

Year: 1 Semester: II

S.N.	Subject Code	Subject	EVALUATION SCHEME								
						SESSIONAL EXAMS			ESE	Total	Credit
			L	T	P	CT	TA	Total			
1.	MCM-211	Managerial Economics	3	2	-	20	10	30	70	100	4
2.	MCM-212	Managerial Accounting	3	2	-	20	10	30	70	100	4
3.	MCM-213	Financial Planning	3	2		20	10	30	70	100	4
4.	MCM-214	Organisational Theory and Behaviour	3	2		20	10	30	70	100	4
5.	MCM-215	Opt One paper Strategic Cost Management	3	2	-	20	10	30	70	100	4
	MCM-216	Labour Economics	3	2	-	20	10	30	70	100	4
6.	MCM-217	Opt any one Customer Relationship Management	3	2	-	20	10	30	70	100	4
	MCM-218	Marketing Research and Consumer Behaviour	3	2	-	20	10	30	70	100	4
		Total	18	12	-	120	60	180	420	600	24
7	MCM-219	Fundamental of Computers (Non-CGPA)	2	-	3	20	10	30	70	100	2

Master of Commerce
Semester II
MANAGERIAL ECONOMICS (MCM-211)

Credit Hours: 4

***Objective:** The objective of the course is to acquaint students with the basic principles of micro and macro- economics for developing the understanding of theory of the firm, markets and the macro environment, which would help them in managerial decision making processes.*

Part A: Firm and Market

Unit I: Demand and The Firm: Consumer Behaviour: Cardinal and ordinal approaches to the derivation of the demand function. Revealed preference approach. Theory of attributes – Demand for consumer durables. Firm Theory: Objectives of the firm; Theory of the growth of the firm: Marris and Penrose.

Unit II: Production and Cost: Production: Law of variable proportion. Returns to scale. Production function: Concept of productivity and technology. Producer's Equilibrium. Isoquants ridge lines, Isoclines, Isocostlines.

Cost function: Classification of costs, Short run cost functions, Relationship between return to scale and return to a factor, Long run cost functions.

Unit III: Market and Pricing: Market forms: AR-MR. Price taker; Monopoly power. Oligopolistic behavior: Cournot and Stackelberg models. Factor Pricing: Demand and supply of factors of production. Euler's theorem.

Part B: Macroeconomic environment

Unit IV: Product and Asset Market Equilibrium: Product Market: Derivation of IS function. Demand for real cash balances: Tobin's Portfolio theory. Endogenous money supply and Asset market equilibrium. Derivation of real LM function. Real IS-LM framework.

Unit V: Aggregate Demand and Aggregate Supply: Modern aggregate demand function. Demand Management. Philips Curve. Aggregate supply and the price level.

Unit VI: Trade Cycles and The Open Economy: Real Business Cycles. Exchange rate, trade balance, net saving, Macroeconomic movements in an open economy.

Course Outcomes:

1. Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.
2. The students would be able able to understand the law of demand & supply & their elasticities evaluate & analyse these concepts and apply them in various changing situations in industry . Students would be able to apply various techniques to forecast demand for better utilization of resources.
3. The students would be able to understand & evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic.

4. The students would be able to analyse the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.

Suggested Reading:

1. Koutsyiannis, A., *Modern Microeconomics*, Macmillan Press Ltd.
2. Varian, *Micro-Economic Analysis*, Norton.
3. Pindyck Robert S., Daniel L. Rubinfeld and Prem L. Mehta, *Micro Economics*, Pearson Education Asia, New Delhi.
4. Branson William H., *Macro Economics Theory and Policy*, First East – West Press.
5. Dornbusch, R. and S. Fischer *Macro Economics*, Publisher Tata McGraw Hill.
6. Oliver Blanchard *Macro Economics*, Pearson Education, LPE.

Semester II

MANAGERIAL ACCOUNTING (MCM-212)

Credit Hours: 4

Objective: *The objective of the course is to enable students to acquire knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.*

Unit I: Management Accounting – Management Accounting: Meaning, Nature, Scope and functions of management accounting, Role of management accounting in decision making, Management accounting vs. financial accounting and cost accounting. Tools and techniques of management accounting

Unit II: Financial statement: Meaning, Importance, Limitations of financial statements, Objectives and methods of financial statements analysis, Ratio analysis, Classification of ratios – Profitability ratios, Turnover ratios, and Financial ratios, Advantages of ratio analysis, Limitations of accounting ratios.

