Information Systems: An Introduction, Prentice Englewood Cliff, New Jersey, 1994.
17. चौनियाल, देवी दत्त : सुदूर संवेदन एवं भौगोलिक सूचना प्रणाली.

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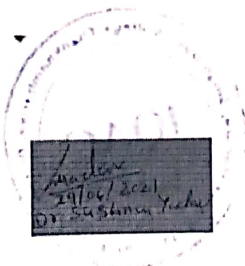
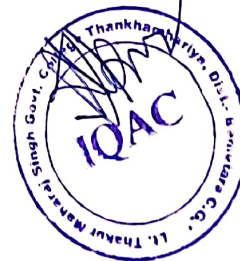
PAPER - XIII (B)

BIOGEOGRAPHY AND ECOSYSTEM

- UNIT-I Definition and scope of Biogeography Environment, Habitat and Plant-animal association, Biome Types.
- UNIT-II Elements of plant geography, distribution of forests and major communities. Plant successions in newly formed land forms. Zoogeography and its Environmental Relationship. Palaeo botanical and Palaeo climatological records of environmental change.
- UNIT-III Ecosystems: concept and components, Ecosystem-form and function: tropic level, ecological pyramids, ecological niche, energy and nutrients in the ecosystem, hydrological cycle, food chains and food webs. Major terrestrial ecosystems of the world: agriculture, forests, grassland and desert. Population growth and environment.
- UNIT-IV Biodiversity and its Conservation. Preservation and conservation of the ecosystem through resource management, Environment legislation. The Stockholm conference, the Earth summit, Environmental laws in India (the Wild Life Act, Water Act, Forest Act, Environment Protection Act and National Environment Tribunal Act).

SUGGESTED READINGS -

1. Agrawal D.P.: Man and Environment in India through Ages, Book & Books, 1992.
2. Bradshaw, M.J.: Earth and Living Planet, ELBS. London, 1979.
3. Cox, C.D. and Moore, P.D.: Biogeography: An Ecological and Evolutionary Approach 5th edn. Blackwell, 1993.



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M.A./M. Sc. GEOGRAPHY SEMESTER IV

M.A./M.Sc. Geography Semester IV shall consist the following papers:

S. No.	Paper	Title	M. M.		
			Written	Int. Ass.	Total
1.	XVI	Urban Geography.	80	20	100
2.	XVII	Agricultural Geography	80	20	100
3.	XVIII (A)	Geographical Information System	80	20	100
	OR	OR			
4.	XVIII (B)	Environmental Geography	80	20	100
5.	XIX	Field Work (Physical and Socio- Economic)	---	---	100
6.	XX	Practical-IV :Geographical Information System and Quantitative Techniques	---	---	100

1. The M.A./M.Sc. Semester IV examination in Geography shall consist of 500 marks. There shall be three theory papers and one Field Work report each of 100 marks and one practical of 100 marks as follows.

S. No.	Paper	Title
1.	XVI	Urban Geography
2.	XVII	Agricultural Geography
3.	XVIII (A)	Geographical Information System
	OR	OR
4.	XVIII (B)	Environmental Geography
5.	XIX	Field Work (Physical and Socio- Economic)
6.	XX	Practical-IV: Geographical Information System and Quantitative Techniques

2. The theory papers shall be of three hours duration.
3. Candidates will be required to pass separately in theory and practical examinations.
4. Candidates will be required to submit their Field Report in three copies in hard bound at least one hundred pages for Valuation.
5. (a) In the practical examination the following shall be the allotment of time and marks

(i)	Practical record	20%
(ii)	Lab Work (up to Four Hours)	70%
(iii)	Viva on i & ii above	10%

- (b) The external and internal examiners shall jointly submit marks.
(c) All the candidates shall present at the time of practical examination their practical record regularly signed by the teacher concerned.



