## B.COM (Computer Applications)
## CBCS COURSE STRUCTURE
## w.e.f. 2018-'19

| Sl.No. | Code | Course Title | HPW | Credits | Exam Hrs | Marks |
|---|---|---|---|---|---|---|
| (1) | (2) | (3) | (5) | (6) | (7) | (8) |
| | | SEMESTER – I | | | | |
| 1. | ELS1 | English (First Language) | 4 | 4 | | |
| 2. | SLS1 | Second Language | 4 | 4 | | |
| 3. | AECC1 | a) Environmental Science/ b) Basic Computer Skills | 2 | 2 | 1 ½ hrs | 40U+10I |
| 4. | DSC101 | Financial Accounting–I | 5 | 5 | 3 hrs | 80U+20I |
| 5. | DSC102 | Business Organization and Management | 5 | 5 | 3 hrs | 80U+20I |
| 6. | DSC103 | Fundamentals of Information Technology | 3T+4P | 5 | 1 ½ hrs | 50T+35P + 15I |
| | | Total | 27 | 25 | | |
| | | SEMESTER – II | | | | |
| 7. | ELS2 | English (First Language) | 4 | 4 | | |
| 8. | SLS2 | Second Language | 4 | 4 | | |
| 9. | AECC2 | a) Basic Computer Skills/ b) Environmental Science | 2 | 2 | 1 ½ hrs | 40U+10I |
| 10. | DSC201 | Financial Accounting–II | 5 | 5 | 3 hrs | 80U+20I |
| 11. | DSC202 | Business Laws | 5 | 5 | 3 hrs | 80U+20I |
| 12. | DSC203 | Programming with C & C++ | 3T+4P | 5 | 1 ½ hrs | 50T+35P + 15I |
| | | Total | 27 | 25 | | |
| | | SEMESTER – III | | | | |
| 13. | ELS3 | English (First Language) | 3 | 3 | | |
| 14. | SLS3 | Second Language | 3 | 3 | | |
| 15. | SEC1 | a) Principles of Insurance/ b) Foundation of Digital Marketing/ c) Fundamentals of Business Analytics | 2 | 2 | 1 ½ hrs | 40U+10I |
| 16. | SEC2 | a) Practice of Life Insurance/ b) Web Design & Analytics/ c) Application of Business Analytics | 2 | 2 | 1 ½ hrs | 40U+10I |
| 17. | DSC301 | Advanced Accounting | 5 | 5 | 3 hrs | 80U+20I |
| 18. | DSC302 | Business Statistics-I | 5 | 5 | 3 hrs | 80U+20I |
| 19. | DSC303 | Relational Database Management System | 3T+4P | 5 | 1 ½ hrs | 50T+35P + 15I |
| | | Total | 27 | 25 | | |
| | | SEMESTER – IV | | | | |
| 20. | ELS4 | English (First Language) | 3 | 3 | | |
| 21. | SLS4 | Second Language | 3 | 3 | | |
| 22. | SEC3 | a) Practice of General Insurance/ b) Social Media Marketing c) Business Intelligence | 2 | 2 | 1 ½ hrs | 40U+10I |
| 23. | SEC4 | a) Regulation of Insurance Business/ b) Search Engine Optimization & Online Advertising c) Data Visualisation&Storytelling | 2 | 2 | 1 ½ hrs | 40U+10I |

