

P.G. Diploma in
Computer Commercial Applications

Prospectus No.20131524

संत गाडगे बाबा अमरावती विद्यापीठ
SANT GADGE BABA AMRAVATI UNIVERSITY

वाणिज्य विद्याशाखा
(FACULTY OF COMMERCE)

PROSPECTUS
OF
POST GRADUATE DIPLOMA IN
COMPUTER COMMERCIAL APPLICATIONS
EXAMINATION - 2013



2012

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(PGDCCA)

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SANT GADGE BABA AMRAVATI UNIVERSITY
SPECIAL NOTE FOR INFORMATION OF THE STUDENTS

(1) Notwithstanding anything to the contrary, it is notified for general information and guidance of all concerned that a person, who has passed the qualifying examination and is eligible for admission only to the corresponding next higher examination as an ex-student or an external candidate, shall be examined in accordance with the syllabus of such next higher examination in force at the time of such examination in such subjects, papers or combination of papers in which students from University Departments or Colleges are to be examined by the University.

(2) Be it known to all the students desirous to take examination/s for which this prospectus has been prescribed should, if found necessary for any other information regarding examinations etc. refer the University Ordinance Booklet the various conditions/provisions pertaining to examinations as prescribed in the following Ordinances-

Ordinance No. 1	:	Enrolment of Students.
Ordinance No.2	:	Admission of Students
Ordinance No. 4	:	National Cadet Corps
Ordinance No. 6	:	Examination in General (relevant extracts)
Ordinance No. 18/2001	:	An Ordinance to provide grace marks for passing in a Head of passing and Improvement of Division (Higher Class) and getting Distinction in the subject and condonation of defficiency of marks in a subject in all the faculties prescribed by the Statute NO.18, Ordinance 2001.
Ordinance No.9	:	Conduct of Examinations (Relevant extracts)

Ordinance No.10	:	Providing for Exemptions and Compartments
Ordinance No. 19	:	Admission of Candidates to Degrees
Ordinance No.109	:	Recording of a change of name of a University Student in the records of the University
Ordinance No. 6/2008	:	For improvement of Division
Ordinance No.19/2001	:	An Ordinance for Central Assessment Programme, Scheme of Evaluation and Moderation of answerbooks and preparation of results of the examinations, conducted by the University, Ordinance 2001.

Dineshkumar Joshi
Registrar

Sant Gadge Baba Amravati University

PATTERN OF QUESTION PAPER ON THE UNIT SYSTEM.

The pattern of question paper as per unit system will be broadly based on the following pattern :-

- (1) Syllabus has been divided into units equal to the number of question to be answered in the paper. On each unit there will be a question either a long answer type or a short answer type.
- (2) Number of question will be in accordance with the unit prescribed in the syllabi for each paper i.e. there will be one question on each unit.
- (3) For every question long answer type or short answer type there will be an alternative choice from the same unit. However, there will be no internal choice in a question.
- (4) Division of marks between long answer and short answer type question will be in the ratio of 40 and 60
- (5) Each short answer type question shall contain 4 to 8 short sub question with no internal choice.

SANT GADGE BABA AMRAVATI UNIVERSITY**DIRECTION**

No. 16/2011

Date : 26/4/2011

Subject : Examination leading to the Post Graduate Diploma in Computer Commercial Applications (One Year) course in the faculty of Commerce.

Whereas, the Post Graduate Diploma course in Computer Commercial Applications is approved by the Dept. of Higher Education, Govt. of Maharashtra vide its order No.NGC-2010/(238/10) मशि -4, dated 15.7.2010 to the Rudrawatar Waman Maharaj Bahuddeshiya Shikshan and Samajik Sanstha, Dapori, Tq. Morshi, Dist. Amravati from the Academic Session 2010-2011.

AND

Whereas the college have requested the University to provide the syllabi of the Post Graduate Diploma in Computer Commercial Applications course.

AND

Whereas the Dean, Faculty of Commerce has constituted a sub-committee under the chairmanship of Chairman Board of Studies in Commerce for preparation of scheme of examination, syllabi, eligibility criteria and other details.

AND

Whereas the said committee in its meeting held on 10th & 17th March,2011 has prepared and recommended the draft scheme of examination, draft syllabi, eligibility criteria and other details for Post Graduate Diploma course in Computer Commercial Applications.

AND

Whereas the Hon ble Vice-Chancellor has accepted the above recommendations of the sub-committee under section 14(7) of the Maharashtra Universities Act,1994 on behalf of Board of Studies in Commerce and Faculty of Commerce.

