



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY
NAAC Accreditation Grade "B"
(With effect from Academic Year: 2016-17)

BACHELOR OF COMPUTER APPLICATIONS (B.C.A.)

Structure for B.C.A. – CBCS Programme

Semester-I(FY)

COURSE NO.	COURSE	SUBJECT	CREDIT	Elective course
BCA-CC-101	CORE	Business Communication – I	3	<ul style="list-style-type: none">• LEARNING FROM WORLD LEADERS• CULTURE AND CIVILIZATION• HEALTH EDUCATION Foundation Course <ul style="list-style-type: none">• COMMUNICATION SKILLS (NO OPTION IS AVAILABLE)
BCA-EC -101	ELECTIVE	From list	2	
BCA-FC-101	FOUNDATIO	From list	2	
BCA-CC-101	CORE	Fundamental of Computer Organization	3	
BCA-CC-102	CORE	Introduction to Programming (C Language)	3	
BCA-CC-103	CORE	RDBMS-I	3	
BCA-CC-104	CORE	Mathematics	3	
BCA-CC-105	CORE	* Practical (Based on CC-102)	6	
BCA-CC-106	CORE	* Practical (Based on CC-103)	6	
TOTAL			28	



**B.C.A.
SEMESTER: I**

Paper No: 101

Credit: 03

Title of the Paper: **Business Communication – I**

Marks: 100 Marks.
Marks: Semester End Examination: 70 Marks.
Internal Evaluation: 30 Marks.

Objectives:

- To understand the concept, process, and importance of communication.
- To gain knowledge of media of communication.
- To develop skills of effective communication – both oral and written.
- To make the students familiar with information technology.
- To develop presentation skills for the students.

Book:

1. Business Communication. Sathya Swaroop Debasish, PHL Learning Private Limited.
2. "Essentials of Business Communication" 1^{0th} Revised Edition 2005
3. Rai & Rai Himalaya Publication.

Unit No	Detailed Syllabus	Teaching Hours.	Marks / Weight.
Unit -1	<p><i>Introduction to Communication. Types & Methods.</i></p> <ol style="list-style-type: none">1 Meaning & definition of communication.2 Process of communication.3 Forms of communication.4 Objectives of communication.5 Merits & demerits of Upward communication.6 Merits & demerits of Downward communication.7 Merits & demerits of Vertical and Horizontal communication.8 Merits & demerits of Grapevine communication.9 Formal and Informal Channels of Communication.10 Merits & demerits of Oral and Written Communication.11 Merits & demerits of Kinds of Communication Network.12 Categorization of Barriers to Communication.<ul style="list-style-type: none">➤ Physical and External Barriers of Communication.➤ Semantic and Language Barriers of Communication.➤ Socio – psychological Barriers of Communication.➤ Organizational Barriers of Communication.➤ Corporate Communication Barriers of communication.13 Methods of Overcoming Communication Barriers.14 Consensus & Consultation in communication.15 Effective Principles of Communication.	09	14



Unit - 2	<p><u>Information Technology for Communication and Selected Business Terms.</u></p> <p style="text-align: center;"><u>A</u></p> <p>It is necessary to explain merits and demerits of below mentioned 'A' section only.</p> <ol style="list-style-type: none">1 Telex2 Fax3 E – mail4 Voice mail.5 Internet.6 Multimedia.7 Teleconferencing.7 Audio & Video conferencing8 SMS9 Telephone answering machine. <p style="text-align: center;"><u>B Section.</u></p> <p style="text-align: center;">Selected Business Terms:</p> <p>Explain the meaning of the following business terms.</p> <ol style="list-style-type: none">1. C.O.D2. C.W.O3. C.I.F.4. F.O.B.5. F.O.R.6. E & O.E.7. V.A.T.8. Cartage.9. Freight.10. Excise Duty.11. Custom Duty.12. Performa Invoice.13. Invoice.14. Trade Mark.15. Hypothecation.16. Ex-warehouse.17. Debit note.18. Credit note.19. Pilferage.20. Demurrage.21. Power of Attorney.22. Consignment.23. Bill of Lading.24. Bonded Warehouse.25. Certificate of Origin.	09	14
Unit - 3	<p style="text-align: center;"><u>Drafting of Business Letters. Theory & Practice.</u></p> <ol style="list-style-type: none">1 Lay out of a business letter.2 Appearance of a business letter.3 Essentials of a good business letter.4 Styles of Layout in Business Letter.5 Salient Features of Inquiry Letter.6 Solicited and Unsolicited Letter of Inquiry.7 Replies to above Inquiry Letter.	09	14



