RKDF UNIVERSITY, BHOPAL
Bachelor of Computer Applications (BCA)
SCHEME
Third Semester
AcademicSession:2022-23

S.No	Subject Code	Subject Name	Marks Distribution					Credits
			CAA (Continuous Assessment & Assignment)	Theory Marks	Practical Marks		Total Marks	
					Internal	External		
1	**BCA-301/M1T Major**	Data Communication and Network	40	60	-	-	100	06
2	**BCA-302/M2T (Minor)**	Internet Application Using Java Programming	40	60	40	60	200	06 = 4T+2P
3	**BCA (GEC)-303 (Generic Elective)**	1. E – Commerce 2.Applied Economics 3.Financial Market Operations 4 Population and Society 5. Language and Linguistics 6. Constitutional History of India(1773 C.E-1947 C.E) 7. India's Foreign Policy 8. Child Right and Woman Empowerment	40	60	-	-	100	04
4	**BCA (SEC)-304 (Skill Enhancement Course)**	1. Startups and Entrepreneurship 2.Retail Management 3. Creative Writing 4. Tourism, Transport and travel Services 5. Managing Elections and Election Campaign 6. Social Survey and Report Writing 7. Personality Development	40	60	-	-	100	04
	Grand Total		**160**	**240**	**-**	**-**	**500**	**20**

Note:- The Student may opt for any one of the Generic Elective Course.
The Student may opt for any one of the Skill Enhancement Course.

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Course	Category	Subject	Subject Code
BCA	Major	Data Communication and Computer Network	BCA-301/M1T
Total Credit: 6		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

- Demonstrate the Basic Concepts of Networking. Networking Principles, Routing Algorithms, IP Addressing and Working of Networking Devices.
- Demonstrate the Significance, Purpose and application of Networking Protocols and Standards.
- Describe, compare and contrast LAN, WAN,MAN, Intranet, Internet, AM, FM, PM and Various Switching Techniques.
- Explain the working of Layers and apply the various protocols of OSI & TCP/IP model.
- Analyze the Requirements for a Given Organizational Structure and Select the Most Appropriate Networking Architecture and Technologies.
- Design the Network Diagram and Solve the Networking Problems of the Organizations with Consideration of Human and Environment. Install and Configure the Networking Devices.

Syllabus

Unit	Topics	Duration (In Hours)
I	Network goals and application, Network structure, Network services, Example of networks and Network Standardization, Networking models: centralized, distributed and collaborative, Network Topologies: Bus, Star, Ring, Tree, Hybrid: Selection and Evaluation factors.	15
II	Theoretical Basis for Data communication, Transmission media, Twisted pair (UTP, STP), Coaxial Cable, Fiber optics: Selection and Evaluation factors. Line of Sight Transmission, Communication Satellites. Analog and Digital transmission. Transmission and switching, frequency division and time division multiplexing, STDM, Circuit switching, packet switching and message switching,	20
III	Brief Overview of LAN (Local Area Network): Classification. Brief overview of Wide Area Network (WAN). Salient features and differences of LAN with emphasis on: Media, Topology, Speed of Transmission, Distance, Cost. Terminal Handling, Polling, Token passing, Contention. IEEE Standards: their need and developments.	20
IV	Open System: What is an Open System? Network Architectures, ISO-OSI Reference Model, Layers: Application, Presentation, Session, Transport, Network, Data Link & Physical. Physical Layer Transmission, Bandwidth, Signaling devices used, media type. Data Link Layer-: Addressing, Media Access Methods, Logical link Control, Basic algorithms/protocols.	20
V	Network Layer: Routing: Fewest-Hops routing, Type of Service routing, Updating Gateway routing information. Brief overview of Gateways, Bridges and Routers, Gateway protocols, routing daemons. OSI and TCP/IP model. TCP/IP and Ethernet. The Internet: The structure of the Internet, the	15

Recommended Text Books:
1. Tannanbaum, AS Computer Networks, Prentice Hall, 1985.processing, Prentice Hall, 1983.
2 Black: Computer Networks: Protocols, standords and Interfaces, Prentice Hall International 1.
Tannenbaum AS Computer Networks, Prentice Hall, 1985.processing, Prentice Hall, 1983.
3. Rourauzan B. "Data Communicat and Networking", 3rd edition, TataMcGraw HillPublications,

Reference Book
1. Coner D, "Computer Networks and Internet", 2ND Edition, Pearson Education 2. SK.Rasandra S. Jaiswal, "Local Area Networks", Ontgotia Publications
3. William Stallings "Data and Computer Communication"
4. Book published by M.P. Granth Academy, Bhopal

Recommended Web Reference:

hitralonlinecourses.notel.ac.in/moc22 ee61/preview
httpsihotel as incourse.html
httres harvard.edu/subject computer-networking
hitwww.mohiodigranthacademy.org/
http://www.mphindigranthacademy.org/

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Bachelor of Computer Application
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Course	Category	Subject	Subject Code
BCA	**Minor**	**Internet Application Using Java programming**	**BCA-302/M2T**
Total Credit: 4		**Max.Marks:100 (Internal:40+External:60)**	

Course Outcomes:

After the completion of this course, a successful student will be able to do the following:

1. Use an integrated development environment to write, compile, run, and test simple object-oriented Java programs.
2. Read and make elementary modifications to Java programs that solve real-world problems.
3. Validate input in a Java Program.
4. Design and Use basic applet for web page.