| | | | | | | |
|---|---|---|---|---|---|---|
| 24. | DSC401 | Income Tax/Excel Foundation | 5 | 5 | 3 hrs | 80U+20I |
| 25. | DSC402 | Business Statistics-II | 5 | 5 | 3 hrs | 80U+20I |
| 26. | DSC403 | Web Technologies | 3T+4P | 5 | 1 ½ hrs | 50T+35P+15I |
| | | Total | 27 | 25 | | |
| | | SEMESTER – V | | | | |
| 27. | ELS5 | English (First Language) | 3 | 3 | | |
| 28. | SLS5 | Second Language | 3 | 3 | | |
| 29. | GE | a)Business Economics / <br> b) Advanced Aspects of Income Tax | 4 | 4 | 3 hrs | 80U+20I |
| 30. | DSE501 | a) Cost Accounting/ <br> b) Financial Planning & Performance/ <br> c) InternationalFinancial Reporting-I | 5 | 5 | 3 hrs | 80U+20I |
| 31. | DSE502 | a) Computerized Accounting/ <br> b) Financial Decision Making-I/ <br> c) International Tax &Regulation | 3T+4P/ <br> 5 | 5 | 3 hrs | 50T+35P + 15I/ <br> 80U+20I |
| 32. | DSE503 | a) Management Information Systems/ <br> b) Ecommerce/c) Mobile Applications | 3T+4P | 5 | 1 ½ hrs | 50T+35P + 15I |
| | | Total | 29/27 | 25 | | |
| | | SEMESTER - VI | | | | |
| 33. | ELS6 | English (First Language) | 3 | 3 | | |
| 34. | SLS6 | Second Language | 3 | 3 | | |
| 35. | PR | Research Methodology and Project Report | 2T+4R | 4 | 1 ½ hrs | 40U+10I 35R+15VV |
| 36. | DSE601 | a) Cost Control and Management Accounting/ <br> b) Financial control/ <br> c) International Financial Reporting-II | 5 | 5 | 3 hrs | 80U+20I |
| 37. | DSE602 | a) Theory and Practice of GST/ <br> b) Financial Decision Making-II / <br> c) InternationalAuditing | 3T+4P/ <br> 5 | 5 | 3 hrs | 50T+35P + 15I/ <br> 80U+20I |
| 38. | DSE603 | a) Multimedia Systems/ <br> b) Cyber Security/c) Data Analytics | 3T+4P | 5 | 1 ½ hrs | 50T+35P + 15I |
| | | Total | 31/29 | 25 | | |
| | | GRAND TOTAL | 168/164 | 150 | | |

ELS: English Language Skill; SLS: Second Language Skill; AEC: Ability Enhancement Compulsory Course; SEC: Skill Enhancement Course; DSC: Discipline Specific Course; DSE: Discipline Specific Elective; GE: Generic Elective; T: Theory; P: Practical; I: Internal Exam U: University Exam: PR: Project Report; VV: Viva-Voce Examination.

Note: If a student should opt for "a" in SEC in III semester, the student has to opt for "a" only in IV semester and so is the case with "b" and "c". In the case of DSE also the rule applies.

## SUMMARY OF CREDITS

| Sl. No. | Course Category | No. of Courses | Credits Per Course | Credits |
|---|---|---|---|---|
| 1 | English Language | 6 | 4/3 | 20 |
| 2 | Second Language | 6 | 4/3 | 20 |
| 3 | AECC | 2 | 2 | 4 |
| 4 | SEC | 4 | 2 | 8 |
| 5 | GE | 1 | 4 | 4 |
| 6 | Project Report | 1 | 4 | 4 |
| 7 | DSC | 12 | 5 | 60 |
| 8 | DSE | 6 | 5 | 30 |
| | TOTAL | 40 | | 150 |
| | Commerce | 24 | | 106 |
| CREDITS UNDER NON-CGPA | NSS/NGS/Sports/Extra Curricular | Up to 6 (2 ineach year) |
| | Summer Internship | Up to 4 (2 in each after I & II years) |

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## Paper SEC3 (a): PRACTICE OF GENERAL INSURANCE

*Objective:* *To make the student understand general policies and accounting.*

**UNIT I: GENERAL INSURANCE POLICIES:**
Introduction to General Insurance-Origin of general insurance—Classification of General Insurance Companies—Indian and International Insurance Market—various roles in Insurance industry—Policy Documents and forms—insurance proposals and forms—General Insurance Products-Fire, Marine, Motor, Liability, Personal Accident and Specialty Insurance, Engineering and other insurance.

**UNIT II: UNDERWRITING, PREMIUMS, CLAIMS AND INSURANCE RESERVES AND ACCOUNTING:**
Concept of Underwriting—Underwriting Process—Risk sharing and its methods—risk management and steps involved in it—Rating and Premiums—concept of soft and hard markets—Concept of Claim-understanding the process of claim management—claims fraud and fraud prevention—Insurance reserves and accounting—different types of reserves of insurance companies—reserving process followed by insurance companies—Insurance accounting.