Unit - 4	<p style="text-align: center;"><u><i>Collection and Sales Letters: Theory and Practice.</i></u></p> <ol style="list-style-type: none">1 Collection Series:<ul style="list-style-type: none">➤ Reminder or Stunt Collection Letter.➤ Inquiry➤ Stage of Appeal.➤ Warning.➤ Threat➤ Important considerations while drafting Collection Letter.➤ Language to be used while drafting business letter.2 Sales Letters.<ul style="list-style-type: none">➤ Structure of Sales Letter.<ol style="list-style-type: none">I. Attracting attention.II. Creating interest and Desire.III. Creating conviction and winning confidence.IV. Induce action.➤ Importance of Sales Letter.➤ Sales Letter as Ambassador of Businessmen➤ A-I-D-C-A; Sales Pattern.➤ Sales Letters on various white goods & daily Utility products eg Washing Machine; Colour LCD; Two wheelers; four wheelers etc	09	14
Unit - 5	<p style="text-align: center;"><u><i>Listening and Presentation:</i></u></p> <ol style="list-style-type: none">1 Importance of Listening.2 Blocks of effective listening.3 Importance of non verbal messages in listening.4 Profile of an effective listener.5 Guidelines for effective listening.6 Importance of silence in communication.7 Finding out about the environment.8 Preparing the text.9 Using the visual aids.10 Your appearance and Posture.11 Practicing delivery of presentation.	09	14

Break up of Continuous Internal Evaluation

Assignment 30 Marks.



Important Note:

For Unit 01:

- 1 "Essentials of Business Communication" 10th Revised Edition 2005 Chapter: EC-1 'Introducing Communication'. Page EC; 01 and Chapter Two: EC; 02 "Objectives of Communication". Page No: EC-7 and Chapter: 03: Media of Communication" Page No: EC22. Chapter 05 "Barriers to Communication". Page no: EC-53.
"Business Communication" by Sathya Swaroop Debasish, Bahaman Das. PHI Learning Pvt,Ltd. Fourth Edition. 2014. Delhi. Section - 01 Chapter: 01 'Communication: An Overview'. Page No; 03 to 29. Chapter: 02 'The Process of Communication'. Page No 30-45.

For Unit 02:

- 1 "Essentials of Business Communication" 10th Revised Edition 2005 Chapter: OC- 07, Page No: OC-58
- 2 "Business Communication" by Sathya Swaroop Debasish, Bahaman Das. PHI Learning Pvt,Ltd. Fourth Edition. 2014. Delhi. Section: III, Chapter No: 15, Page No: 262 – 271. "Email Writing".
"Business And Managerial Communication" by Sailesh Sengupta PHI Learning Pvt, Ltd. Chapter: 10 "Business Correspondence, Business Meetings and Technology" Page No: 241-274.
"Business Communication" by Rai & Rai Himaliya Publishing House Chapter 04 "Media and Modes" Page No: 32-46.

For Unit 03:

- 1 "Business Communication" by Rai & Rai Himaliya Publishing House Part: II Chapter No: 14 "Layout of Business Letter". Page No: 148-163.
"Business Communication" by Sathya Swaroop Debasish, Bahaman Das. PHI Learning Pvt,Ltd. Fourth Edition. 2014. Delhi. Section: III, Chapter : 11 "Business Letters", Page No: 195-209.

For Unit 04:

- 1 "Business Communication" by Rai & Rai Himaliya Publishing House Part: II Chapter No: 24 Collection Letters. Chapter No: 22 "Sales Letter".
- 2 "Essentials of Business Communication" 10th Revised Edition 2005 Chapter No: CC-09 "Collection Letters". Page No: CC-101. And "Sales Letter" Chapter: CC:11 Page No: CC-138.

For Unit 05:

- 1 "Business Communication" by Rai & Rai Himaliya Publishing House. Delhi. Part:01 Chapter: 07 Page No: 66- 74.
- 2 "Business Communication" by Sathya Swaroop Debasish, Bahaman Das. PHI Learning Pvt,Ltd. Fourth Edition. 2014. Delhi. Section: II "Listening Skills". Chapter: 07 Page No: 111-130.