Syllabus

Unit	Topics	Duration (In Hours)
I	**The Java Environment :** History and features of java, C++ Vs java, OOPs concept, how java works, the concept of PATH and CLASS PATH, A simple Program, its compilation and execution, JAVA Program Structure, Java Virtual Machine Concepts, Java platform overview, Primitive data types, Variables and constants, operators, expression, statement-branching, looping and jumping, labeled statements. **Object Oriented Programming in Java:** Classes, Objects and methods: defining a class, adding variables and methods, creating objects, constructor, instances, field and methods initialization by constructors, Copy constructor, Memory allocation and garbage collection in java keywords, access methods Arrays, String and String buffer classes, Wrapper classes, Using the JDK tools.	10
II	**Inheritance** basics, Super class, Sub-class, Method Overloading, abstract classes. **Interfaces**: defining an interface, implementing & applying interfaces, variables in interfaces, extending interfaces. **Multithreading and Exception Handling:** Basic idea of multithreaded programming; The lifecycle of a thread, Creating thread with the thread class and runnable interface, Thread synchronization, Thread scheduling, Basic idea of exception handling: The try, catch and throw, throws.	14
III	**Applet Programming:-**Local and Remote Applets, Applet Vs Application, Creating and executing java applets, inserting applets in a web page, java security, passing parameter to applets, Aligning the Display, HTML Tags & Applet Tag, Getting Input from User. The AWT: The class hierarchy of window fundamentals; The basic user interface components Label, Button, Check Box, Radio Button, Choice Menu, text area, Scroll List, Scroll Bar; Frame; Layout managers-flow layout, Grid layout, Border Layout, Card layout.	12
IV	**The Java Event Handling Model:** Java's event delegation model ignoring the event, self contained events, delegating events, The event class hierarchy, The relationship between interface, methods called, parameters and event source; Adapter classes, Event classes action Event, Adjustment Event, container Event, Focus Event, Item Event. Event, Mouse Event, Text Event, Window Event. Networking- Basics, Networking classes and interfaces, using java .net package, TCP/IP and datagram programming.	12
V	**Input/Output:** Exploring Java i.o, Directories, Stream classes The Byte Stream: Input Stream, Output stream, file input stream, file output stram, print stream, random access files, the character streams, Buffered reader, buffered writer, print writer, serialization. **JDBC:** JDBC-ODBC bridge, The connectivity model, The driver manager, Navigating the result set object contents, java.sql Package, The JBBC exception classes, Connecting to remote database.	12

Recommended Text Books:

1. Schildt java Complete Reference TMH
2. Das Rashmikanta Core Java, IE, Vikas
3. Bansal Nitin, Ajit Kumar, A Simplified approach to Java Programming, Kalyani
4. Naughton & Schildt "The Complete Reference Java 2", Tata McGraw Hill
5. Deitel "Java-How to Program." Person Education, Asia
6. Horstmann & Cornell "Core Java 2"(Vol I & II), Sun Microsystems
7. IvanBayross "Java 2.0": BPB Publications
8. Ivor Horton's "Beginning Java 2, JDK 5 Ed., Wiley India.
9. Book Published NBy M.P. Granth Academy, Bhopal

Recommended Web Reference:

https://www.youtube.com/watch?v=CFD9EFCNZTQ
 https://www.youtube.com/watch?v=7WhnYwOBY24
http://www.mphindigranthacademy.org/

RKDF UNIVERSITY, BHOPAL
Bachelor of Computer Application
Third Semester

Course	Category	Subject	Subject Code
BCA	Minor	Internet Application Using Java programming Lab	BCA-302/M2P
Total Credit: 2		**Max.Marks:100** **(Internal:40+External:60)**	

Course Outcomes:

After the completion of this corse, a successful student will be able to do the following:

1. Develop simple applications of Java.
2. Implementation and use of conditional statement.
3. Learn to formulate iterative solutions and array processing algorithms for problems.
4. Learn to implement method Overloading and Overriding.
5. Implementation of inheritance and interface in java.
6. Develop a small applet program using awt.

<div align="center">**Syllabus**</div>

	Topics	No. of Labs.
	Give the Problem statement, students are required to write code in Java, execute and test it. Students should be given assignments on following: 1. Write a Program to print numbers in words using Nested if and Switch Case. 2. Write a program called PassFail which prints "PASS" if the int variable "mark" is more than or equal to 50; or prints "FAIL" otherwise 3. Write a program called Odd Even which prints "Odd Number" if the int variable "number" is odd, or "Even Number" otherwise. 4. Write a Program to find sum & average of 10 no. using arrays. 5. Write a program to display reverse of a digit no. using array. 6. Write a program to display grade according to the marks obtained by the student. 7. Find the factorial of number if number is given by user using command line argument. 8. Write a program to print Fibonacci series. 9. Write a program to display tables from 2 to 10. 10. Write a program to take an input from user and check given number is prime or not. 11. Write a program to implement method overriding. 12. Write a program to convert given string into. Uppercase and Lowercase and get the length of string Using Array. 13. Write a program to overload volume method to find out volume of cube and cuboid. 14. Write a program to design a class using abstract Methods and classes. 15. Write a program to implement multiple inheritance by using Interface. 16. Write a program to create a package of your name and use that package in a class 17. Write a program to implement parameterized constructor with default argument. 18. Define an exception called "Marks out of Bound" exception that thrown if the entered marks are greater than 100. 19. Develop a simple real life application to illustrate the use of multithreading. 20. Design an applet that takes three numerical values as input from the user and the displays the largest of those three numbers on the screen.	30

Recommended Text Books:
Naughton & Schildt "The Complete Reference Java 2", Tata McGraw Hill
Java EE 6 for Beginners, Sharanam Shah, Vaishali Shah, Shroff Publishers and Distributors
Reference Book
Java EE Project using EJB 3, JPA and struts 2 for beginners, Shah, SPD
Java Programming A practical Approach, C Xavier, McGraw Hill

Java Server Faces A practical Approach for beginners, B M Harwani, Eastern Economy Edition (PHI).
Advanced Java Technology, Savaliya, Dreamtech.

Recommended Web Reference:
https://www.youtube.com/watch?v=CFD9EFCNZTQ
 https://www.youtube.com/watch?v=7WhnYwoBY24

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Course	Category	Subject	Subject Code
BCA	Generic Elective	E- Commerce	BCA-303/1 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

On the completion of this course student will be able

- To learn the fundamentals of E-Commerce and its process.
- To understand the role of E-commerce in the present scenario along with the concepts of security and its applications.
- To gain knowledge of e-commerce business needs and resources and match to technology considering human factors and budget constraints.
- To apply knowledge of changing technology on traditional business models and strategy.
- To have skills to Communicate effectively and ethically using electronic communication.