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29/06/2021
Dr. Kushman Yadav

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Dr. K. K. Kumbhar

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29.6.2021
Dr. Jaisingh Sahu



SEMESTER – IV

PAPER – XVIII (A)

GEOGRAPHICAL INFORMATION SYSTEM

- UNIT – I Spatial Science : Geography as a spatial science, maps and spatial information dynamics of spatial information, elements of information technology, Geographic objects and their relations definition and development of GIS, computer environment for GIS.
- UNIT – II Spatial Data: Elements of spatial data: data sources: Primary and secondary census and sample data, quality and error variations Raster and vector data structures, data conversion comparison of raster and vector data bases, methods of spatial interpolation – GIS data formats for the computer environment.
- UNIT – III GIS Technology: Coordinate system-basic principles of cartography and computer assisted cartography for GIS – remote sensing data as a data source for GIS integration of GIS and remote Sensing-GPS and GIS: technology, data generation and limitations – visualization in GIS-Digital Elevation Models (DEM and TINS).
- UNIT – IV GIS Application: GIS as a Decision Support System –expert system for GIS-basic flow chart for GIS application – GIS standard legal system and national GIS policy application of GIS in Land Information System, Urban Management, Environmental Management and Emergency Response System.

SUGGESTED READINGS:

1. American Society of Photogrammetry : Manual of Remote Sensing. ASP, Falls Church V.A., 1983.
2. Barrett E.C. and L.F. Curtis : Fundamentals of Remote Sensing and Air Photo Interpretation on, Memillan, New York, 1992.
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9. Thomas M. Lollsand and Ralph W. Kefer, Remote Sensing and Image Interpretation, Wiley & sons, New York, 1994.
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11. Burrough P.A. Principles of Geographic Information Systems for Land Reson Assessment Oxford University Press, New York, 1986.
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Dr. Sushama Yadav

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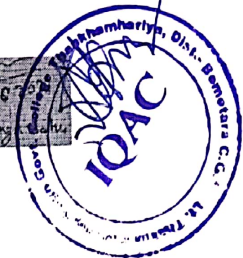
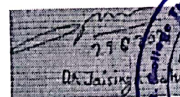
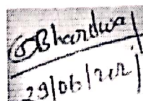
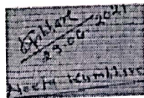
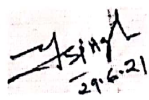
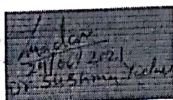
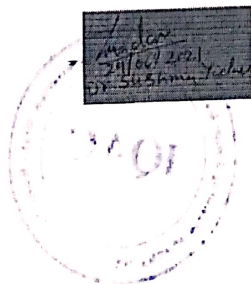


SEMESTER – IV
PAPER – XVIII (B)
ENVIRONMENTAL GEOGRAPHY

- UNIT – I Environment: Meaning, definition, concepts and theories related to environment. Environment and its components: Classification, Characteristics and their interdependent relationship, Development of the environmental studies and their approaches: Development of environmentalism in Geography.
- UNIT – II Environment and development. Ecological concepts; Geography as human ecology; Ecosystem: meaning definition, Concept and components. Main terrestrial ecosystems of the world-forests and agriculture.
- UNIT – III Environmental hazards- natural and human made, environmental pollution: meaning definition, nature and types-air, water, noise and others. Ecological impacts of pollution. Resource use and ecological imbalance with special reference to soil, forests and water resources.
- UNIT – IV Environmental Management: meaning, importance and approaches, need for environmental policy and laws. Preservation and conservation of environment through resource management (Green revolution, Chipko movement, National Parks). Environmental Actions: concept, need and importance Stockholm Conference, Earth Summit, E.I.A. definition and methods and need for EM Environmental education and People's participation.

Suggested Readings:

1. Agrawal, Anil and Sunita Narain. Dying Wisdom: The Fourth citizen Report. Centre for Science and Environment, New Delhi, 1998.
2. Burton I.; R.W. Kates & G.F. Whiley. The Environment as Hazards. O. U.P. New York, 1978, Carledge, Bryen. Population and the Environment, O.U.P., New York, 1995.
3. Chandna, R.C. Environmental Awareness Kalyani Punlishers, New Delhi, 1998.
4. Dawson, J. and J.C. Doornkamp, eds.: Evaluating the Human Environment. Edward Arnold, London, 1975
5. Detwyler, J.R.: Man,s impact on Environment. Pelican, 1970.
6. Edington, J.M. & M.A. Edington: Ecology and Environmental Planning. Chapmap & Hall, London, 1977.
7. Goudie, Andrew. The Human Impact on the Natural Environment, Blackwell Oxford, U.K. 1994
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9. Khoshoo, T.N. Environmental Concepts and Strategies. Ashish Publishing House, New Delhi.
10. Mohan, M. Ecology and Development. Rawat Publications; Jaipur, 2000.
11. Munn, R.E. Environmental Impact Assessment: Principles and Procdures. John Wiley & Sons, New York, 1979.
12. Narain, Sunita. The Citizen Fifth Report. Centre for Science and Environment, New Delhi 2003.