AND

Whereas the above recommendations were placed before the Academic Council in its meeting held on 30.3.2011 vide item No.30, which has approved by the Academic Council.

AND

Whereas the first affiliation has granted to the said college by the Academic Council in its meeting held on 30.3.2011 vide item No.11. for the academic session 2010-2011.

AND

Whereas the Principal, Shriram Arts,Comm.& Science College,

Morshi has requested to make available the syllabus for the Post Graduate Diploma in Computer Commercial Applications course as the students are admitted in the current session.

AND

Whereas the Govt. of Maharashtra has approved the said course to the college on conditional basis to implement the same from the academic session 2010-2011, otherwise the approval of the said course will be rejected.

AND

Whereas the scheme of examination and other details provisions for admission to the said course are to be regularized by framing the Ordinance/Regulation and making of it may likely to take some time and the above recommendations are to be implemented from the session 2010-2011.

Now, therefore I, Dr. Mohan Khedkar, Vice-Chancellor of Sant Gadge Baba Amravati University, in exercise of the powers vested upon me under sub-section (8) of section (14) of the Maharashtra Universities Act,1994, do hereby issue the following direction :

- 1) This direction shall be called Examination leading to the Post Graduate Diploma in Computer Commercial Applications course in the faculty of Commerce, Direction,2011.
- 2) This Direction shall come into force from the date of its issuance.
- 3) The duration of the Post Graduate Diploma in Computer Commercial Applications course shall be of one academic year.
- 4) The examination of the Post Graduate Diploma in Computer Commercial Applications course shall be held annually at the such places and on the such dates prescribed by the Board of Examinations. The supplementary examination shall be held in winter.
- 5) Subject to compliance with the provision of this Direction and other ordinances in force from time to time, the candidates for admission to the examination shall have :
 - (i) Obtained a Bachelor s degree in any faculty of this University or of any other statutory University whose degree is recognized as equivalent thereto by Sant Gadge Baba Amravati University.
 - (ii) Prosecuted a regular course of study for not less than one academic year in a college or Department recognized for the purpose by the Sant Gadge Baba Amravati University.
- 6) The candidates may be admitted to this course on merit and in accordance with the rules of the University.

- 7) Without prejudice to the other provisions of Ordinance No.6 relating to the Examinations in General, the provisions of Paragraphs 5,8,10, 27, and 32 of the said Ordinance shall apply to every collegiate candidate.
- 8) The fees for the examination shall be as prescribed by the University from time to time.
- 9) In order to pass the examination, an examinee shall obtain not less than 40% marks in each of the theory papers and each of the practical and project separately, and shall obtain not less than 50% in the aggregate marks in the examination.
- 10) The scope of the subjects for examination shall be as indicated in syllabi in force from time to time.
- 11) The medium of instructions and examinations shall be in English only.
- 12) The scheme of examination for the course shall be as provided under Appendix-A appended with this direction, and the examinee shall be examined in the subjects as indicated in the scheme of examination.
- 13) The Examinations of Practical and Project shall be conducted by the Internal and External Examiners appointed by the University.
- 14) Successful examinees obtaining 60% or more marks in the aggregate at the examination shall be placed in the first division, while those obtaining less than 60% but not less than 50% marks in the second division.
- 15) Successful examinees in the examination shall be awarded distinction in each subject in which he/she obtains 75% or more marks in that subjects.
- 16) Unsuccessful examinees at the above examination shall be eligible for admission to the next written and/or practical/project examination on payment of fresh fees prescribed for the examination together with an ex-student fee. For being eligible for exemption in paper or a practical or the project, the candidate must have obtained not less than 50% marks in that paper or practical or project.
- 17) Provisions of Ordinance No.18 of 2001 in respect of an ordinance to provide grace marks for passing in a head of passing and improvement of Division (Higher Class) and getting distinction in the subject and condonation of deficiency of marks in a subject in all the faculties prescribed by the Statute No.18, and of Ordinance No.10 relating to grant of exemptions and compartment shall be applicable to this course.

- 18) As soon as possible after the examination, the Board of Examinations shall publish the list of successful examinees. The list of examinees successful at examination shall be arranged in the First and Second divisions. The names of the examinees passing in the said examination in the minimum prescribed period be arranged in order of merit as per provisions of Ordinance No.6.
- 19) The examinees successful at the examination of the above P.G.Diploma course shall be awarded Diploma in the prescribed form signed by the Vice-Chancellor, on payment of the prescribed fees.