Syllabus

Unit	Topics	Duration (In Hours)
I	**Introduction** Brief history of e-commerce Types, Advantages & Disadvantages of e-commerce, Elements of e-commerce, Principles of e-commerce, Messaging and Information distribution, Messaging and information distribution, Common service infrastructure, other key support layers	12
II	**EDI to e-commerce:** EDI Origin, System approach and communication approach, Migration to open EDI-Approach Benefits, Mechanics, E-com with WWW/Internet. E-Government- Concepts, Applications of G2C, G2B, G2G	12
III	**Electronic communication** : PC and networking, Network topologies and communication media, E-mail, OSI and TCP/IP Models, LAN, WAN, MAN Internetworking - Bridges and gateways, Internet Vs Online services, Open vs. Closed Architecture, Controlled contained Vs Uncontrolled contained, Metered Pricing Vs Flat pricing, Innovation Vs Control.	12
IV	**www & Electronic Payment System:** Applications - what is web, Why is the Web such a hit, The Web and E-Com,Concepts & Technology -Key concepts, Web Software development Tools. Electronic payment system - Overview, Electronic or digital cash, Electronic Checks, Online credit card based system other Engineering financial instruments, Consumer legal and Business issues	12
V	**Security and Application** Need of computer security, Specific intruder approaches, Security strategies, Cryptography, Public key encryption,Private key encryption, Digital signatures **Advertising on the internet:** Marketing, Creating a website. Electronic publishing issues, EP architecture, EP tools, Web page EP-Baseline issues, Application tools and publishing on the internet.	12

Recommended Text Books:
1. "Electronic Commerce" By Ravi Kalakota and Andrew B.
2. "Web Commerce Technologies Handbok" By Daniel Minoli & Emma Minoli
3. "E-Commerce" By Dr. Varinder Bhatia
4. "Promise Of E-Governance" By MP Gupta
5. Book published by M.P. Granth Academy, Bhopal

Recommended Web Reference:
1. https://onlinecourses.nptel.ac.in/noc19_mg54/preview
2. https://onlinecourses.swayam2.ac.in/cec19 cm01/preview
3. https://www.coursera.org/lecture/innovative-entrepreneur/e-commerce-the-internet-as-a-selling-platform-DYSNa
4. https://www.mooc-list.com/tags/e-commerce-market
5. https://onlinecourses.swayam2.ac.in/nou21 cm14/preview
6. http://www.mphindigranthacademy.org/

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Course	Category	Subject	Subject Code
BCA	Generic Elective	Applied Economics	BCA-303/2 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

On successful completion of this course, students will be able to:
1. Demonstrate a solid understanding of the core concepts and tools of economics.
2. Relate basic economic theory and principles to current economic issues and evaluate related publi economic policies.
3. Apply economic principles and reasoning to solving business problems.
4. Interpret charts, graphs, and tables and use the information to make informed judgments.
5. Communicate their knowledge and understanding of economic issues using written, verbal and visual expression.
6. Critically reflect on the broader social consequences of economic decision making.

Syllabus

Unit	Topics	Duration (In Hours)
I	Historical Background of Applied Economics, Concept of Applied Economics, Scope, Nature and Importance, Its Limitations Difference between Micro and Macro economics, National Income-Concept, Gross National Product, Net National Product & Gross Domestic Product Net Domestic Product, Methods of Measurement of National Income and Problem related to that.	12
II	Income and Consumption Relationship- Principles of Determination of Income Classical and Keynes's Theory, Solution of short term and long term consumption function, Consumption function in Indian economy	12
III	Value of money- Concept and determinants of value of money, Quantity theory of money, Theory of Fisher and Cambridge, Theory of demand and supply of money, Theory of value of money, Theory of liquidity of money, Keynes's Money income theory.	12
IV	Concept of economic development and economic growth, economic development and its Determining factors, economic and non-economic factors affecting economic growth, classical and modern theories of economic development, stages of economic development of Keynes and Rostow, strategy of balanced and unbalanced development.	12
V	Changes in the value of money- Money Inflation, Money deflation, inflation and narrative inflation, demand driven inflation, cost growth inflation, stagflation, effects of Money Inflation & Money deflation in the Indian Economy.	12
	Keyword/Tag: **Income, Consumption, Savings, Investment, Employment, Money, Inflation, Deflation.**	

Recommended Reference Books.

Author	Subject	Publication
Sinha V.C.	Applied Economics	Sahitya Bhavan Publications, Agra
Jhigan ML	Applied Economics	Brinda Publications, New Delhi
Sethi T.T.	Applied Economics	Laxmi Narayan Publishers Agra
Pant and Mishra	Applied Economics	Sahitya Bhavan Publications, Agra

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Course	Category	Subject	Subject Code
BCA	Generic Elective	**Financial Market Operations**	**BCA-303/3** **Generic Elective**
Total Credit: 4		**Max.Marks:100** **(Internal:40+External:60)**	

Course Outcomes:

On successful completion of the course students will be able to:-

1. Understand the role and importance of the Indian financial market.
2. Apply and analyse the Concepts relevant to Indian financial markets and financial institutions.
3. Understand and analyse the mechanics and regulation of financial instruments and determine how the
   value of stocks, bonds, and securities are calculated.
4. Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities
   to develop the financial market.
5. Research and analyse specific problems or issues related to financial markets and institutions.
6. To gain comprehensive knowledge of investors protection.
7. To evaluate the challenges faced by the regulators in financial service industry.