**SUGGESTED READINGS:**

1.  Practice of General Insurance – Insurance Institute of India.
**2.**  Practice of General Insurance – D.S. Vittal-HPH.
3.  Principles & Practice of Insurance- Dr. P. Periasamy – HPH.
4.  Risk Management : A Publication of the Insurance Institute of India.,
5.  Practice of General Insurance: Dr. V. Padmavathi, Dr. V. Jayalakshmi, PBP.
6.  Insurance Theory and Practice: Tripathi PHI
7.  Life and Health Insurance: Black, JR KENNETH & Harold Skipper, Pearson
8.  Risk Management and Insurance : Trieschman ,Gustavson and Hoyt
**9.**  South Western College Publishing Cincinnati, Ohio.

## Paper SEC3 (b): SOCIAL MEDIA MARKETING

*Objective:* To make students to understand the Social Media Marketing.

**UNIT I:SOCIAL MEDIA MARKETING:**
Building an online community – Understanding Social Media Marketing – Marketing and building presence on Facebook – Marketing and building presence on Twitter – Employer branding on LinkedIn

**UNIT II: ONLINE ADVERTISING ON SOCIAL MEDIA:**
Facebook advertising overview – How Facebook ads work – How to create Facebook ads – Additional advertising options and best practices for Facebook advertising – Marketing and monetizing on YouTube – Customize your YouTube Channel – Video optimization on YouTube – YouTube Analytics

**SUGGESTED READINGS:**

1.  The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley
2.  Fundamentals of Digital Marketing by Puneet Singh Bhatia, Pearson
3.  Digital Marketing by VandanaAhuja, Oxford
4.  Tuten: Social Media Marketing, sage
5.  Digital Marketing by Seema Gupta, McGraw Hill
6.  Social Media Marketing All-In-One for Dummies By Jan Zimmerman and Deborah Ng
7.  Facebook Growth Hacking: How to Correctly Set Up and Maintain Your Facebook Presence and Gain Massive Amounts of Fans (Social Media Marketing) by Jeff Abston
8.  Youtube Influencer: How To Become a Youtube Influencer, Why Influencer Marketing Matters, and How To Monetize Your Channel by Jeff Abston

## Paper SEC-3 (c): BUSINESS INTELLIGENCE

*Objective:To make students to understand the Business Intelligence.*

### UNIT I: BUSINESS INTELLIGENCE USING POWER BI:

Getting data in Power BI: Overview of Power BI Desktop - Connect to data sources in Power BI Desktop - Clean and transform data with the Query Editor - advanced data import and cleaning techniques - Cleaning irregularly formatted data - Modeling the data: Manage data relationships – Create calculated columns – Optimizing data models – Create calculated measures – Create calculated tables – Explore time-based data - Exploring data: Introduction to the Power BI service - Turn business intelligence data into data insights

### UNIT II: POWER BI AND EXCEL:

Using Excel data in Power BI: Uploading an Excel workbook with a simple table into Power BI - Upload workbooks created with Excel Power Pivot and Power View - Publishing and sharing: Publish Power BI Desktop reports - Print and export dashboards and reports - Manually republish and refresh data - Power BI Mobile - Create groups in Power BI – Publish to web

### SUGGESTED READINGS:

1. Introducing Microsoft Power BI; Alberto Ferrari, Marco Russo; Microsoft Press
2. Introduction to Microsoft Power Bi: Bring Your Data to Life; M.O. Cuddley; Createspace Independent Pub
3. Applied Microsoft Power BI: Bring your data to life; TeoLachev; Prologika Press
4. Business Analysis with Microsoft Excel and Power BI, 5th edition; Conrad G. Carlberg; Pearson

## Paper SEC4 (a): REGULATION OF INSURANCE BUSINESS

*Objective:*To equip the students with the knowledge regarding Insurance Business Regulations

### UNIT I: INSURANCE LEGISLATION IN INDIA:

History of life and non-life insurance legislation—nationalization—insurance reforms—insurance business Act, 1972—IRDA and its functions including licensing functions—Web aggregators—regulation for intermediaries—CCS-SPV-PoS-insurance repositories-TPAs—Role and duties of surveyors—Origin and development of micro-insurance—regulation of ULIPs—pension schemes—money laundering—KYC—methods of receipt of premium—Exchange control regulations relating to General and Life Insurance—IRDA Health Insurance Regulations, 2016—Health plus life combo products.