Amravati
Dated : 25/4/2011

Sd/-
(Dr. Mohan Khedkar)
Vice-Chancellor

Appendix-A

Scheme of Examination

Post Graduate Diploma in Computer Commercial Applications

Sr.No.	Subject/Paper	Maximum Marks	Minimum Pass Marks
01.	Fundamentals of Information Technology	100	40
02.	Introduction to Commercial Practices	100	40
03.	Programming Skills	100	40
04.	Software Packages	100	40
05.	Management Information System	100	40
06.	Computer Lab-I	25	10
07.	Computer Lab-II	25	10
08.	Project Work	50	20
		600	240

PRACTICAL :

1. **Computer Lab-I:** The Computer Lab-I is based on the paper-III. The students should perform at least 20 practical.
2. **Computer Lab-II:** The Computer Lab-II is based on the paper-IV. The students should perform at least 20 practical.

Practical Examination will be of 25 marks each. The distribution of marks shall be as under :

1. Practical Record	:	05 Marks
2. Program 1 with execution	:	10 Marks
3. Program 2 without execution	:	05 Marks
4. Viva	:	05 Marks
Total...	:	25 Marks

- NOTES : 1. Minimum aggregate marks for passing in the examination shall be 50%.
2. Practical/Project examination shall be conducted by the Internal Examiner along with External Examiner appointed by the University.

**Syllabi prescribed for
P.G.Diploma in Computer Commercial Applications**

PAPER-I

FUNDAMENTALS OF INFORMATION TECHNOLOGY

- Unit I :** The computer system and Central processing unit, Types of Computers, The Anatomy of computer, The foundations of Modern Information Technology, The Central Processing Unit, Memory, Buses for input and output, Communications with Peripherals, Input and Output, Input/Output Devices, Inputting text & graphics, Pointing Devices, The foundation of Modern output, Display screens, Printers.
- Unit II :** Secondary storage, The foundations of modern storage, storage media, increasing data storage capacity, backing of data, software – An introduction, software : What is it ?, User interfaces, Application programs, Operating system : Introduction, Types, File Management, utilities, Document-centric computing , Major software issues.
- Unit III :** The internet and the world wide web: www, getting connects to the web, Browsing the web, locating information on the web, web multimedia, Information Technology, An Introduction, Information system, software and data, Application of IT.
- Unit IV :** Communication – The electronic Web : Network Application foundations of modern networks, Local Area Networks, Wide area Networks , Links between Networks, Networks, Multimedia: The Tools of Multimedia, Delivering Multimedia, Multimedia on the web.
- Unit V :** Information Technology is Business; Corporate Computing; Transaction Processing; Information Tools for Management Control; Marketing, Advertising, and sales; Design, Production and Manufacturing, Business on the Internet; Life outside the office. Programming and system Development : Programs; Programming Languages; Programming methods, How programs are developed; Programming Techniques.
- Test Book :** Information Technology The Breaking wave – Dennis P. Curtin, Kim Foley, Kunal Sen, Cathleen Morin (Tata McGraw-Hill Edition)

Reference Book

1. IT Today (Encyclopedia) – S. Jaiswal
2. Computer Today – Donald Senderes.
3. Understanding Computers – Dineshkumar
4. Computer Fundamentals – P.K. Sinha
5. First Text Book on IT – Shikanta Patnaik

PAPER-II**INTRODUCTION TO COMMERCIAL PRACTICES****Unit I: Business and Law**

Meaning and Definition of Business , scope of Business , Characteristics of today's Business , Business goals.
Indian Contract Act 1872 - Principal of contract sections 1 to 75 specific contracts

Company laws- Joint stock company, meaning, kinds, classification of company, formation of company, memorandum of association, Articles of Association and prospectus of company, company meetings.

Unit II: Principles of Business Management

Basic concept of management, The development, of management, The process of Management, Planning organizing, staffing , directing, controlling , decision making, control techniques , leadership, communication, co ordination, functional areas of management marketing , finance HR and Production

Unit III: Cost and management Accounting

Nature and scope of cost accounting. Cost concepts and classification, methods and techniques, unit or single cost, problems on cost statement, tender and quotations,

Meaning , nature , scope and functions of management accounting , management accounting vs financial accounting. Tools and techniques of management Accounting, ratio analysis , problem on Ratio analysis, Break even analysis, Problems on Break even Analysis, Budgets and budgetary control- meaning objectives , merits and limitations, types of budgets.