Unit III: Ratio analysis- Introduction, Definition, interpretation of ratio, objectives and advantage of ratio analysis, limitation of ratio analysis, classification of ratio, current ratio, Liquid ratio, cash ratio, fixed asset ratio.

Unit IV: Variance Analysis: Material & Labour variance –Meaning of variance analysis, classification of variance, Importance of variance analysis, Managerial uses of variance analysis MCV, MPV, MUV, LCV, LPV, LUV

COURSE OUTCOME:

1. Recognize the basics of attaching products to services, process costing and activity based costing
2. Recall how to budget efficiently and measure performance by analyzing standard costs
3. Identify joint allocation principles and effective decision making skills for accounting managers
4. Differentiate between various investment, transactions and performance measurements

Suggested Readings:

1. Atkinson Anthony A., Rajiv D. Banker, Robert Kaplan and S. MarYoung, *Management Accounting*, Prentice Hall.
2. Horngreen Charles T., and Gary L. Sundem and William O. Stratton, *Introduction to Management Accounting*, Prentice Hall of India.
3. Drury Colin, *Management and Cost Accounting*, Thomson Learning.
4. Garison R.H. and E.W. Noreen, *Managerial Accounting*, McGraw Hill.
5. Ronald W. Hilton, *Managerial Accounting*, McGraw Hill Education.
6. Jawahar Lal, *Advanced Management Accounting, Text, Problems and Cases*, S.Chand & Co., New Delhi.

Semester II

FINANCIAL PLANNING (MCM-213)

Credit Hours: 4

Objective: *The objective of this course is to acquaint the students with essentials of finance so that they have requisite knowledge, skills and confidence to take charge of their financial future. Further, this paper intends to foster critical thinking skills for personal financial planning and handling financial market constraints.*

Contents:

Unit I: Introduction to Financial Planning: Globally accepted six steps financial planning process; General principles of cash flow planning, budgeting, legal aspects of financial planning. Overview of risk management: investments, insurance, retirement solutions, tax and estate planning.

Unit II: Investment Environment: Types of investment options available to an individual investor - bonds, equity shares, mutual funds, fixed deposits, PPF, financial derivatives, commodity derivatives, gold and bullion, ETFs, REITs, real estate etc. Objectives and rewards of investing. Investment constraints (tax considerations, unique needs etc.). Impact of inflation and indexation. Sources of financial information. Understanding mutual funds (Schemes, NAV calculation, load structure, Systematic Investment Plans, Systematic withdrawal plan etc.)

Unit III: Return-Risk Assessment: Risk aversion and risk profiling. Concept, types and calculation of returns. Assessment of risks in various financial instruments. Power of compounding and Time value of money. Rupee cost averaging. Concept of Portfolio and Diversification. Basics of Portfolio risk and return (two assets case). Tactical and strategic asset allocation.

Unit IV: Personal Financial Planning: Personal financial planning process. Setting personal financial goals. Life cycle approach to financial planning. Components of financial plan; developing financial plan; Using time value concept to estimate savings. Evaluation of tax saving instruments. Objectives of will and creating a valid will; living will and power of attorney. Planning for life insurance and health insurance. Primary clauses in Insurance agreement. Main contents of healthcare insurance.

Unit V: Credit Planning and Retirement Planning: Assessment of credit - types, advantages, disadvantages. Consumer and housing finance planning. EMI calculations - methods and implications. Reverse mortgage. Education loan. Credit card management; credit limits, overdraft protection, grace period. Credit Bureaus - individual credit history and ranking, identity theft and protection against identity thefts. Retirement planning and pension plans. Impact of taxes and inflation.

Unit VI: Investor Protection: Role of SEBI. Investor grievances and redressal system in India.

COURSE OUTCOMES:

1. Use a financial calculator in determining the time value of money
2. Demonstrate knowledge, understanding and competence with all areas of the strategic investment planning process.