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SCHEME OF EXAMINATION
&
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Of

B.Com. Final Year
Session 2021-22



(Approved by Board of Studies)
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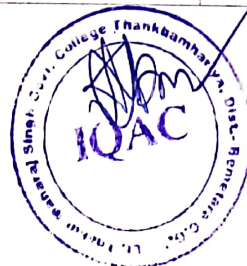
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SYLLABUS

B.COM. PART-III

GROUPING OF SUBJECTS AND SCHEME OF EXAMINATION

Subject		Max.	Min.
Foundation Course			
I. Hindi Language		75	26
II. English Language		75	26
Compulsory Groups			
Group-I			
I. Income Tax	75	150	50
II. Auditing	75		
Group-II			
I. Indirect Taxes with GST	75	150	50
II. Management Accounting	75		
Group-III Optional			
Option Group A (Finance Area)			
I. Financial Management	75	150	50
II. Financial Market Operations	75		
Option Group B (Marketing Area)			
I. Principles of Marketing	75	150	50
II. International Marketing	75		
Option Group C (Commercial Area)			
I. Information Technology and its Applications in Business	75	150	50
II. Essential of e-Commerce	75		
Option Group D (Money Banking & Insurance Area)			
I. Fundamental of Insurance	75	150	50
II. Money & Banking System	75		



B.COM PART III
OPTIONAL GROUP A (Finance Area)
TITLE OF PAPER - FINANCIAL MANAGEMENT

PAPER - I

OBJECTIVE

The objective of this course is to help students understand the conceptual framework of financial management.

M.M. 75

- UNIT-I** Financial Management: Financial goals; Profit vs wealth maximization; Financial functions-investment, financing, and dividend decisions; Financial planning.
- UNIT-II** Capital Budgeting : Nature of investment decisions, Investment evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return profitability index; NPV and IRR comparison.
- UNIT-III** Cost of Capital: Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital. Operating and financial Leverage : Their measure; Effects on profit, analyzing alternate financial plans, combined financial and operating leverage.
- UNIT-IV** Capital Structure: Theories and determinates. Dividend Policies: Issues in dividend policies; Walter's model; Gordon's model; M.M.Hypothesis, forms of dividends and stability in dividends, determinats.
- UNIT-V** Management of Working Capital: Nature of working capital, significance of working capital, operating cycle and factors determining of working capital requirements, Management of working capital - cash, recevables, and inventories.



B.COM PART III

OPTIONAL GROUP A (Finance Area)

TITLE OF PAPER - FINANCIAL MARKET OPERATIONS

PAPER - II

OBJECTIVE

This course aims at acquainting the students with the working of financial markets in India.

M.M. 75

UNIT-I Money Market: Indian money market's composition and structure; (a) Acceptance houses, (b) Discount houses and (c) Call money market; Recent trends in Indian money market.

UNIT-II Capital Market: Security market - (a) New issue market, (b) Secondary market; Functions and role of stock exchange; listing procedure and legal requirements; Public issue - pricing and marketing; Stock exchanges - National Stock Exchange, Bombay stock exchange.

UNIT-III Securities contract and Regulations Act: Main provisions. Investors Protection: Grievances concerning stock exchange dealings and their removal; Grievance cells in stock exchanges; SEBI; Company Law Board; Press; Remedy through courts.

UNIT-IV Functionaries on Stock Exchanges: Brokers, sub brokers, market makers, jobbers, portfolio consultants, institutional investors, and NRIs.

UNIT-V Financial Services: Merchant banking - Functions and roles; SEBI guidelines; Credit rating - concept, functions, and types.



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B.COM PART III
OPTIONAL GROUP B (Marketing Area)
TITLE OF PAPER - PRINCIPLES OF MARKETING
PAPER - I

OBJECTIVE

The Objective of this course is to help students to understand the concept of marketing and its applications.

M.M. 75

UNIT-I Introduction: Nature and scope of marketing; Importance of marketing as a business function, and in the economy; Marketing concepts - traditional and modern; Selling vs. Marketing; Marketing mix; Marketing environment.

UNIT-II Consumer Behaviour and Market Segmentation: Nature, scope, and significance of consumer behaviour; Market segmentation - concept and importance; Bases for market segmentation.