Unit IV: Financial Accounting

Meaning and scope of Financial accounting, objectives of Accounting, Accounting principles, Accounting standards in

India, Accounting concepts and conventions,. Accounting process in double entry, ledger, Rules regarding posting, Sub division of journal, Trial balance, final accounts and Individuals.

Unit V: Business Statistics

Nature and scope of Statistics, collection, classification and tabulation of data, graphical representation of data, measures of control tendency, construction of index number, calculation of co-efficient of correlation, use of statistics in research.

Reference Books

1. Dr. P.C. Tripathi - Industrial Law
2. M.c. Shukla - Business Organization and Management
Hingornai - Cost accounting
3. I-M- Pandy - Management Accounting
4. P.J.Deshmukh - Company Law and Secretarial Practice
5. D.N. Elhance - Fundamental of Statistics
6. R.L. Gupta and Radhaswamy -Financial Accounting

PAPER III**PROGRAMMING SKILLS****UNIT-I: Data Types, Operators and Some Statements:**

Introduction to C, Identifiers and keywords, Constants, C Operators, Type conversion. **Writing a Program in C:** Variable declaration, Statements, Simple Input and Output statements, Features of stdio.h. **Control Statements:** Conditional expressions, Loop statements, Breaking control statements.

UNIT-II: Functions and Program Structures:

Introduction, Defining a function, Return statement, Types of functions, Actual and formal arguments, Local and global variables, Multifunction program, The scope of variables, Recursive functions,

UNIT-III: Arrays:

Introduction, Array Notation, Declaration and Initialization, Processing with arrays, Arrays with functions, Multidimensional array, Character array. **Pointers:** Pointer declaration, Pointer arithmetic, Pointers and functions, Pointers and arrays, Pointers and strings, Arrays of pointers, Pointers to pointers.

UNIT-IV: Structures, Unions and Bit Fields:

Declaration of structure, Initializing a structure, Functions and structures, Arrays of structures, Arrays within a structures, Structures within a structure, Pointers and structures, Unions, Bit Fields, Typedef, Enumerations.

UNIT-V: Data Files Operations:

Review of Input/Output functions, Opening and closing of files, Simple file operation, Structures and file operations, Block read/write, More on file operations, Low level file operations, Random access file processing.

Text Books:

1. D. Ravichandran: Programming In C, New Age International (P) Ltd., Publishers.
2. Pradip dey and ManasGhosh: Programing in C, OXFORD University Press.

References:

1. Yashvant Kanetkar: Let Us C, BPB Publications.
2. Venugopal Prasad: Programming in C.
3. E. Balagruswamy: Programming in ANSIC.
4. P. Dey and M. Ghosh: Computer Fundamentals and Programming in C, OXFORD University Press.

PAPER IV**SOFTWARE PACKAGES****UNIT-I: Windows XP & Word Processing: Windows XP:**

Introduction, the Desktop, My Computer, Working with Files and Folders, Windows Explorer, Windows Help and Support Center, Searching in Windows XP, System Utilities in Windows XP.

Word Processing:

Microsoft-Word, Creating a New document, Editing a document, Text Formatting, Headers and Footers, Finding and replacing text, Checking spelling and grammar, Using Clip Gallery, Working with Tables, Using Mail Merge, Printing a document.

UNIT-II: Microsoft Excel:

Introduction, Basic Operations, Operators in Excel, Modifying the worksheet layout, Printing the workbook, Working with functions, Introduction of charts, Working with macro, Importing and exporting files.

UNIT- III : Presentation Tools with Power Point:

Introduction, Starting Power Point, Design Templates and blank presentations, Working with the text in a slide, Moving the frames and inserting clip art, Formatting the Slide Design, Work with the Slide Master, Saving the presentation, The Auto Content Wizard, Using Existing Slides, Using the different views of a slide, Running slide Show: Adding Transitions and Animation, Power Point standard buttons.

UNIT-IV: Microsoft Access:

Introduction, Creating a Database in Access, Using Database Wizard & Blank Database, Creating table, Database View and Design View, Creating Queries Forms and Report in MS-Access.

SPSS:

Introduction, Installing the Data, Introducing the interface, The data view, The variable view, The output view, The draft view, The syntax view.