Reference Text –Books / Additional Reading

- 1 Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2 Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 3 Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 4 Business Communication – Rai & Rai, Himaliya Publishing House, Mumbai
5. Business Communication – Homai Pradhan, Bhende D.S., Thakur Vijaya
6. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Business Communication - Dr. S.V. Kadvekar, Prin. D r. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
8. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw- Hill Publishing Company Limited, New Delhi.
- 9 Business Communication and Organizational Management – Rohini Aggrawal – Taxman
10. Business Communication Strategies – Monipally Mathukutty M.- Tata McGraw –Hill Publishing Company Limited, New Delhi.
11. Handbook of Communication – Narula Uma
12. A Handbook of Commercial Correspondence – A . Ashley – Oxford University Press
13. Business Communication and Organisational and Management – C.B.Gupta.
14. Comprehensive Business Communication – Saroj Karnik , P.P.Mehta,- P.V.Kulkarni
- 15 Business Communication. Sathya Swaroop Debasish, PHL Learning Private Limited.



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NAAC Accreditation Grade "B"
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B.C.A.	Course: Fundamental of Computer Organization	Course No: BCA-CC-101
Semester: 01	Type of Course: Core Course	
Marking Scheme: External Examination: 70 + Internal Examination: 30 = 100 Marks		
Credits: 03	Theory Sessions per Week: 03	Teaching Hours: 45 Hours

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	Basics of Computer	09	14
	Introduction: Block diagram of a computer, characteristics of computer Generation of computer: First, Second, Third, Fourth and Fifth Classification of Computer system: Mini Computers, Micro Computers, Mainframe computer, super computer. Uses and Application of Computer Basics of Windows: Desk top, file, folder, icon, Windows explorer, and Control panel, Recycle bin, etc.		
Unit-2	Input/ Output Devices and port	09	14
	Input Devices: Key board, mouse, and touch panel. Display Devices: LCD and LED Monitors, Touch Screens Printer and Scanner: Dot matrix, Line, Drum, Ink Jet, Laser, scanner. Port: Parallel Port, Serial Port, USB Port and SCSI Port		
Unit-3	Data Representation and Number Systems	09	14
	Representation: Representation of Number, Binary, Octal, Hexadecimal number and its arithmetic. Representation of Integers, Representation of Fractions, Representation of Character, Characters codes (ASCII, EBCDIC, UNICODE) Binary arithmetic's: Binary addition and subtraction. Binary Multiplication and Division with the help of long-hand method. Conversion of Numbers: Conversation of number in Decimal, Binary, Octal, Hexadecimal.		
Unit-4	Introduction to Storage Devices	09	14
	Magnetic storage & Hard Disk, Optical storage technology, CDs, DVDs. Flash memory, Memory stick (pen drive)		
Unit-5	Processors, Memory and Computer buses	09	14
	CPU organization: Registers, ALU, and Control Unit, execution of instruction Primary Memory: RAM, ROM, Types of RAM and ROM Cache Memory : L1 cache and L2 cache Introduction to buses, Read and write cycle, introduction to FSB, PCI Bus and USB.		

Reference Books
1. Tanenbaum A. S.: Structured Computer Organization, Prentice-Hall of India Pvt. Ltd. 2. V. RajaRaman: Fundamentals of Computers 3. Alexis Leon, Mathews Leon: Information Technology



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B.C.A.	Course: Introduction to Programming (C Language)	Course No: BCA-CC-102
Semester: 01	Type of Course: Core Course	
Marking Scheme: External Examination: 70 + Internal Examination: 30 = 100 Marks		
Credits: 03	Theory Sessions per Week: 03	Teaching Hours: 45 Hours

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	Programming Language Fundamentals	09	14
	Flowchart and Algorithm Introduction to programming language and types of programming language Concept of Editor, Compiler, Interpreter, Translator, Assembler Getting started with C:History, Structure of C program, Compilations & linking C program Character Set, Keywords, Identifier, Data Type, Variable and Constant		
Unit-2	Programming Constructs	09	14
	Formatted Input and output statements Operators Decision making and Branching (If, if-else, switch etc) Looping construct (While loop, Do..While loop, For loop etc) Break, Continue, go to and exit		
Unit-3	Array and sorting searching technique	09	14
	Introduction of array Declaration and initialization of 1-D and 2-D arrays Programming using 1-D and 2-D Array Sorting method(selection, bubble), Searching method (linear, Binary)		
Unit-4	Character, String Handling and Built-in Function	09	14
	Declaration and initialization of string and character data Character and string operation Character and String handling Function Built-in Function: math's, input output function etc		
Unit-5	Functions	09	14
	Concept of modular programming Elements of function, Type of Function Declaration, Calling, and Defining a function. Passing Array and string as function argument		
Reference Books			
1. Programming in ANSI 'C' – Balaguruswamy: TMH. 2. Let Us C By Yasvant Kanitkar 3. Mulish Cooper : The Spirit of C, Jaico Pub. House, 19th Edition-1999			