Syllabus

Unit	Topics	No. of Lectures
I	Historical background and Introduction of financial system in India, formal and informal financial sectors. Financial system and economic growth. An overview of Indian financial system 1951 to 1990. Financial sectors reforms after liberalisation 1990 to 1991 **Money Market-** Definition, Functions, Significance and Structure of Money Market. Acceptance house, Discount house, Call money market, New trends in Indian money market. Role of RBI and Commercial Bank in Indian Money Market.	12
II	**Capital Market-** Meaning and Components of Capital market, Securities market, Cash Markets Equity and Debts, Depositories. Function of Stock market, Stock brokers, Margin trading, Forward trading, Primary and Secondary market, NSE, BSE, NIFTY,SENSEX, OTCEI.	12
III	**Stock Exchange Board of India-** SEBI as capital market regulators. Objectives, functions, powers and Organisational structure of SEBI. SEBI Guideline on primary and secondary market. Listing procedure and legal requirement. Public issue pricing and marketing	12
IV	**Stock Exchange and Investor-** Functionaries on Stock Exchange-Brokers, Sub Brokers, Market makers, Jobbers, Portfolio consultants, Institutional investors, Investor's protection- Grievances, Dealing and their removal, Grievance cells in Stock exchange, SEBI, Company law board, Press, Remedy through courts.	12
V	**Financial Services-** Introduction of Financial services industry in India. Merchant- Banking meaning and scope, Underwriting and regulatory framework of Merchant Banking in India. Leasing and hire purchase, Consumers and Housing finance, Venture Capital finance, factoring services, Concept function and types of Credit rating.	12

Recommended Reference Books.

Author	Subject	Publication	City
E. Gordan K. Natarajan	Financial Markets and Operation	Himalaya Publishing House	New Delhi
Alok Goyal, Mridula Goyal	Financial Markets Operation	VK Global publications	Faridabad
Dr. F.C Sharma	Financial Markets Operation	SBPD Publication	Agra
Dr. Bhuvna Venkatraman	Financial Markets Operation	Sahitya Bhawan Publication	Agra

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Course	Category	Subject	Subject Code
BCA	**Generic Elective**	**Population and Society**	**BCA-303/4** **Generic Elective**
Total Credit: 4		**Max.Marks:100** **(Internal:40+External:60)**	

Course Outcomes:

1.The course is to introduce the subject of democracy to the student. Student will become familiar with Basic concept of sources of data in demography. This course also tries to discuss the various factors affecting population growth and its proximate determinants.

2. This course is to introduce the student to the theories of a population. General theories of population help to explain the reason for population growth and replacement and effect 30 change on the both economic and social distribution

3. It helps to have knowledge about basic measures of fertility mortality infant mortality morbidity projection age of marriage. ageing and migration which from as an important component of population study.

4. The course will provide a framework for developing and analyzing a range of population policy issue and comprehensive understanding of the various types of population policies introduced by government through a historical perspective.

Syllabus

Unit	Topics	No. of Lectures
I	1.**Demography** 1.1 Concept 1.2 Nature 1.3 Subject Matter 1.4 Importance 1.5 Sociology and Demography 2.**A Background to the study of Demography** Keywords: Demography, Nature, Subject Matter	12
II	**Theories of Population** 1.1 Pre-Malthusian views on population 1.2 The Malthusian theory of population 1.3 Neo Malthusianism 1.4 Optimum Theory of Population **Keywords**: Malthusian Theory of Population, New Malthusianism, Optimum Theory of Population, Biological Theory of Population, Socio-cultural and Economic Theory of Population.	12
III	**1. Demographic Features** 1. Fertility 1.1 concept 1.2 Factor Affecting Fertility **2. Mortality** 2.1 Concept 2.2 Factor Affecting Mortality **3. Morbidity** 3.1 Concept 3.2 Importance of the study of Morbidity 4.**Infant Mortality** 4.1 Concept 4.2 Causes of High Infant Morftality 5.**Population Projection** **Keywords**:Fertility,Measurement of Fertility.Measurement of Mortality,	12
IV	1. **Census in India** 1.1 Concept 1.2 Administrative Structure 1.3 Pre-Independence Censuses 1.4 Post-Independence Censuses 2. **Method and Sources of collection of Population Data**	12

	3.Composition of Indian population 3.1 Birth Rate 3.2 Death Rale 3.3 Sex Ratio and Youth Population 3.4 Migration 4**.Overpopulation in India** **Keywords:** Census in India, Composition of Population, Birth Rate, Death Rate, Sex Ratio Density of Population Literacy Rate Over Population	
V	**Population Policy and Welfare Program** **1.Population Policy** 1.1 Concept 1.2 Objectives 1.3 Noe Population Policy 2020 **2.Family Planning and Welfare Program** 2.1 Concept 2.2 Need 2.3 Constitutional Provision 2.4 Family Welfare Program **Keywords:** Population Policy, Family Planning Program, Family Welfare Program, Development Index, Population Education.	12

Recommended Books:-
1- Bhende, Asha&Kanitkar Tara Principle of Population studies Himalaya Publications
2- Bogue, Donald, J Principle of demography John Wiley and sons New York 1969
3- Chandrashekhar S. Asia Population problem Davis Kingsley the population of India and Pakistan New Jersey Princeton 1951
4- Rao C.N. Shankar sociology
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Suggestive digital platforms web links
Suggested equivalent online courses:
IGNOU & Other centrally/state operated Universities MOOC platforms such as "SWAYAM" in India and Abroad.

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Course	Category	Subject	Subject Code
BCA	Generic Elective	Language and Linguistics	BCA-303/5 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

1. Recognize/understand the structure and various parts of the language,
2. Understand the existence of language in the form of different dialects based
3. Identify the various functions a language performs and the roles assigned to it
4. Investigate that all languages behave alike and develop a tolerance for other
5. Asses that making errors is a process of learning and not hesitate to use language for the fear of making errors

Syllabus

Unit	Topics	No. of Lectures
I	Language: Language and Communication; Language varieties:Standard and non-standard;language Change. **Keywords**: communication and language,language acquisition	12
II	Structuralism:Distinctive Features of Human Laguage	12
III	Language learning acquistion	12
IV	Phonology and Morphology	12
V	Syntax and Semantics:Categories and Constituents phrase structure;maxiam of Conversation.	12

Recommended Books:-
1. Suggestive digital platforms web links
01-Rosan-Management Sales Force-McGraw Hill
02-Anne Coughlan, Erin Anderson - Marketing Channels- Stem & Adel El-Ansary, Pearson,
03-Sachin Bert- Professional approach to modern salesmanship - McGraw Hill
04-SHH Kazmi, Satish K Batra - Advertising And Sales Promotion-McGraw Hill
05-Sanjay-Advertising And Sales Promotion-SBPD Agra
06-Taylor, John (1978).How to start and succeed in a business of your own.p. 290.
07- Belch & Belch-Advertising & Promotion-Tata McGraw Hill
08-Kotler, Philip and Armstrong, Gary, principles of Marketing, Prentice Hall. 2. Buskirk, Selling: Principles and Practices, McGraw-Hill. 3. Futrell, Charles, Sales Management,South-Western College.
09- Walker, Stanton, Pandit, Ajay, Marketing, McGraw-Hill
S.A.Chunawalla - Advertising, Sales and Promotion Management, Himalaya.