3. Complete a retirement plan demonstrating a complete understanding of pension plans and options including allowances.
4. Provide solutions assessments and validation to a broad range of financial securities concepts including t-bills, bonds, debentures, common and preferred shares, equities and financial derivatives.

Suggested Readings:

1. Madura, Jeff, *Personal Finance*, Pearson.
2. Kapoor, J R, Dlabay & Hughes R, *Personal Finance*, McGraw Hill.
3. Keown, A J, *Personal Finance – Turning money into wealth*, Pearson Publication.
4. Bajtelsmit, Vickie L. & Rastelli Linda G., *Wiley Pathways Personal Finance*, Wiley.
5. Rachel Siegel & Carol Yacht, *Personal Finance*, Saylor Foundation, Flat World Knowledge.

Master of Commerce

Semester II

ORGANISATIONAL THEORY AND BEHAVIOUR (MCM-214) Credit Hours:4

Objective: *The objective of the course is to enable students to develop a theoretical understanding about organisation structure and its behaviour over time. The course will also make them capable of realizing the competitiveness for firms.*

Contents:

Unit I- Conceptual Foundations of Organisation Theory and Behaviour: Organisational Theories - Classical, Neo-classical and Contemporary; Authority, Power, status, formal and informal structure; Bureaucratic structure; Boundary Less organisation; Flat and Tall structures; Impact of Environment on Organisational Design .

Organisational Behaviour (OB)- concept, determinants, models; challenges and opportunities of OB; Transaction cost; Disciplines contributing to the field of OB; Individual Behaviour- Foundations of individual behaviour, values, attitudes, personality, and emotions ; Perceptual process and Learning ; Management assumptions about people-McGregor's Theory X and Theory Y, Chris Argyris behaviour patterns.

Unit II- Group Decision making and Communication: Concept and nature of decision making process; Individual versus group decision making; Nominal group technique and Delphi technique; communication effectiveness in organisations; Feedback, Improving Inter-personal Communication- Transactional Analysis and Johari Window.

Unit III- Motivation: Content Theories- Maslow's Need Hierarchy, Herzberg's Two factor theory; Contemporary theories of motivation (ERG, Cognitive evaluation, goal setting, equity, Intrinsic Motivation Theory by Ken Thomas), expectancy model; Behaviour modification; Motivation and organisational effectiveness.

Unit IV - Leadership, Power and Conflict: Concept and theories of leadership- Behavioural approach, Situational approach, Leadership effectiveness; Leadership across cultures; Power- Bases of Power, power tactics; Conflicts- sources, patterns, levels and strategies.

Unit V- Organisational Culture, Organisational Development and Stress Management: Concept and determinants of organisational culture, creating sustaining and changing organisational culture. Managing misbehaviour at work- Aggression and Violence, Sexual abuse, Substance abuse, Cyberslacking.

Organisational Development- concept, values, and intervention techniques; Appreciative Inquiry
Individual and organisational stressors; consequences of stress on individual and organisation;
management of stress.

Note: Some cases of real business world to supplement learning from the course.

COURSE OUTCOME:

- 1: Comprehending the nature, functioning and design of organizations as social collectives.
1. To evaluate the reciprocal relationship between the organizational characteristics and managerial behavior.
2. Develop practical insights and problem solving capabilities for effectively managing the Organisational processes)
3. Analysing the behavior of individuals and groups in organizations.

Suggested Readings:

1. Robbins, Stephen P. and Timothy A. Judge, *Organizational Behaviour*, Prentice -Hall, New Delhi.
2. Robins S.P., and Mathew, M., *Organisational Theory: Structure, Design and Application*, Prentice Hall of India Pvt. Ltd.
3. Luthans, Fred, *Organizational Behaviour*, McGraw-Hill, New York.
4. Sekaran, Uma, *Organisational Behaviour: Text and Cases*, Tata McGraw-Hill Publishing Co. Ltd.
5. Aswathappa, K., *Organisation Behaviour*, Himalaya Publishing House, New Delhi.
6. Singh, K., *Organizational Behaviour: Text and Cases*, Pearson.
7. Pareek, U. and Khanna, S., *Understanding Organizational Behaviour*, Oxford University Press.
8. Newstorm, John W., *Organizational Behaviour: Human Behaviour at work*, Tata McGraw- Hill Pub. Co. Ltd. New Delhi.
9. Hersey, Paul, Dewey E. Johnson, and Kenneth H. Blanchard, *Management of Organisational Behaviour*, Prentice-Hall of India, New Delhi.
10. Terrance R. Motchell, *People in Organization An Introduction to Organisational Behaviour*, McGraw- Hill, New York