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B.C.A.	Course: DBMS-I	Course No: BCA-CC-103
Semester: 01	Type of Course: Core Course	
Marking Scheme: External Examination: 70 + Internal Examination: 30 = 100 Marks		
Credits: 03	Theory Sessions per Week: 03	Teaching Hours: 45 Hours

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Introduction to database	09	14
	Basic concepts – Data, Information, Database, DBMS Overview of RDBMS – Tables, records (rows) & fields (columns) Applications of RDBMS. Theoretical concepts – Entity, attribute, Tuple, Domain Set, Relationship between entities, E-R Diagrams, Normalization Dr. Codd's 12 rules		
Unit 2	Basic elements of database	09	14
	Creating a table, various data types, other properties of field Creating form and report using single table Modifying form and report layout		
Unit 3	Detailed look on Queries	09	14
	Select queries – By Design and SQL statement – on single table Select queries based on multiple tables (rigorous practical exercises to be covered) Insert, Update & Delete queries – Design, SQL statements, execution, How they differ from select query Advanced query building Automating Tasks using Macro		
Unit 4	Electronics Spreadsheet as database	09	14
	Introduction to spreadsheet : Opening Spreadsheet, Menus - main menu, Toolbars, Spread sheet addressing - Rows, Columns & Cells, Referring Cells & Selecting Cells Entering the data in tabular form, inserting / deleting of rows and columns Using formula in columns Database operations: Sorting, Filtering, Consolidation, and Subtotal.		
Unit 5	Importing & Exporting Data	09	14
	Importing Data from text file, XML file, MS-Excel Exporting Data to text file, XML file, MS-Excel Managing Database – Taking Backups & Repair Database		
Reference / Text-Books / Additional Reading :			
1. Desai Bipin C: Introduction to database Systems, West Publishing Co.			
2.			



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B.C.A.	Course: Mathematics	Course No: BCA-CC-104
Semester: 01	Type of Course: Core Course	
Marking Scheme: External Examination: 70 + Internal Examination: 30 = 100 Marks		
Credits: 03	Theory Sessions per Week: 03	Teaching Hours: 45 Hours

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	Sets and Functions	09	14
	Sets Introduction to set theory, Methods of representation of a set, Operations on Set, Algebra of Sets, De Morgan's Law and examples. Functions Function Definition, Domain, Range, One-to-One function, onto function. Composite function and Inverse of a function.		
Unit-2	Permutation & Combination	09	14
	Permutation Meaning of permutation, Formula of permutation, Permutation of n-different things, Permutation of similar things, Permutation of repeated things, Circular Permutation Combination Combination: Meaning of Combination, Formula of Combination.		
Unit-3	Vectors	09	14
	Definition of Vector, Addition and Subtraction of Vectors, Magnitude of a Vector, Unit Vectors, Dot Product and Cross Product.		
Unit-4	Matrices	09	14
	Definition of a Matrix, Equal matrices, Diagonal element of a matrix, Row matrix, Column Matrix, Symmetric Matrix, Skew-Symmetric Matrix, Orthogonal Matrix, Diagonal Matrix, Identity Matrix. Operation on a Matrix (Addition, Subtraction and Multiplication), Inverse of a Matrix.		
Unit-5	Graph Theory	09	14
	Introduction to Graph, Graph Definition, Vertices, Edges, Loops, Parallel Edges, Simple Graph, Finite Graph, Adjacent vertices, Incidence between vertex and edge, Degree of a vertex, Isolated Vertex, Pendent Vertex, Null Graph. Isomorphism, Labeled Graph, Unlabeled Graph. Walk, Closed Walk, Open Walk, Simple Path, Circuit, Connected Graph. Tree Definition, Rooted Tree, Binary tree and its properties, Uses of Binary Tree. Level of a tree. Note: Only Concepts and Simple Examples are included. Theorems are not included.		