### UNIT II: POLICY HOLDERS RIGHTS OF ASSAINGMENT, NOMINATION AND TRANSFER:

Assignment and transfer of insurance policies—provisions related to nomination—repudiation—Fraud—protection of policyholder interest—stages in insurance policy-presale stage-post sale stage-free look period—grievance redressal—claim settlement—key feature document—dispute resolution mechanism—insurance ombudsman—solvency margin and investments—international trends in insurance regulation.

### SUGGESTED READINGS:

1. Regulation of Insurance Business – Insurance Institute of India
2. Regulation of Insurance Business – D.S. Vittal, HPH
3. Regulation of Insurance Business: Dr. V. Padmavathi, PBP
4. Risk Management : A Publication of the Insurance Institute of India
5. Insurance Theory and Practice: Tripathi PHI
6. Life and Health Insurance: Black, JR KENNETH & Harold Skipper, Pearson
7. Risk Management and Insurance : Trieschman ,Gustavson and Hoyt
8. South Western College Publishing Cincinnati, Ohio.
9. Insurance Management – S.C. Sahoo& S.C. Das-HPH.

## Paper SEC4 (b): SEARCH ENGINE OPTIMIZATION AND ONLINE ADVERTISING

*Objective:*To make students to understand the Search engine optimization and online advertising.

**UNIT I:SEO FOUNDATIONS AND SEO KEYWORD STRATEGY:**
Understanding SEO – Keyword strategy – Content optimization – Long-term content planning – Link-building strategies – Measuring SEO effectiveness – SEO for Ecommerce – Local search – Mobile SEO

**UNIT II: GOOGLE ADWORDS AND REMARKETING:**
Pay-Per-Click Advertising – Getting started with Google Adwords – Advertising tracking – Key Google Adwords strategies – Remarketing with Google – Budget and ROI tips – B2B Remarketing Campaigns

**SUGGESTED READINGS:**

1.  The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley
2.  Fundamentals of Digital Marketing by Puneet Singh Bhatia, Pearson
3.  Digital Marketing by VandanaAhuja, Oxford
4.  Digital Marketing by Seema Gupta, McGraw Hill
5.  SEO for Dummies, 6th Edition, by John Kent
6.  SEO Fitness Workbook: 2018 Edition: The Seven Steps to Search Engine Optimization Success on Google By Jason McDonald
7.  The Art of SEO: Mastering Search Engine Optimization By Eric Enge, Stephan Spencer and Jessie Stricchiola
8.  Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising By Cory Rabazinsky, 2015

## Paper SEC-4 (c) DATA VISUALIZATION & STORYTELLING

*Objective:*To make students to understand the Data visualization & Storytelling.

### UNIT I: DATA VISUALIZATION USING POWER BI:
Visuals in Power BI: Bar charts – Pie charts – Treemaps – Combination charts – Slicers – Map visualizations – Matrixes and Tables – Scatter charts – Waterfall and funnel charts - Gauges and single-number cards - Modifying visuals and reports: Modify colors in charts and visuals – Add shapes, text boxes, and images to reports - Page layout and formatting - Other Data Visualization features and options: Group interactions among multiple visualizations on the same report page - Summarization and category options – Z-order - Visual hierarchies and drill-down

### UNIT II: TELLING STORIES WITH DATA:
Data Storytelling: Apply storytelling principles to business analytics - Improve business analytics presentations through storytelling - Creating high-impact reports and presentations: Guidelines and best practices