Strategic Cost Management (MCM-215)

Credit Hours: 4

Objective: The objective of this course is to develop understanding of various costing systems in different strategic decision situations. Also Provide the details of contemporary issues in costing systems such as activity-based costing and pricing, target costing, etc.

Contents:

Unit I

Cost Management-Nature; Cost Management System; Strategic Cost Management (SCM); SCM and Strategy; Components of SCM.

Activity-Based Management [ABM]: Concept and Uses; Relationship between Activity – Based Costing and ABM; Operational ABM and Strategic ABM; Techniques of ABM; Implementation Steps in ABM.

Unit II

Life Cycle Costing-Meaning and Benefits; Product Life Cycle and Pricing Decisions; Life Cycle Budgeting.

Target Costing: Concept; Target Costing and Target Pricing; Key Principles of Target Costing; ABC and Target Costing; Target Costing Process; Market Driven Costing, Product Level Costing, Component Level Costing, Chained Target Costing; Target Costing and Cost Management; Role of Value Engineering in Target Costing.

Unit III

Kaizen Costing- Meaning; Implementation Steps in Kaizen Costing; Target Costing and Kaizen Costing; General Kaizen Costing and Item Specific Kaizen Costing; Bench Marking.

Total Quality Management(TQM): Meaning and Characteristics; Types of Quality Costs; Traditional and Modern View of Quality, Measuring Quality Costs; Reporting Quality Costs; Success Factors for TQM; Implementing TQM; Quality Cost Information and Managerial Decision Making.

Unit IV

Pricing Strategies- Factors Influencing Pricing Decisions; Short run Vs. Long Run Pricing Strategy; Cost-Based Pricing; Economic Approach to Pricing; Pareto Analysis in Pricing Decisions. **Activity-**

Based- Budgeting (ABB): ABB and Traditional Budgeting; ABB Process; Capacity Utilization; Role of ABB in Cost Management.

Unit V

Productivity and Business Process Re-Engineering (BPR)- Measuring Productivity; Partial Productivity Measurement; Total Productivity Measurement; Measuring Changes in Activity and Process Efficiency; Productivity in Service Firms and Not-For-Profit Organizations.

Process Reengineering (PR): Concept; Importance; Issues in PR.

Value Chain Analysis: Concept; Value Chain Linkages; Internal Linkages; Supplier Linkages; Customer Linkages; Role of Value-Chain in Decision Analysis.

Unit VI

Just-In-Time (JIT) Inventory Management- Traditional (Push) Approach to Inventory Management; JIT (Pull) Approach; JIT Purchasing; JIT and Quality Control; JIT and Cost Management;

Performance Evaluation in JIT Environment; Changes needed to Implement JIT

Manufacturing ; Accounting Implications of JIT; JIT Limitations.

Theory of Constraints (TOC): Concept; Operational Measures; Steps for Improving Performance; Internal Constraint; External Constraint; TOC and Cost Management; Uses of TOC; ABC and TOC.

Course Outcome:

- 1- The learners will be able to define various aspects of cost management from strategic perspective
- 2- The learners will be able to explain the process of strategic cost management
- 3- The learners will be able to understand about the framework of strategic cost management and its objectives
- 4- The learners will be able to understand the concepts of strategic positioning and role of SCM in it

Suggested Readings:

1. Edward J. Blocher, Kung H. Chen, Gary Cokins and Thomas W. Lin, *Cost Management: A Strategic Emphasis*, McGraw Hill Education (India) Ltd.
2. Don R – Hansen and Maryanne M. Mowen, *Cost Management, Accounting and Control*, Cengage Learning (India) Ltd.
3. Ronald W. Hilton, Michael W. Maher and Frank A. Selto, *Cost Management: Strategies for Business Decisions*, McGraw Hill Irwin.
4. Robert S. Kaplan and Robin Cooper, *Cost and Effect*, Harvard Business School Press.
5. John K. Shank and Vijay Govindarajan, *Strategic Cost Management*, The Free Press.
6. Leslie G. Eldenburg and Susan K. Wolcott, *Cost Management*, John Wiley and Sons.