Reference Books
<ol style="list-style-type: none"> 1. D. C. Sancheti, V. K. Kapoor: Business Mathematics, Sultan Chand & sons. 2. Lipschutz & Marc Lipson: DISCRETE MATHEMATICS, Tata Mcgraw Hill 3. Narsingh Deo: Graph Theory with application to engineering and computer science, Prentice Hall of India Pvt. Ltd



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B.C.A.	Course: Practical (Based on BCA-CC-102)	Course No: BCA-CC-105
Semester: 01	Type of Course: Core Course	
Marking Scheme: External Examination: 100 + Internal Examination: 00 = 100 Marks		
Credits: 06	Practical Sessions per Week: 06	Teaching Hours: 90 Hours

Unit	Detailed Syllabus	Marks/ Weight
Unit-1	Practical Problem from BCA-CC-102	50
Unit-2	Practical Problem from BCA-CC-102	30
Unit-3	Journal <ul style="list-style-type: none">➤ Students have to prepare a hand written journal describing his /her Practical work throughout the Semester.➤ The journal must be certified by concern faculty and Principal of the College.➤ The journal will be evaluated by examiners appointed by the university.	20

B.C.A.	Course: Practical (Based on BCA-CC-103)	Course No: BCA-CC-106
Semester: 01	Type of Course: Core Course	
Marking Scheme: External Examination: 100 + Internal Examination: 00 = 100 Marks		
Credits: 06	Practical Sessions per Week: 06	Teaching Hours: 90 Hours

Unit	Detailed Syllabus	Marks/ Weight
Unit-1	Practical Problem from BCA-CC-103	50
Unit-2	Practical Problem from BCA-CC-103	30
Unit-3	Journal <ul style="list-style-type: none">➤ Students have to prepare a hand written journal describing his /her Practical work throughout the Semester.➤ The journal must be certified by concern faculty and Principal of the College.➤ The journal will be evaluated by examiners appointed by the university.	20



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Structure for B.C.A. – CBCS Programme

Semester-II(FY)

COURSE NO.	COURSE	SUBJE	CREDIT	Elective course
BCA-EC -201	CORE	Business Communication – II	3	• LEARNING FROM WORLD LEADERS • CULTURE AND CIVILIZATION • HEALTH EDUCATION Foundation Course • COMMUNICATION SKILLS (NO OPTION IS AVAILABLE)
BCA-EC -201	ELECTIVE	From list	2	
BCA-FC-201	FOUNDATION	From list	2	
BCA-CC-201	CORE	System Analysis & Design	3	
BCA-CC-202	CORE	Web Designing	3	
BCA-CC-203	CORE	Advanced C Programming	3	
BCA-CC-204	CORE	Statistics	3	
BCA-CC-205	CORE	* Practical (Based on CC-202)	6	
BCA-CC-206	CORE	* Practical (Based on CC-203)	6	
TOTAL			2	



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B.C.A.
SEMESTER: II

Paper No: 201

Credit: 03

Title of the Paper: Business Communication – II

Marks: 100 Marks.

Marks: Semester End Examination: 70 Marks.

Internal Evaluation: 30 Marks.

Objectives:

- To develop skill of writing various business letters.
- To develop skill of writing banking correspondence letters.
- To develop ability to prepare effective applications and C.V.
- To make the students familiar with information technology.
- To prepare the students for effective interview and group discussion skills.

Book:

- (1) Essentials of Business Communication.
- (2) Sathya Swaroop Debasish, PHL Learning Private Ltd.
- (3) Urmila Rai & S.M. Rai. "Business Communication".
- (4) Business Communication and Organization & Management. Rohini Aggarwal. Taxman Allied Services Pvt.Ltd.

Unit No	Detailed Syllabus	Teaching Hours.	Marks / Weight.
Unit - 1	<p style="text-align: center;"><i>Letter of Orders & Cancellation of Orders. Theory & Practice.</i></p> <ol style="list-style-type: none">1 Features of an Order Letter.2 Important Points to keep in mind while drafting an Order Letter.3 Acknowledgement of and Order Letter.4 Executing Orders (Fully/Partially)5 Demanding Extension of time substitute Offers;6 Firm Offers;7 Cancellation of Orders.	09	14
Unit - 2	<p style="text-align: center;"><i>Complaints and Adjustments:.</i></p> <ol style="list-style-type: none">1 Letters of Complaints.2 Drafting an Effective Letter of Complaint.3 Attitude to Complaints –4 Replies to Complaints.5 Adjustment Policies.6 Characteristics of a Well Drafted Adjustment Letter	09	14
Unit - 3	<p style="text-align: center;"><i>Banking Correspondence: Theory and Practice.</i></p> <ol style="list-style-type: none">1 Bird's eye view of banking sector in India.2 Types of banks and bank Accounts.3 Functions of banks.4 Elements of Good banking:5 Letters Between bank and their Clients6 Customer asking for Stop payment of cheque/demand draft.7 Bank manager's reply to the stop payment request8 Customer asking for Home loan or Business loan.9 Loan granted.10 Loan not granted by the bank.11 Customer's complaint of dishonourment of cheque in spite of sufficient balance in his account.12 Banker's reply explaining the reason for dishonoring of	09	14