UNIT-III Product: Concept of product, consumer, and industrial goods; Product planning and development; Packaging role and functions; Brand name and trade mark; after sales service; Product life cycle concept. Price: Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.

UNIT-IV Distributions Channels and Physical Distribution; Distribution channels - Concept and role; Types of distribution channels. Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation, Warehousing, Inventory control; Order processing.

UNIT-V Promotion: Methods of promotion; Optimum promotion mix; Advertising media - the relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of successful sales person; Functions of sales man.

Recent development in marketing - social marketing, online marketing, direct marketing, Services marketing, Green marketing.



B.COM PART III

OPTIONAL GROUP B (Marketing Area)
TITLE OF PAPER - INTERNATIONAL MARKETING

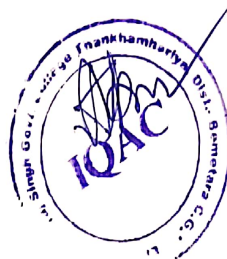
PAPER - II

OBJECTIVE

This course aims at acquainting student with the operations of marketing in international environment.

M.M. 75

- UNIT-I** International Marketing: Nature, definition, and scope of international marketing; Domestic marketing vs. International marketing; International environment external and internal.
- UNIT-II** Identifying and Selecting Foreign Market: Foreign market entry mode decisions. Product Planning for international Market: Product designing; Standardization vs. adaptation; Branding and packaging; Labeling and quality issues; after sales service. International pricing: Factors influencing International price; Pricing process-process and methods; International price quotation and payment terms.
- UNIT-III** Promotion of Product/Services Abroad: Methods of international promotion; Direct mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.
- UNIT-IV** International Distribution: Distribution channels and logistics decisions; Selection and appointment of foreign sales agents.
- UNIT-V** Export Policy and Practices in India: Exim policy - an overview; Trends in India's foreign trade; Steps in starting an export business; Product selection; Market Selection; Export pricing; Export finance; Documentation; Export procedures; Export Assistance and incentives. Marketing Control Process



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B.COM PART III

OPTIONAL GROUP C (Commercial Area)

TITLE OF PAPER - INFORMATION TECHNOLOGY AND ITS APPLICATIONS IN BUSINESS

PAPER - I

OBJECTIVE

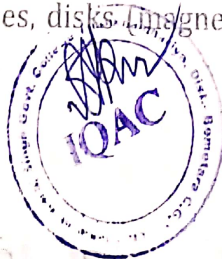
The objective of the course is to familiarize the students with the innovation information technology and how it affects business. An understanding of the group rules of these technologies will enable the students to appreciate the nitty-gritty commerce.

M.M. 75

UNIT-I Information Revolution and information Technology (IT) : Deployment of Business; Basic features of IT; Impact of IT on business environment and social fabric; Invention of writing; Written books; Printing Press and movable type Gutenberg's invention; Radio; telephone, wireless and satellite communication computing and dissemination of information and knowledge and convergence technologies (Internet with Wireless-WAP).

UNIT-II Fundamentals of Computer: Data, information and EDP: Data, information and concept of data and information; Levels of information from data; processing; Electronic data processing; Electronic machines;

- a. Number Systems and Codes: Different number systems - binary, octal decimal, hexagonal, and their conversion codes used in computers; BCD, EBCDIC, ASCII; Gray and conversions.
- b. Computer Arithmetic and Gates: Binary arithmetic, complements, addition subtraction; Conversion from one system to another; Logic Gates, truth table and applications minimisation, and K-maps.
- c. Computer Processing System: Definition of computer; Hardware/Software concepts; Generation of computers; Types of computers; Elements of computer; CPU and its functions, various computer systems.
- d. I/O devices: Basic concepts of I/O devices; various input devices Keyboard, mouse; MICR, OCR, microphones.
- e. Various output devices: VDU, printer, plotter, spooling, L.S.
- f. Storage Devices: Primary and secondary memory; Types of memory capacity and its enhancement; Memory devices and comparisons; Auxiliary storage, tapes, disks (magnetic and optical); various devices and their comparison.



- g. System Software - Role of Software, Different System Software: O.S., utilization element of O.S. - Its types and variations; DOS and windows.
- h. Computer and Networks: Need of communication; Data transmission; Baud; Bandwidth; Communication Channel; Multiplexing; Basic network concepts; O.S.I. model; Types of topologies; LAN, WAN, Client server concept.