Suggested web links:
https://raventools.com/blog/8-link-marketing-techniques-for-smbs/
Suggested equivalent online courses:
https://www.classcentral.com/course/sales-marketing-alignment-9729 https://www.coursera.org/specializations/the-art-of-sales-mastering-the-selling-process

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Course	Category	Subject	Subject Code
BCA	Generic Elective	Constitutional History of India(1773 C.E-1947 C.E)	BCA-303/6 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

After completing this course student will be able to:

- Analyze the salient features of the constitutional development during the Company's rule in India from 1773 to 1857 and assess its impact on the freedom struggle of India.

- Know about the influence of British Crown on India.

- Critically examine the major reforms by the British government and their impact of the socio-political life of Indians.

Syllabus

Unit	Topics	No. of Lectures
I	**Constitutional Development Under the Company's Rule (1773 - 1793)** 1. Regulating Act, 1773: causes for the passing of the Regulating Act, mainprovisions of the act. 2. Bengal Judicature Act, 1781. Keywords: Regulating Act, Pitt's India Act, Charter Act, 1793.	12
II	**Constitutional Development Under the Company's Rule (1813-1853)** 1. Charter Act of 1813: background, main provisions of the act. **2.** Charter Act of 1833 background, main provisions of the act **3.** 3. Charter Act of 1853 background, main provisions of the act, significance of the act Keywords: Charter Act of 1813, 1833 and 1853. Keywords: Charter Act of 1813, 1833 and 1853.	12
III	**Constitutional Development Under the Crown's Rule:** 1 Government of India Act, 1858. background, main provisions, evaluation 2. Queen Victoria's Proclamation: significance 3.Indian Councils Act, 1861: causes, main provisions, provisions related to provincial legislative assemblies, defects in the act, significance. 4.Indian Councils Act, 1892 causes, main provisions, defects, significance. Keywords: Queen Victoria's proclamation, Indian Councils Act, 1861 and 1892.	12
IV	Constitutional Development During the 20th Century: 1. Morley-Minto reforms and Mont-ford reforms. 2. 2 Government of India Act, 1909: causes, government's outlook towards the reforms, main provisions, defects, significance. 3. Goverment of India Act, 1919 causes, significance of Montague's declaration, Montague-Chelmsford report, passing of the act, preamble of the act, main features of the act	12

		Keywords: Government of India Act 1909 and 1919.	

V	**Provincial Autonomy, Indian Independence, and Indian Constitution**:
	 1.The Government of India Act, 1935. features of the act, Home Government, advisors of the Indian Secretary, High Commissioner, proposed federal plan-organization, criticism, conclusion, meaning of provincial autonomy.
	 2 Government of India Act, 1947 The Mountbatten plan, factors responsible for Indian independence, provisions and significance of the act.
	    4. Making of Indian Constitution
	    5. Main features of the Indian constitution
	
	 Keywords: Government of India Act, 1935 and 1947,Salient features of the Constitution.
		12

Recommended Books:-

1.Sumit Sarkar Modern India
2.Jeffery, From Rebellion to the Republic
3 RC Agarwat: The Indian National Movement and Constitutional Development
4. AR Desai India's Path of Development
5.Tara Chand History of Freedom Mevement in India.

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Course	Category	Subject	Subject Code
BCA	Generic Elective	Indian's foreign Policy	BCA-303/7 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

After completing this course student will be able to understand:

1.India's world view, geopolitical vision, and key principles

2. New Frontiers of Indian Foreign Policy and Diplomacy

3.India's Nuclear Policy and Strategy

4.India's connectivity challenge both on land and at sea

5.India's Look East and Act East Policy

6.India's engagement with the Indian Ocean and Indo-Pacific

Syllabus

Unit	Topics	No. of Lectures
I	**Continuity and change in India's foreign policy:priciples,interest & strategies**. a.Historical perspective of India Policy b.key Principles and Determinats of India Foreign Policy c.India's Geo Economic Strategy. Keywords: Panchsheel.geo-economic,non-alignment	12
II	**India as a Leading power** a.India's Quest for a Multipolar World Order b.New Frontiers of India's Foreign Policy(outerspace,polar Regions, Climate Change) c.Nuclear Policy on India**.**	12
III	**India Relations with Major Powers** a. India Relations with the USA b. India Relations with Russia c. India-China Relations d./India-EU Relations Keywords: Major Powers, EU	12
IV	**India and United Nation** a. India's rote in Unites Nations b. Demand for reform in the UN c. India's role in environment Protection	12
V	**India in South Asia** a.India's Relation with Nepal and Bangladesh b.India's Relation with Pakistan and Afganistan c.India's relations with Sri Lanka.	12

Recommended Books:-

Mukherji, R. (2014). India and Global Economic Governance: From Structural Conflict to Embedded Liberalism. International Studies Quarterly, 16(4), pp. 460-466.97
Basrur, R. (2011). India: A Major in the Making. In Volgy, J. T. et al (Eds.), Major Powers and the Quest for Status in International Politics: Global and Regional Perspectives. New York: Palgrave Macmillan.
Chaturvedi, S. (2013). China and India in the 'Receding' Arctic: Rhetoric, Routes and Realities. Jadavpur Journal of International Relations, 17(1) pp. 41-68.
• Chaturvedi, S. (2012). India and Antarctica: Towards Post-Colonial

RKDF UNIVERSITY, BHOPAL

Bachelor of Computer Application
Third Semester

Course	Category	Subject	Subject Code
BCA	Generic Elective	Child Right and Woman Empowerment	BCA-303/8 Generic Elective
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

Studying child rights and Gender Empowerment would enable students to learn about the various dimensions of Vulnerability with regard to children.