### SUGGESTED READINGS:

1. Introducing Microsoft Power BI; Alberto Ferrari, Marco Russo; Microsoft Press
2. Introduction to Microsoft Power Bi: Bring Your Data to Life; M.O. Cuddley; Createspace Independent Pub
3. Applied Microsoft Power BI: Bring your data to life; TeoLachev; Prologika Press
4. Business Analysis with Microsoft Excel and Power BI, 5th edition; Conrad G. Carlberg; Pearson
5. Microsoft Power BI Dashboards Step by Step, Errin O'Connor, Microsoft Press
**6.** Storytelling with Data: A Data Visualization Guide for Business Professionals; Cole NussbaumerKnaflic; Wiley

## Paper DSC 401: INCOME TAX

*Objective:* *To acquire conceptual and legal knowledge about Income Tax provisions relating to computation of Income from different heads with reference to an Individual Assessee.*

### UNIT–I: INTRODUCTION:
Direct and Indirect Taxes – Canons of Taxation - Features and History of Income Tax in India – Definitions and Basic Concepts of Income Tax: Assessee – Deemed Assessee – Assessee-in-default – Assessment Year – Previous Year - Person – Agricultural Income – Heads of Income – Gross Total Income – Total Income — Incomes Exempt from Tax. Residential Status and Scope of Total Income: Meaning of Residential Status – Conditions applicable to an Individual Assessee – Incidence of Tax – Types of Incomes. (Theory only)

### UNIT–II: INCOME FROM SALARIES:
Definition of 'Salary' – Characteristics of Salary – Computation of Salary Income: Salary u/s 17(1) – Annual Accretion – Allowances – Perquisites – Profits in lieu of Salary – Deductions u/s. 16 – Problems on computation of Income from Salary.

### UNIT–III: INCOME FROM HOUSE PROPERTY:
Definition of 'House Property' – Exempted House Property incomes– Annual Value – Determination of Annual Value for Let-out House and Self-occupied House – Deductions u/s.24 – Problems on computation of Income from House Property.

### UNIT–IV: PROFITS AND GAINS OF BUSINESS OR PROFESSION:
Definition of 'Business and Profession' – Procedure for computation of Income from Business – Revenue and Capital nature of Incomes and Expenses – Allowable Expenses u/s. 30 to 37 – Expenses expressly disallowed – Deemed Profits – Miscellaneous provisions u/s 44. Depreciation: Meaning – Conditions for charge of depreciation – Problems on computation of Income from Business.Income from Profession: Rules– procedure – problems on computation of Income from Profession.

### UNIT-V: CAPITAL GAINS AND INCOME FROM OTHER SOURCES:
Introduction - Meaning – Scope of charge – Basis of charge – Short term and Long term Capital Assets – Transfer of Capital Asset – Deemed Transfer –Determination of Cost of Acquisition – Procedure for computation of Long-term and Short-term Capital Gains/Losses – Exemptions in respect of certain Capital Gains u/s. 54 – Problems on computation of capital gains - General Incomes u/s. 56(1) – Specific Incomes u/s. 56(2) – Dividends u/s. 2(22) – Winnings from lotteries Puzzles, crown world puzzles, Races – Interest on Securities – Gifts received by an Individual – Casual Income – Family Pension – Rent received on let out of Furniture- Plant and Machinery with/without Building – Deductions u/s. 57. (Theory only)

**SUGGESTED READINGS:**
1. Income Tax Law and Practice: V.P. Gaur & D.B Narang, Kalyani Publishers.
2. Taxation: Dr. M.N. Ravi, PBP.
3. Direct Taxes Law & Practice: Dr.Vinod K. Singhania&Dr.KapilSinghania, Taxmann
4. Income Tax: B.B. Lal, Pearson Education.
5. Taxation: R.G. Saha, Himalaya Publishing House Pvt. Ltd.
6. Income Tax: Johar, McGrawHill Education.
7. Taxation Law and Practice: Balachandran&Thothadri, PHI Learning.
8. Direct Tax Law and Practice : AhujaGirish.

## Paper DSC 401: EXCEL FOUNDATION

*Objective: Students will learn how to start working with M S Excel right from basics to Tables, Templates and Printing of their work.*

**UNIT-I**: **INTRODUCTION TO EXCEL:**
Workbooks and Worksheets, Moving Around a Worksheet, Ribbon tabs, Types of commands on the Ribbon, Using Shortcut Menus, Working with Dialogue Boxes, Task Panes, Getting started on your worksheet, Creating a chart, Printing your worksheet, Saving your worksheet, Exploring Data Types, Modifying Cell Contents, Deleting, Replacing, Editing of a cell. Some handy data entry techniques, Number Formatting.