UNIT-III Computer-based Business Applications

- a. Word Processing : Meaning and role of word processing in creating of documents, editing, formatting, and printing documents, using tools such as spelling check, thesaurus, etc. in word processors (MS-Word).
- b. Electronic Spreadsheet : Structure of spreadsheet and its applications to accounting, finance, and marketing functions of business; Creating a dynamic/sensitive worksheet; Concept of absolute and relative cell reference; Using built-in functions; Goal seeking and solver tool; Using graphics and formatting of Worksheet; sharing data with other desktop applications; Strategies of creating error-free worksheet (MS-Excel, Lotus 123). Practical knowledge on Wings Accounting (Software).
- c. Programming under a DBMS environment: The concept of data base management system; Data field, records, and files, Sorting and indexing data; Searching records, designing queries, and reports; Linking of data files; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS-Access).

UNIT-IV Electronic Data Interchange (EDI), Introduction to EDI; Basics of EDI; EDI standards; Financial EDI (FEDI); FEDI for international trade transaction; Applications of EDI; Advantages of EDI; Future of EDI.

UNIT-V The Internet and its Basic Concepts Internet-concept, history development in India; Technological foundation of internet; Distributed computing; Client-server computing; Internet protocol suite; Application of distributed computing; Client-server computing; Internet protocol suite in the internet environment; Domain Name System (DNS); Domain Name Service (DNS); Generic top-level domain (gTLD); Country code top-level domain (ccTLD); - India; Location of second-level domains; IP addresses; Internet protocol; Applications of Internet in business, education, governance, etc. Information System Audit Basic idea of information audit; Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.



B.COM PART III
OPTIONAL GROUP C (E-Commerce Area)
TITLE OF PAPER - ESSENTIAL OF E-COMMERCE
PAPER - II

OBJECTIVE

The objective of this course is to familiarize the students with the basics of e-commerce and to comprehend its potential.

M.M. 75

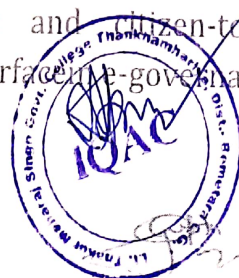
UNIT-I Internet and Commerce: Business operations; E-Commerce practices; Concepts b2b, b2c, b2g, g2h; Benefits of e commerce to organization, consumers, and society; Limitation of e-commerce; Management issues relating to e-commerce.

Operations of E-Commerce: Credit card transaction; Secure Hypertext Transfer Protocol (SHTTP); Electronic payment systems; secure electronic transaction (SET); Set's encryption; Process; Cybercash; Smart cards; Indian payment models.

UNIT-II Applications in B2C: Consumer's shopping procedure on the internet; Impact on disintermediation and re-inermediation; Global market; Strategy of traditional department stores; Products in b2c model; Success factors of e-brokers; Broker based services on-line; Online travel tourism services; Benefits and impact of e-commerce on travel industry; Real estate market; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Educations benefits, implementation, and impact.

UNIT-III Applications in B2B; Applications of b2b, Key technologies for b2b; Architectural models of b2b; Characteristics of the supplier-oriented marketplace, buyer-oriented market place, and intermediary-oriented marketplace; Benefits of b2b on procurement re-engineering; Just in Time delivery in b2b; Internet-based EDI from traditional EDI; Integrating EC with back-end information systems; Marketing issues in b2b.

UNIT-IV Applications in Governance: EDI in governance; E-government; E-governance applications of the internet; Concept of government to business, business to government and citizen-to-government; E-governance models; Private sector interface in e-governance.



Emerging Business Models: Retail model; Media model; Advisory model, Mode-to-order manufacturing model; Do-it yourself model; Information service model; Emergin hybrid models; Emerging models in India. Security and Legal aspects of E-commerce.