The students will be able to-

1. Understand the issues related to child rights, gender roles and conservatism.

2. Familiarize with policies and programs related to Child Protection and Gender empowerment.

3. Contribute to social work in collaboration with non-governmental organizations.

Syllabus

Unit	Topics	No. of Lectures
I	**1. Understanding Child Rights** a) Child Rights: Child Rights Concept b) Demographic Profile of Indian Children c) Disadvantages, Deprivation and Social Exclusion with reference to children	12
II	**12. Children in need of care and protection** a) Vulnerable groups: Causes and Consequences b) Street children, working children and homeless children c) Child abuse d) Child trafficking e) Children Conflict with law f) Child rights in other countries and UNCRC	12
III	**3. Laws,Policies and Programs for Children in India.** a) National Commission for Protection of Child Rights-NCPCR b) Child helpline, Umeed-Child Abuse c) BachpanbachaoAandolan-Child labour, Child trafficking d) PRAYAS- Delinquent, Street Children e) JuvenileJustice Act(JJA)-2015 f) Pre Natal Diagnostic Techniques(PNDT Act-2003) g) Domestic Violence Act-2005 h) National Child Labour(protection and regulation) Act-1986 i) 1.9 POCSO-2012.	12
IV	**4. Conceptualizing gender** a) Defining terms-sex, gender, masculinity, femininity b) Socialization for gender- gender roles and stereotypes c) Patriarchy and social institutions d) Perspective on feminism **2.Gender Empowerment** a) Status of girls child and women in India b) Issues and concerns related to girls and women in India c) Media and gender d) Laws, Policies and Programs for girls and women in India.	12

V	**FUNDAMENTAL CONCEPTS OF WOMEN'S STUDIES**-	12
	a) Objectives of Women's Studies	
	b) Definition	
	c) Importance of Women's Studies	
	d) Women's Studies as an Academic Discipline	
	2.SOCIAL EMPOWERMENT	
	a) Women in Higher Education	
	b) Gender issues in Health	
	c) Environment, Family welfare Measures	
	d) Indecent representation of Women in media	
	e) Women in Difficult circumstances,Constitutional.	
	ECONOMIC EMPOWERMENT	
	a) Introduction-organized sector	
	b) unorganized sector Role of Women in Economic	
	c) Development Female Poverty and Poverty alleviation programmes Status of Women farmers and land rights	
	d) Women Entrepreneurs	
	e) Impact of Globalization on working women	

Recommended Books:-

1. Bajpai.A.2006, Child Rights in India: Law, Policy and Practice, Oxford University press.
2. Bhasin. K 2017, Understanding Gender, New Delhi: Raj Press
3. Chopra, G 2015. Child Rights in India: Challenges and Social Action, New Delhi: Springer.
4. Saukia, N 2008. Indian Women: A Socio-legal Perspective, New Delhi: Serials Publications
5. Bhasin.K 2014, Feminism and its Relevance in South Asia. New Delhi: Raj Press

Suggestive digital Platforms web Links:
1. https://www.drishtiias.com/hindi/daily-updated/daily-news-analysis/sc-question-neper-on-repatriation-of-children
2.https://www.savethechildren.in/child-protection/fundamentals-ofochild-rights-in-india/
3. https://www.humanium.org/en/india/

RKDF UNIVERSITY, BHOPAL

Bachelor of Computer Application
Third Semester

Course	Category	Subject	Subject Code
BCA	SEC	Startups & Entrepreneurship	BCA-304/1
			(Skill Enhancement Course)
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

1. Understanding related to the tools necessary to create sustainable and viable businesses.
2. Understand the fundamental concepts of start-ups and entrepreneurship.
3. Understanding idea generation, business planning, and market analysis.
4. Generate innovative ideas and exploit market opportunities by turning them into a feasible business plan.
5. Foster an entrepreneurial mindset, including creativity, innovation, resilience, and adaptability, for successful startup ventures

Syllabus

Unit	Topics	Duration (In Hours)
I	Concept and Nature of Entrepreneurship, Entrepreneurial Trait, Types and Significance, Role and Importance of entrepreneur in economic growth.	12
II	Entrepreneurial Development programmes in India, History, Support, Objectives, Stages of Performance, Entrepreneurial Environment, EDP and their valuation.	12
III	Entrepreneurial Behavior and entrepreneurial Motivation N- Achievement and Management success. Innovation and Entrepreneur, Entrepreneurial Success in Rural Areas.	12
IV	Establishing Entrepreneur System, Search for Business Idea, Sources of Ideas, Idea Processing, Input requirement.	12
V	Sources and Criteria of Financing, fixed and Working capital assessment, technical assistance, Marketing assistance, Sickness of units and Remedial assistance	12

Recommended Text Books:

1. Desai Vasant, Small Scale Industrial Industries & Entrepreneurship
2. Shukla M.B., Entrepreneurship & Business Management
3. Gupta C.B., Entrepreneurship Development in India

RKDF UNIVERSITY, BHOPAL

Bachelor of Computer Application
Third Semester

Course	Category	Subject	Subject Code
BCA	SEC	Retail Management	BCA-304/2
			(Skill Enhancement Course)
Total Credit: 4		**Max.Marks:100** **(Internal:40+External:60)**	

Course Outcomes:

After completing this course student will be able to

CO-1 understand the functions of retail business and various retail formats and retail channels.
CO-2: get knowledge about retail communication and visual merchandising.
CO-3 understand the functions of retail business and various retail formats andretail channels.
CO-4: acquire insights about the customer relationship and ethics in retail
CO-5: analyze retail market and financial strategy including product pricing.

Integrate the retail management and information system.