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	the cheque. 13 Customer requesting the bank manager to issue a duplicate key of his safe deposit vault. 14 Banker's reply explaining him the relevant procedure e for obtaining the duplicate key of safe deposit vault.		
Unit - 4	<p style="text-align: center;"><u>Application Writing & Cover Letters for Job.</u></p> 1 Features of an application letter. 2 Solicited & Unsolicited Application Letters. 3 C.V and Resume formats.	09	14
Unit - 5	<p style="text-align: center;"><u>Group Discussion and Interview Skills.</u></p> 1 Define the term "Group Discussion". 2 Group discussion as a part of selection process. 3 Characteristics of Group Discussion. 4 Types of Interviews. 5 Candidate's preparations for interview. 6 Interviewer's preparations. 7 Employment interviews.	09	14

Break up of Continuous Internal Evaluation

Assignment 30 Marks.

Important Note:

For Unit 01: Kindly refer

- (1) "Essentials of Business Communication" 10th Revised Edition 2005 Page No: CC- 51
- (2) Urmila Rai & S.M. Rai. "Business Communication". Himaliya Publishing House. 9th Revised Edition. Chapter No: 23 Page No: 267 – 283

For Unit 02:

- (1) "Essentials of Business Communication" 10th Revised Edition 2005 Page No: CC – 84
- (2) Urmila Rai & S.M. Rai. "Business Communication". Himaliya Publishing House. 9th Revised Edition. Chapter No: Chapter: 24

For Unit 03:

- (1) "Essentials of Business Communication" 10th Revised Edition 2005 Page No: CC: 152 Chapter No: 24

For Unit 04:

- (1) Urmila Rai & S.M. Rai. "Business Communication". Himaliya Publishing House. 9th Revised Edition. Chapter No: 19 Chapter: 210-225.

For Unit 05:

- (1) Urmila Rai & S.M. Rai. "Business Communication". Himaliya Publishing House. 9th Revised Edition. Chapter No: 10 Page No: 210-107-117.
- (2) "Business and Managerial Communication" by Sailesh Sengupta. PHI Larning Pvt. Ltd. Chapter No: 15. Page No: 412- 439.
- (3) Taxman's "Business Communication and Organization & Management". Chapter No: 05 Page No: 54



Reference Text –Books / Additional Reading

- 1 Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2 Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 3 Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 4 Business Communication – Rai & Rai, Himaliya Publishing House, Mumbai
- 5 Business Communication – Homai Pradhan, Bhende D.S., Thakur Vijaya
- 6 Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 7 Business Communication - Dr. S.V. Kadvekar, Prin. D r. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 8 Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 9 Business Communication and Organizational Management – Rohini Aggrawal – Taxman
- 10 Business Communication Strategies – Monipally Mathukutty M.- Tata McGraw –Hill Publishing Company Limited, New Delhi.
- 11 Handbook of Communication – Narula Uma
- 12 A Handbook of Commercial Correspondence – A . Ashley – Oxford University Press
- 13 Business Communication and Organisational and Management – C.B.Gupta.
- 14 Comprehensive Business Communication – Saroj Karnik , P.P.Mehta,- P.V.Kulkarni
- 15 Business Communication. Sathya Swaroop Debasish, PHL Learning Private Limited.



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B.C.A.	Course: Information Technology in Business	Course No: BCA-CC-201
Semester: 02	Type of Course: Core Course	
Marking Scheme: External Examination: 70 + Internal Examination: 30 = 100 Marks		
Credits: 03	Theory Sessions per Week: 03	Teaching Hours: 45 Hours