**UNIT-II**: **WORKSHEET OPERATIONS:**
Moving and resizing windows, Switching among windows, Activating a worksheet, Adding, Deleting a worksheet, Changing a sheet tab color, Rearranging your worksheets, Hiding, un-hiding a worksheet, Worksheet View, Comparing sheets side by side, Selecting ranges, complete rows and columns, noncontiguous ranges, multi-sheet ranges, special types of cells. Copying or Moving Ranges. Paste Special dialogue box, Adding comments to cells.

**UNIT-III**: **TABLES AND FORMATTING:**
Creating a Table, Changing the Look of a Table, Navigating in a Table, Selecting parts of a Table, Adding, Deleting new rows or columns, Moving a Table, Working with the Total Row, Removing duplicate rows from a table. Sorting and filtering a table, Converting Table into Range. Formatting tools on the Home tab, Mini Toolbar, Fonts, Text Alignment, Wrapping text to fit a cell, Colors and Shading, Borders and Lines.Naming Styles.

**UNIT–IV**: **EXCEL FILES & TEMPLATES:**
Creating a New Workbook, Filtering filenames, Saving and Auto Recovery, Password-Protecting a Workbook, Recovering unsaved work, Protect Workbook options, Checking Compatibility. Creating a Excel Templates, Modifying a template, Custom Excel Templates, Default Templates, Editing your Template, Resetting the default workbook, Saving your Custom Templates, Getting ideas for creating Templates.

**UNIT–V**: **PRINTING YOUR WORK:** Normal, Page Layout, Page Break View, Choosing your printer, Specifying what you want to print, Changing Page Orientation, Specifying paper size, Adjusting page margins, Inserting a page break, Removing manual page breaks, Printing Row and Column Titles, Scaling printed output, Header or Footer Options, Preventing certain cells, Objects from being printed, Creating Custom Views of your Worksheet. Creating PDF files. Introducing Excel:

**SUGGESTED READINGS:**

1. Excel 2013 Bible: John Walkenbach, Wiley.
2. Microsoft Excel 2013: Data Analysis and Business Modeling: Winston, PHI
3. Excel Data Analysis - Modeling and Simulation: Hector Guerrero, Springer.
4. Excel Functions and Formulas: Bernd Held,BPB Publications.
5. Financial Analysis and Modeling using Excel and VBA: Chandan Sengupta, Wiley

## Paper DSC 402: BUSINESS STATISTICS - II

*Objective: To inculcate analytical and computational ability among the students.*

### UNIT-I: REGRESSION:
Introduction - Linear and Non Linear Regression – Correlation Vs. Regression - Lines of Regression - Derivation of Line of Regression of Y on X - Line of Regression of X on Y - Using Regression Lines for Prediction.

### UNIT-II: INDEX NUMBERS:
Introduction - Uses - Types - Problems in the Construction of Index Numbers - Methods of Constructing Index Numbers - Simple and Weighted Index Number (Laspeyre - Paasche, Marshall – Edgeworth) - Tests of Consistency of Index Number: Unit Test - Time Reversal Test - Factor Reversal Test - Circular Test - Base Shifting - Splicing and Deflating of Index Numbers.

### UNIT-III: TIME SERIES:
Introduction - Components – Methods-Semi Averages - Moving Averages – Least Square Method - Deseasonalisation of Data – Uses and Limitations of Time Series.

### UNIT-IV: PROBABILITY:
Probability – Meaning - Experiment – Event - Mutually Exclusive Events - Collectively Exhaustive Events - Independent Events - Simple and Compound Events - Basics of Set Theory – Permutation – Combination - Approaches to Probability: Classical – Empirical – Subjective - Axiomatic - Theorems of Probability: Addition – Multiplication - Baye's Theorem.