Entering and modifying data:

Creating the data definitions: the variable view, Variable types, Variable names and labels, Missing values, Non-numeric numbers, or when is a, number not a number?, Binary variables, Creating a new data set, Getting help in creating data sets and defining variables, Creating primary reference lists, Frequencies, Descriptive statistics: descriptives (univariate), Recodes and Transformations, Backup the original file, Recoding existing variables, Recode income data, Recoding variables revisited, The one exception in recoding variables

UNIT-V: Tally:

Features of Tally, Accounting features of Tally, Financial Management, Activating Tally, Company Information Menu, Accounts Configuration, Scenario Management, Cost Centres/ profit centres with multiple cost categories, Inventory Management in Tally, MIS reports, Data Maintenance in Tally, New Year Books at splitting of company data, Printing, Import & Export Data.

Text Books:

1. Dr. Sushila Madan: Information Technology, 3rd Ed., Taxmann Allied Services Pvt. Ltd.
2. ITL Education Solution Ltd.: Introduction to Information Technology, Pearson Education.
3. http://www.datastep.com/SPSSTutorial_1.pdf

References:

1. A. K. Saini & Pradeep Kumar: Computer Applications in Management, Anmol Publications Pvt. Ltd., New Delhi.
2. Vishal Soni: Computer Applications for Management, 1st Ed. Himalaya Publishing House.
3. C. S. V. Murthy: Fundamentals of Computers, Himalaya Publishing House.
4. Ritendra Goel & D. N. Kakkar: Computer Applications in Management, New Age International Publishers.
5. Arthur Griffith: SPSS For Dummies, 2nd Ed., Willy Publishing, Inc.
6. Glyn Davis: Business Statistics Using Excel, OXFORD University Press.

PAPER V**MANAGEMENT INFORMATION SYSTEM****UNIT-I: Core Concepts in Information Systems:**

Introduction, Understanding Information Systems, The Changing face of Business Environment, Types of Information Systems, Information Systems vs Information Technology, Emerging trends in Information Technology, Hardware, Software, Network and Data Resources, Impact of Internet Revolution Business, Managing E-Transformation.

Information System Infrastructure:

Evolution of Business Processes, Organizational Structure, and IT Architecture.

UNIT-II: Information Systems for Sales and Marketing:

The Marketing Function, The Market Environment, Marketing Cycle and the Components of Marketing Information Systems, Channel Systems, Sales Support Systems, Customer Systems.

Information System for Human Resource, Accounting and Finance:

Information Systems for Recruitment and Selection, Training and Development, Performance Management, Decision Support, Knowledge Management and Finance, Employee Relationship Management through Information Systems, People Capability Maturity Model, Employee Portal for HR, Working Capital Management, Financial Analysis & Planning, Strategic Finance, Finance Intelligence.

UNIT-III: Enterprise Information Systems:

Introduction, Evolution of Enterprise Information Systems, Emergence of ERP, ERP Systems, ERP-The Enterprise Solutions, ERP Market, Introduction to E-business, An Introduction to E-procurement, E-CRM Systems, Sales Force Automation, Customer Service and Support Automation, Enterprise Market Automation, Comparative Analysis of E-CRM Software Vendors and Products, Evaluating an E-CRM Product.

UNIT-IV : Information Systems Planning and Development:

Introduction, Business Planning, Organizing Work, Business and IT Mapping, An Enterprise-Wide Architecture – Information Engineering, Requirement Analysis, Systems Development Life Cycle, Prototyping, Rapid Application Development, Data Flow Diagrams, Entity Relationship Diagrams.

Information Systems Leadership:

Introduction, The Profile of a Chief Information Officer, The Role of CIO, CIO's Role in Innovation, Challenges of a CIO.

UNIT-V : Information Security Management:

Introduction, Information Security Threats, Policy & Enforcement, Management Standards & Global Practices, Practices, Access Control Systems & Technologies and Risk Management Framework.

Information Systems for Business Effectiveness:

Introduction, Impact of Information Systems on Organizational Performance, Reason IT investment do not show Tangible Returns, Importance of Evaluating the Impact of Information Systems on Business Effectiveness, Function of Cost, Value, Performance & Competitive Positioning, Maximizing Returns from IT Investments, Identifying the Approach to Information Systems Investment, Valuation Process of Information System Applications.

Text Books:

Mahadev Jaiswal & Monika Mital: Management Information System, OXFORD University Press.

References:

1. W. S. Jawadkar: Management Information System, 2nd Ed., TMH.
2. Kenneth C. Landon & J. P. Landon: Management Information System, 8th Ed. Pearson Education.

Practical

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Total	:	25 Marks