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	Information System	09	14
	<ul style="list-style-type: none"> - Information Systems and Technologies - Importance of Information Systems in Businesses - Components of an Information System - Information System Resources – people, hardware, software, data, network - Gaining strategic advantage through IT - Managerial Challenges of IT 		
Unit-2	Functional Business System	09	14
	<ul style="list-style-type: none"> - Introduction to Information Systems: - Manufacturing, Marketing, Accounting, Human Resources Management, Financial Management, Inventory Management. - Introduction to Enterprise Resource Planning. - Enterprise Applications:-Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management 		
Unit-3	Introduction to E-Commerce	09	14
	<ul style="list-style-type: none"> - Definition, communication perspective, Business Process Perspective, Service Perspective - Classification by nature of transaction : B2B, B2C, C2C, C2B, Non Business EC, Intra-Business EC - Classification of EC Applications: Electronic Market, Inter Organizational System, Customer Services - Benefits to Organizations, Consumers and Society - Limitations of EC, Framework of EC, Future of EC 		
Unit-4	E-Commerce Business and Electronic Market Places	09	14
	<ul style="list-style-type: none"> - Introduction, Eight Key Ingredients of a Business Model, Major B2C and B2B Business Models, Introduction to M-Commerce. - Market space Components, Types of Electronic Markets (Electronic Storefronts, Electronic Malls, Types of Stores and Malls) - Portals and their types, Role of Intermediaries in E-markets, E-market Success Factors, Competitive Factors, Impact of E-Market on Organizations (Marketing, HR, Manufacturing, Finance and Accounting) 		
Unit-5	Customer Relationship Management (CRM)	09	14
	<ul style="list-style-type: none"> - CRM : Meaning, types of CRM, Benefits and Limitations of CRM, Issues in CRM Implementation, Classifications of CRM, Applications, One-to-One Marketing (Personalization, Collaborative Filtering, Customer Loyalty, Trust) 		

Reference Books

1. O'Brien J. : Management Information Systems, Tata McGraw-Hill, 2004
2. Jessup L., Valacich J. : Information Systems Today – Why IS Matters, Pearson Education, 2006
3. Electronic Commerce: A managerial Perspective Efraim Turban, Jae Lee, David King, H Michael Chung (Pearson Education.)
4. E-Commerce – Business, Technology, Society Kenneth C Laudon, Carol Guercio Traver (Pearson Education)



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY
NAAC Accreditation Grade "B"
(With effect from Academic Year: 2016-17)

B.C.A.	Course: Web Designing	Course No: BCA-CC-202
Semester: 02	Type of Course: Core Course	
Marking Scheme: External Examination: 70 + Internal Examination: 30 = 100 Marks		
Credits: 03	Theory Sessions per Week: 03	Teaching Hours: 45 Hours

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	Internet Fundamental	09	14
	Basic concept of Internet, Intranet and Extranet, Internet Applications (WWW,E-mail, FTP & FTP Commands, IRC ,Web Chat, BBS, News Group, UseNet, NetMeeting) Email Protocol (SMTP, POP, IMAP) Introduction to TCP/IP, DNS, Search Engine and it's working. Overview of Internet Security (Firewall and SSL)		
Unit-2	HTML	09	14
	Introduction to HTML Formatting of Text Hyperlinks, working with images, Image Map, List, Tables and Frame Working with Form (GET-POST Methods) and Form Tags. Various Forms Controls		
Unit-3	DHTML	09	14
	Introduction to style sheet and <STYLE> Font Attributes, color Attributes, Text Attributes, Border Attributes, Margin Attributes, List Attributes Working with class, Implement external style sheet and <div> Tags		
Unit-4	JavaScript	09	14
	Introduction of JavaScript, Variable and data types of JavaScript Decision Making statements , Control structure , Operators of Java Script, Handling event by using Java Script, Message Box in Java Script(Confirm, Alert, Prompt) Validation using Java Script, Built in Objects (String, Math, and Date)		
Unit-5	CSS	09	14
	Introduction, Syntax structure, selectors, background, text, fonts, link, lists , tables, border, outline, margin, padding, align, navigation bar, image gallery, image opacity, etc		

Reference Books

1. Douglas Comer:- Internet - An Introduction Prentice-Hall of India Pvt. Ltd
2. Ivan Bayross:- WEB enabled Comm. Appli. Develop. using HTML, DHTML, JAVASCRIPT
3. Thomas A. Powell:- The Complete reference HTML and CSS
4. Danny GoodMan:- Java Script Bible



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY
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B.C.A.	Course: Advanced C Programming	Course No: BCA-CC-203
Semester: 02	Type of Course: Core Course	
Marking Scheme: External Examination: 70 + Internal Examination: 30 = 100 Marks		
Credits: 03	Theory Sessions per Week: 03	Teaching Hours: 45 Hours