### UNIT-V: THEORITECAL DISTRIBUTIONS:
Binomial Distribution: Importance – Conditions – Constants - Fitting of Binomial Distribution.
Poisson Distribution: – Importance – Conditions – Constants - Fitting of Poisson Distribution.
Normal Distribution: – Importance - Central Limit Theorem - Characteristics – Fitting a Normal Distribution (Areas Method Only).

### SUGGESTED READINGS:

1. Statistics for Management: Levin & Rubin, Pearson,
2. Fundamentals of Statistics: Gupta S.C, Himalaya
3. Business Statistics: Theory & Application, P. N. Jani, PHI Learning
4. Business Statics – II: Dr. OBul Reddy, Dr. D. Shridevi - PBP
5. Business Statistics: Dr. J. K. Thukral, Taxmann Publications
6. Business Statistics: K. Alagar, Tata McGraw Hill
7. Fundamentals of Statistical: S. P Gupta , Sultan Chand
8. Business Statistics: J. K. Sharma,Vikas Publishers
9. Business Statistics: Vora, Tata McGraw Hill
10. Statistics-Problems and Solutions: Kapoor V.K, S. Chand
11. Statistics-Teory, Methods and Applications: SanchetiD.C. &Kapoor V.K
12. Business Statistics: S. K. Chakravarty, New Age International Publishers
13. Business Statistics-G.Laxman,Vasudeva Reddy, K.Goud, TaxmannPublications,Hyderabad.

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## Paper DSC 403: WEB TECHNOLOGIES

**Hours Per Week:**7(3T+4P          **Credits**: 5
**Exam Hours:**1½                          **Marks:** 50U+35P+15I

*Objective:To gain skills of usage of Web Technologies to design Web pages.*

### UNIT-I: INTRODUCTION:

Introduction to web technology – HTML – types of HTML tags-basic Structure of HTML – Web designprinciples – HTML attributes – styles – Hypertext - Formatting text – Forms & formulating instructions & formulation elements – Commenting code – Back grounds – Images-Hyperlinks – Lists –Tables – Frames

### UNIT-II: AN OVER VIEW OF DYNAMIC WEB PAGES & DYNAMIC WEB PAGE:

An over view of dynamic web pages – technologies: Introduction to Dynamic HTML programing - Cascading style sheets (CSS) – types and advantages of CSS – CSS basic syntax and structure - Changing Text and Attributes - Dynamically changing style - Text Graphics and placements - Creating multimedia effects with filters and Transactions.

### UNIT-III: JAVA SCRIPT&:

**Java Script:** Introduction - Client side Java script - Server side Java script - Core features - Data types and variables – Operators - Expressions and statements – Functions – Objects – Array - Date and math related objects - Document object model - Eventhandling.

### UNIT-IV: EVENTS AND EVENT HANDLERS:

**Events And Event Handlers:** General information about Events – Event – OnAbort – OnClick - Ondbl click - Ondrag drop – Onerror - Onfocus - Onkey Press – Onkey Up – Onload - Onmouse Down – Onmouse Move - Onmouse Out – Onmouse Over - Onmove - Onrest – Onresize - Onselect - Onsubmit - Onunload.

### UNIT-V: EXTENSIBLE MARKUP LANGUAGE (XML:

**Extensible Markup Language (XML):** Introduction - Creating XML Documents - XML style Sheet – Hyperlinks in XML Document Object Model - XML Query Language.

**LAB WORK:** CREATING A WEBSITE WITH DYNAMIC FUNCTIONALITY USING CLIENT- SIDE AND SERVER SIDE SCRIPTING.

### SUGGESTED READINGS:

1. Web Technology: IndrakantiSekhar, V.N. Battu, Himalaya Publishers.
2. Internet & World Wide Web How to Program: Deitel&Deitel,Pearson.
3. Web programming: ChrisBates.
4. HTML & XML An Introduction NIIT,PHI.
5. HTML for the WWW with XHTML & CSS: Wlizabeth Castro,Pearson
6. Internet and Web Technologies: Raj Kamal, McGrawHill.
7. Web Technology: A Developer's Perspective: Gopalan&Sivaselvan,PHI.
8. Internet Technology and Web Page Design: R.Singh&M.Sonia,Kalyani.
9. Web Technology and Design by Xavier, New Age InternationalPub.

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