Suggested Reading:

1. Agarwala Kamlesh. N. and Agarwala Deeksha: Bridge to Online Storefront; Macmillan India, New Delhi.
2. Agarwala Kamlesh. N. and Agarwala Deeksha: Business on the Net Introduction to the E-commerce; Macmillan India New Delhi.
3. Agarwala Kamlesh N. and Agarwala Deeksha: Bulls, Bears and The Mouse: An Introduction to Online Stock Market Trading; Macmillan India New Delhi.
4. Tiwari Dr. Murli D.: Eductaion and E-Governance; Macmillan India, New Delhi.
5. Minoli Daniel, Minoli Emma: Web Commerce Technology Handbook; Tata McGraw Hill, New Delhi.
6. Minoli Deniel, Internet & Internet Engineering: Tata McGraw Hill, 1999.
7. Bhatnagar Subhash and Schware Robert (Eds): Information and Communication Technology in Development; Sage Publications India, New Delhi.
7. Amor, Daniel: E-business R eevaluation, The : Living and Working in an Interconnected World; Prentice Hall, U.S.
8. Afuah, A., and Tuccu, C.: Internet usiness models and Strategies; McGraw Hill, New York.



B.COM PART III

OPTIONAL GROUP D (Money Banking & Insurance Area)

TITLE OF PAPER FUNDAMENTAL OF INSURANCE

PAPER - I

OBJECTIVE

This course enables the students to know the fundamentals of insurance.

M.M. 75

- UNIT-I** Introduction to Insurance: Purpose and need of insurance; Insurance as a social security tool; Insurance and economic development.
- UNIT-II** Fundamentals of Agency Law: Definition of an agent; Agents regulations; Insurance intermediaries; Agents compensation.
- UNIT-III** Procedure for Becoming an Agent : Prerequisite for obtaining a license; Duration of license; Cancellation of incense; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices. Functions of the Agent: Proposal form and other forms for grant of cover; Financial and medical underwriting; Material information; Nomination and assignment; Procedure regarding settlement of policy claims.
- UNIT-IV** Company Profile : organizational set-up of the company; Promotion strategy; Market share; Important activities; Structure; Product; Actuarial profession; Product pricing actuarial aspects; Distribution channels.
- UNIT-V** Fundamentals/Principles of Life insurance/ Marine /Fire /Medical/General Insurance; Contracts of various kinds; Insurable Interest. Online insurance procedure

Suggested Reading:

1. Mishra M.N.: Insurance Principle and Practice; S. Chand and Co., New Delhi.
2. Insurance Regulatory Development Act. 1999.
3. Life Insurance Corporation Act. 1956.
4. Gupta OS: Life Insurance; Frank brothers, New Delhi.
5. Vinayakam N., Radhaswamy and Vasudevan SV: Insurance - Principles and Practice, S. Chand and Co. New Delhi.
6. Mishra MN: Life Insurance Corporation of India, Vols I, II & III; Raj Books, Jaipur.
7. BalchandShriwastava, Agra.
8. Dr. M.L. Singhai, RAmesh Book Depot, Jaipur



B.COM PART III
OPTIONAL GROUP D (Money Banking & Insurance Area)
TITLE OF PAPER - MONEY & BANKING SYSTEM
PAPER - II

OBJECTIVE

This course enables the students to know the working of the Indian Money & banking system.

M.M. 75

- UNIT-I** Money: Function, Alternative Measures to money supply in India - their different components. Meaning and changing relative importance of each.
- UNIT-II** Indian Banking System : Structure and organization of banks; Reserve Bank of India; Apex banking Institutions; Commercial banks; Regional rural banks; Cooperative banks; Development banks.
- UNIT-III** Banking Regulation Act, 1947 : History; Social control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Cooperative banks.
- UNIT-IV** Regional Rural and Cooperative Banks in India: Functions; Role of regional rural and cooperative banks in rural India; Progress and performance.
- UNIT-V** Reserve Bank of India: Objectives; Organization; Functions and working; Monetary policy; Credit control measures and their effectiveness. State Bank of India, Project History, Objectives, Functions & Organization working & progress.
Internet banking system

Suggested Reading:

1. Basu A.K.: Fundamentals of Banking-Theory and Practice; a Mukherjee and Co., Calcutta.
2. Sayers R.S.: Modern Banking; Oxford University Press.
3. Panandikar S.G. And Mithani D.M.: Banking in India; orient Longman.
4. Reserve Bank of India: Functions and Working.
5. Dekock: Central Banking; Crosby lock wood Staples, London.
6. Tannan M.L.: Banking - Law and Practice in India: India Law House, New Delhi.
7. Knubchandani B.S.: Practice and Law of Banking; Macmillan, New Delhi.
8. Shekhar and Shekhar: Banking Theory and Practice; Vikas Publishing House, New Delhi.
9. Harishchandra Sharma.
10. M.L. Singhai.