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	Structure and Union	09	14
	Structure Declaration and initialization Creating variable and accessing data members Array within structure and array of structure Structure within structure Union Passing structure and union as function argument		
Unit-2	Pointer	09	14
	Declaration, initialization and arithmetic of pointers Pointer to array and structures Pointers and strings Pointers as function arguments Functions returning pointers		
Unit-3	Dynamic memory allocation and introduction to linked list	09	14
	Introduction to dynamic memory allocation, malloc() and calloc() functions, Introduction to linked list, comparison with array, Creation of singly linked list Various operations on singly linked list Singly circular linked list		
Unit-4	File Management	09	14
	Introduction to files and its significance File pointer, declaring file pointer Opening and closing a file - fopen(), fclose() Modes to open a text file "w", "r", "a", "w+", "r+", "a+". I/O operations on files, I/O functions : fread(), fwrite(), fscanf(), fprintf(), fgetc(), fputc(), fgets(), fputs(), fseek(), ftell()		
Unit-5	Pre-processors and Bit-wise operators	09	14
	Introduction to pre-processors : #define, #include Bit-wise operators Applications of bit-wise operators		

Reference Books
1. Programming In ANSI C By E. Balagurusamy, TMH Publication. 2. Understanding Pointers in C By Yashwant Kanitkar, BPB Publication 3. Programming with C, Schaums Series, TMH Publication.



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY
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B.C.A.	Course: Statistics	Course No: BCA-CC-204
Semester: 02	Type of Course: Core Course	
Marking Scheme: External Examination: 70 + Internal Examination: 30 = 100 Marks		
Credits: 03	Theory Sessions per Week: 03	Teaching Hours: 45 Hours

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	Measure of Central Tendency	09	14
	Definition, Ungrouped Data, Grouped Data (Discrete and Continuous Grouped data). Mean: Arithmetic Mean, Geometric Mean and Harmonic Mean for ungrouped data, Combined Mean and Weighted Mean. Median, Quartiles, Deciles, Percentiles and Mode.		
Unit-2	Measure of Dispersion	09	14
	Definition, Different measure of dispersion. Quartile Deviation, Mean Deviation, Standard Deviation, Combined Standard Deviation, Coefficient of Variation.		
Unit-3	Correlation and Regression	09	14
	Correlation:-Definition, Types of Correlation (positive and negative correlation), Correlation Coefficient. Karl Pearson's Method and Spearman Rank correlation coefficient method. Regression Regression: Linear regression, regression line of y on x and regression line of x on y. Difference between Correlation and Regression.		
Unit-4	Probability	09	14
	Probability:-Random Experiment, Sample Space, Event, Mutually exclusive event, Exhaustive event, Equally likely event and probability Classical definition. (Simple examples of Probability).		
Unit-5	Probability Distribution	09	14
	Binomial distribution Poisson Distribution Normal Distribution		

Reference Books
1. Gupta and Gupta: Business Statistics, Sultan Chand and Sons.



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B.C.A.	Course: Practical (Based on BCA-CC-202)	Course No: BCA-CC-205
Semester: 02	Type of Course: Core Course	
Marking Scheme: External Examination: 100 + Internal Examination: 00 = 100 Marks		
Credits: 06	Practical Sessions per Week: 06	Teaching Hours: 90 Hours

Unit	Detailed Syllabus	Marks/Weight
Unit-1	Practical Problem from BCA-CC-202	50
Unit-2	Practical Problem from BCA-CC-202	30
Unit-3	Journal <ul style="list-style-type: none">➤ Students have to prepare a hand written journal describing his /her Practical work throughout the Semester.➤ The journal must be certified by concern faculty and Principal of the College.➤ The journal will be evaluated by examiners appointed by the university.	20

B.C.A.	Course: Practical (Based on BCA-CC-203)	Course No: BCA-CC-206
Semester: 02	Type of Course: Core Course	
Marking Scheme: External Examination: 100 + Internal Examination: 00 = 100 Marks		
Credits: 06	Practical Sessions per Week: 06	Teaching Hours: 90 Hours

Unit	Detailed Syllabus	Marks/Weight
Unit-1	Practical Problem from BCA-CC-203	50
Unit-2	Practical Problem from BCA-CC-203	30
Unit-3	Journal <ul style="list-style-type: none">➤ Students have to prepare a hand written journal describing his /her Practical work throughout the Semester.➤ The journal must be certified by concern faculty and Principal of the College.➤ The journal will be evaluated by examiners appointed by the university.	20