Note: Latest edition of the readings may be used.

Labour Economics (MCM-216) Credit Hours :4

Course Objectives: *The course emphasizes relationships between macro phenomena such as unemployment and agents' behavior in the labor market, focusing on informational problems arising in labor market interactions as well as on the role of unions and employers associations.*

Contents:

Unit-I

Labour : Some Key Issues, Labour in a Developing Economy, Structure and Peculiarities of Labour Market Indian Labour; Characteristics of Indian Labour, Recruitments of Industrial Workers- Employment Exchange, National Employment services in India, Rural labour in India, Un-Employment Programmes in India.

Unit-II

Wage Determination : Theories of wage Determination, Systems of Wage payment various concepts of Wages – Fair. Profit Sharing, Payment of Bonus Act labour Proctivity and wage Relationship. Wage structure, Wage differentials and national wages Policy.

Trade Unionism- Theories, Functions, Trade Union Movement in India, Trade Union, Movement Abroad.

Unit-III

Industrial Relations : Industrial Disputes and Establishment of Industrial Place, Methods of Settlement of industrial Disputes, Collective Bargaining, Conciliation, Arbitration and Adjudication, Labour Participation in Management, Machinery for the prevention and Settlement of Industrial Disputes.

Unit- IV

Labour Welfare : Labour welfare measures in India, Social Security, Social Security in India, Social Security abroad, working condition and hours of work. Child and women labour, labour legislation in India, International labour organization and India.

Course Outcome:

1. Demonstrate a sound understanding of the core concepts and tools of Labour Economics and Policy.
2. Apply economic principles and reasoning to critically analyse labour market phenomena and contemporary academic literature.
3. Develop an understanding of the future role work and jobs in evolving social and economic enviroments.
4. Communicate thier knowledge and understanding of labour market and related social issues using written, verbal and visual expression.

Books Recommended :

1. Allen V.L. Power in trade Unions.
2. Dobb- M. Wages.
3. Hickers J.R. Theory of wages.
4. Giri V.V. – Labour problems in Indian Industry.
5. Myers C.A. – Industrial relations in India

CUSTOMER RELATIONSHIP MANAGEMENT (MCM-217)

Credit Hours: 4

COURSE OBJECTIVES:

The paper is designed to impart the skill based knowledge of Customer Relationship Management. The syllabus encompasses almost the entire aspect of the subject. The purpose of the syllabus is to not just make the students aware of the concepts and practices of CRM in modern businesses but also enable them to design suitable practices and programs for the company they would be working.

UNIT I (8 Sessions)

Customer Relationship Management Fundamentals- Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation

UNIT II (8 Sessions)

Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices, Cases of Customer Satisfaction

UNIT III (8 Sessions)

Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales

UNIT IV (8 Sessions)

Customer Relationship Management: Technology Dimensions - E- CRM in Business, CRM: A changing Perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining. Characteristics, Data Mining tools and techniques, Meaning, Significance, Advantages, Call Center, Multimedia Contact Center, Important CRM softwares.

UNIT V (8 Sessions)

Customer Relationship Management: Emerging Perspectives: Employee-Organisation Relationship, Employee- Customer Linkage, Factors effecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, , customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry .

Course Outcomes:

- 1.The students would be able to identify the benefits of value creation for the customers.
- 2.Gained an understanding of key concepts , technologies and best practices of CRM
- 3.Be able to measure the customer equity and the importance of customer retention to the organization
- 4.Be able to analyze the different processes and design the strategic framework for CRM integration in the existing functions of the organizations

Suggested Readings

1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)-PHI Learning
2. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc.
3. Bhasin- Customer Relationship Management (Wiley Dreamtech)
4. Dyche- Customer relationship management handbook prentice hall
5. Peelan-Customer relationship management prentice hall
6. Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill Professional
7. Chaturvedi-Customer Relationship Management(Excel Books)
8. Sheth J N, Parvatiyar A. and Shainesh G. : Customer relationship management: , Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education
9. Lumar- Customer Relationship Management (Wiley India)

Objective: The basic objective is to understand consumer behaviour in an informed and systematic way and to analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making.

Contents:

Unit-I: - Marketing Research : Definition, Nature, Scope, Significance, Types, Organisation, Scientific Method, Basic Marketing Methods : The Survey, Observational and Experimental Methods.

Unit-II: - The Research Design, Types and Sources of Data. Hypothesis Testing, Pre-Testing Pilot Study, Sampling, Questionnaire, Schedules, Place of Marketing Research in India.

Unit-III: - Collection of Data, Interpretation of Data, Presentation of Results & Research Report, Motivational Research, Advertising Research, Product Research.

Unit-IV: - Consumer Behaviour : Nature, Decision Process. Application of Consumer Behaviour in Marketing, Organisational Buying Behaviour : Meaning, Factors Influencing Organisational Buying, The Buying Process.

Unit-V:-

Reference Group Influence : Family Buying influences. Family Life- Cycle and buying roles. Social and Sub- Cultural Influences. Models of Consumer Behaviour.

Course Outcome:

1. Demonstrate how knowledge of consumer behaviour can be applied to marketing.
2. Identify and explain factors which influence consumer behaviour.
3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
4. Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.

Books Recommended:

1. Narsh K. Malhotra: Marketing Research: An Applied Orientation. Pearson Education, Asia Thomas C.
2. Kinnear and James R. Taylor : Marketing Research.
3. Aaker, Kumar and Day : Marketing Research, John Wiley and Sons, 1998
4. Recharad I. Levin : Statistics For Management : Prentice Hall, New Delhi.
5. Henry Assaek : Consumer Behaviour And Marketing Action, Kent Publishing Co.
6. Berkman and Gilson : Consumer Behaviour: Concepts And Strategies, (Kent Publishing Co.)
7. Bennet and Kassarian : Consumer Behaviour, (Prentice Hall of India)
8. Shiffman and Kanuck : Consumer Behaviour, Pearson Education Asia, 7th Edition. Hawkins, Best and
9. Coney : Consumer Behaviour. Tata McGraw Hill.
10. Kothari, C.R. Wishwa Prakashan, New Delhi

Master of Commerce

Semester II

Code:- MCM-219

Fundamentals of Computers

Credit Hours: 2

Course Objective:- *The objective of the course is to give basic competencies for application of a computer to everyday tasks using standard packages*

Unit I

History of computing, Characteristics of computers, Limitations of computers, Basic computer organization, Generations of computers.

Unit II

Input-Output Devices : Keyboard, Mouse, Light pen, touch screens, VDU, Scanners, MICR, OCR, OMR, Printers and its type, Plotters, Microfilm, Microfiche, Voice Recognition and Reponse Devices.

Unit III

Storage Devices : Primary and Secondary Storage devices- RAM, ROM, Cached Memory, Registers, Storage Concept, Hard disk, Floppy disk, CD-ROM, Magnetic tapes and cartridges, comparison of sequential and direct- Access devices.

Unit IV

Computer Software : Relationship between hardware and software, Computer languages-Machine language Assembly language, High-level languages, Compilers & interpreters, Characteristics of good language.

Unit V

Operating System & Internet : Definition and functions of O.S. Batch Processing, Multipurposing, Multiprogramming, time sharing, On-line process, Real time process. Introduction to window-98, Internet & its uses, terminology of internet, Browser, Search engines, E-Mail, Video conferencing.

Course Outcome:

1. Understanding the concept of input and output devices of Computers and how it works and recognize the basic terminology used in computer programming
2. Write, compile and debug programs in C language and use different data types for writing the programs.
3. Design programs connecting decision structures, loops and functions.
4. Explain the difference between call by value and call by address.

Suggested Books:

1. Computer Fundamental Sinha, P.K.
2. Fundamentals of Computers Jain, V.K.
3. Operating System Godbole, G.B.
4. Window-98 Manual
5. Internet Leon & Leon