Syllabus

Unit	Topics	Duration (In Hours)
I	**Retail Theory and Practices** a. Retail:Nature,Scope and Types b. India Retailing Scenario c. Retail Manager-Roles,Skill and Scope Keywords: Retailing Scenario,Role of Retail manager	12
II	**Retail Marketing & Communication** a. The Role of Marketing in Retail b. The Retail Marketing Mix - Product, Price, Place, Promotion, Presentation and People c. The STP Approach-Segmentation, the Target Market, Positioning d. The Retail Communication Mix- Advertising, Sales Promotion, Public Relations and Publicity, Personal Selling, Point of Purchase (POP),Displays e. The Concept of Integrated Marketing Communication Keywords: STP, Communication Mix	12
III	**Retail Store Design, Visual Merchandising**. a. Importance of Store Design, Exterior and Interior Store Design - Fixtures, Flooring and Ceilings, Lighting, Graphics and Signage b. Types of Layouts, Layout Selection, Methods of Display Keywords: Store Design, Layouts	12
IV	**Retail Pricing & Customer Relationship Management** a. Concept and Elements of Retail Price, Price Determination, Retail Pricing. b. Concept of Customer Service, Importance of Service In Retail Policies. c. Measuring the Gaps in Service, Gathering Customer Information and Enhancing Loyalty . d. Importance of Customer Relationship Management in Retail. e. Keywords: Pricing in Retail, CRM	12
V	**Ethenic in Retail** Ethics in Retailing Customers, Community and the General Public. Employees, Business Partners, Shareholders, Banks and the Other. Professional Organisations Keywords: Ethics, Stakeholders.	12

Recommended Text Books:

1. Levy Michael, Weitz Barton Retailing Management, V Edition, Tata McGraw Hill, New York, 2006
2. Berman Berry, Evans JR- Retail Management A Strategic Management Approach, IX
3. Edition, Pearson Education, New York, 2006
4. Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India, 2007 Nair Suja Retail Management, V Edition, HPH, Mumbai, 2006
5 Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi
6. Agarwal, Bansal, Yadav, Kumar Retail Management, Pragati Prakashan, Mecrut
7 Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, TX
Edition, Pearson Education, New York, 2006 8. Pradhan Swapna- Retailing Management-Text and Cases, 11 Edition, Tata Mc Graw Hill.

Suggestive digital platform web links
https://fgc.kar.nic.in/vemagal/FileHandler/61-72ac8417-1fcc 4590-8def-7eba23116cd2.pdf

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Bachelor of Computer Application
Third Semester

Course	Category	Subject	Subject Code
BCA	SEC	Creative Writing	BCA-304/3
			(Skill Enhancement Course)
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

After completing this course student will be able to

CO-1:The art of writing and self -expression
CO-2:how to write for high reputed publication companies
CO-3:Becoming an Enriched writer for media and having clarification of thought.

Syllabus

Unit	Topics	Duration (In Hours)
I	**Creative art of writing** 1. What is Creative Writing? 2. Essential Features of Creative Writing Keywords: Well-knit, Unity and order, Coherence and completeness etc	12
II	**Writing Skills** 1. The Art and Craft of Writing, Story, Novel, Drama, Memoir, Biograph Autobiography etc. Keywords: Character, Plot, Theme, Setting Style and diction. Point of view and Literary devices	12
III	**Manners of Writing** 1. Modes of Creative Writing!" 2. Ethics of writing for Official and Unofficial Purposes Keywords: Narrative technique, descriptive method, expository/informative approaches,Persuasive and reflective manners etc.	12
IV	1. Writing for the Media and Journals Keywords: Outline, Simple words, Avoiding fillers. Short sentences and paragraphs, Editing, Drafting and re-drafting. Conveying message easily etc.	12
V	**Methods of Writing for Publication** 1. Preparing for Publication and Citing Resources 2. Writing Story, Novel, Drama, Poetry etc. Keywords: Abstract, Introduction, Hypothesis, Review of literature, Result and findings, Research rules such as references etc.	12

Recommended Text Books:

Creative writing A Beginner's Manual by Anjana Neira Dev and Others, Published by Person Delbi, 2009
Suggere digital platform web links
bapen.wikipedia.org/wiki/Relational model (Winking Link for
the www.google.com/hgcreative writing&rig-ICIRENS enTN9251N925&oq=reative twnt

RKDF UNIVERSITY, BHOPAL

Bachelor of Computer Application
Third Semester

Course	Category	Subject	Subject Code
BCA	SEC	Tourism , Transport and Travel Services	BCA-304/4 (Skill Enhancement Course)
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

After completing this course student will be chle to

CO-1 Understand the core concept of tourism, travel and transport services
CO-2 Practically perform passport and viss formalities
CO-3. Manage airport ground handlings CO-4 Independently escort the tourists group
CO-5: Understand and practically know the procedure and functioning of a travel

Syllabus

Unit	Topics	Duration (In Hours)
I	**Tourism: Types and Forms:** 1. 1 Types of tourism: Inter-regional and intra-regional tourism, domestic and international tourism 2. Forms of tourism religious, historical, social, health, business, sports and adventure, senior tourism Keywords: Types and Forms of Tourism. etc.	12
II	**Travel Agencies and Travel Agents** 1. 1 Travel Agency and Tour Operation Thurines Lick ages and arrangements with hotels, airlines, and transport ageless. 2. Approval of Travel Agents and Tosa Operators Approval by Depart of Tourism, Government of India, IATA Creational Air Transpor Association) rules and regulations for approval of a travel agency approval by airlines and railways Keywords: Rules and Regulations. Tourist Counseling, Marketing of Tour Packages	12
III	**Case study of some cultural events –** 1.Ganga Mahossava, Taj Mahotsava, Tamson Samarah.Dance festival. Keywords: Mahotsavas and Dance Festivate	12
IV	**Tourist Guide, Duties, Responsibilities and Skills-** 1. 1.Procedure of getting a guide license. 2. Review of itinerary, checking vehicle, locating vehicle, and contacting driver 3. Skills leading the group, general instructions to the participants an 4. monuments, sacred places, and crowded areas, giving commentary,answering questions, and concluding a tour Keywords: Interaction with the Touris	12

V	**Air Travel Airlines and Airports-** 1. Formalities: passport, visa, health requirements, taxes, customs,currency, travel insurance, baggage, and airport information 2. Cooperation between airlines and service providers. 3. Principles of customer service, baggage handling Keywords: Passport, Visa, Service Providers, Customer Services	12	

Recommended Text Books:

Bhatia A. K.: International Tourism Fundamental & Practices, Sterling Publishers, New Delhi, 1995 2. Bhatia A. K: Tourism Development: Principles, Practices & Philosophy Sterling Publishers, New Delhi
3. Negi J. M. S.: Tourism & Travel Concepts and Principles, Gitanjali Publishing House, New Delhi.
4. Holloway, J.C., The Business of Tourism, McDonald and Evans, Plymouth, 1993.
5. Syratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinemann, London, 1995.
6. Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers, Inc.New York, 1990.
7. Gaddy B. & Parkin L.; Urban Interpretation: Vol. 1, Issues and Settings; Vol. II Techniques and Opportunities, Working Papers, School of Planning, Oxford Polytechnic, 1991.
 8. Pond K.L. The professional Guide: Dynamic of Tour Guiding, Van Nostrand Reinhold, New York,

Suggestive digital platform web links

1. https://onlinecourses.swayam2.ac.in/sec 20 pc19/preview

RKDF UNIVERSITY, BHOPAL

Bachelor of Computer Application
Third Semester

Course	Category	Subject	Subject Code
BCA	SEC	Managing Elections and Election Campaign	BCA-304/5 (Skill Enhancement Course)
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

After completing this course student will be able to

1.Learn about the procedure to file an election nomination and the technical issues involved it.
2.Learn the difference in approach of political parties while entering into election mode.
3.Understand the importance and ways of making posters, pamphlets and manifesto in order to publicise their candidates.
4.Made aware of the role of new media and technology involved in election campaign..
5.Explain the election code of conduct including the ethics to be maintained in expenditure and
6.elections campaign f. Know about the election procedure.
7.Know the on ground challenges and solutions to resol

Syllabus

Unit	Topics	Duration (In Hours)

I	**Electoral Democracy and Management of Elections**
	
	a. Democray: meaning and its kinds
	b. Electoral Democracy vs Liberal Democracy: A Perspective
	c. How Crucial is Management of Elections?
	  I. Role of an Election Manager/ consultant
	  II. Role of Treasurer
	  III. Idea of 'Star Campaigners'
	
	Keywords: Democracy, Liberal, Election Consultancy
		12

II	**Organizational management and election campaign** a.Membership Drive b.Boot Management	12
III	**Traditional methods of Electoral Campaign:** I . Posters ii. Pamphlets/Campaign Material iii. News portals, both print and electronic iv. Rallies b.Use of New Techniques and Methods in Election Campaign: I. Social Media Platforms/ IT Cells ii. Digital Marketing for Political Campaigns such as mass texting, etc. iii. Crowd Funding.	12
IV	**Learning from field experts** Exposure visit to political parties's office (Membership drive, learning about the proceeding related to campaigns, planning of electoral campaign and its execution. discuss case studies related to election practices & reforms b. A webinar to interact with State election commission members understanding the election procedure. Keywords: party office, booth management, State Election Commission	12

Recommended Text Books:

Lambert, P. (2000). A Decade of Electoral Democracy: Continulty, Change and Crisis in Paraguay. Bulletin of Latin American Research, 19(3), pp. 379 396

 a. Yadav, (2000) 'Understanding the Second Democratic Upsurge', in Frankel, Z. Hasan, and R. Bhargava (eds.) Transforming India: Social ar Political Dynamics in Democracy, New Delhi: Oxford University Press, p 120-145.

b.. Jaffrelot, (2008) 'Why Should We Vole? The Indian Middle Class and Functioning of World's Largest Democracy', in Religion, Caste and Pol

c.G. Rose, (2005) 'How to Be a Media Darling: There's No getting Away From IK. State Legislatures, Vol. 31(3).

d.Herrnson, P. (1988). The Importance of Party Campaigning. Polity, 20(4), pp. 714-719. West, D. (1994). Television Advertising in Election Campaigns Political Science Quarterly, 109(5), pp. 789-809.

e. Goldstein, K., & Freedman, P. (2002). Campaign Advertising and Voter Turnout: New Evidence for a Stimulation Effect. The Journal of Politics, 64(3), pp. 721-740.

f.Kahn, K., & Kenney, P. (1999). Do Negative Campaigns

. https://onlinecourses.swayam2.ac.in/sec 20 pc19/preview

RKDF UNIVERSITY, BHOPAL

Bachelor of Computer Application
Third Semester

Course	Category	Subject	Subject Code
BCA	SEC	Sociology Survey and Report Writing	BCA-304/6 (Skill Enhancement Course)
Total Credit: 4		Max.Marks:100 (Internal:40+External:60)	

Course Outcomes:

After the successful completing of the course, the students will be able to understand and capable for following: Understand the Fundamentals of Social Survey Understand the Social Survey techniques and Data Analysis
Understand the process of effective writing of social survey Gain detailed knowledge about major Social Survey Institutes of India Apart of this, will get knowledge about Career Enhancement Opportunities in this field of Social Survey and Report Writing.

Syllabus

Unit	Topics	Duration (In Hours)
I	**Fundamental of social Survey** 1. Social Survey: Concept, Matter ,Scope, Objectives And Importance, Steps of Social Survey, Process, Merits And Limitations, Qualities Of Good Social Surveyor 2. Forms of Data Collection: Primary and Secondary Sources, Survey Planning 3. Survey Instruments: Observation, Interview Questionnaire, Schedule, Sealing Techniques, Social Distance Measuring Scale, Socio metry	12
II	**Data Analysis And Report Writing:** 1. Survey Response Rate, Pretesting Survey Technique 2. Classification, Analysis and Tabulation of Data, Diagrammatic And Graphic Presentation, Use Of Statistics Software, Releasing Information and Data Protection.	12
III	**Major Survey Research and Training Institutes Of India:** 1. Survey Of India 2.National Sample Survey Organization(NSSO) 3. Indian Council of Social Science And Research(ICSSR) 4. National Environmental Engineering Research(NEERI) 5. Council for Scientific and Industrial Research(CSIR) 6. Tata institute of Social Science(TISS) 7. Tata Institute of Fundamental Research(TIFR)	12
IV	**Practical** 1. Diagrammatic and Graphic Presentation Of Rural And Urban Population of Madhya Pradesh 2. Making of Pilot Survey Report on any Social Issue 3. Use any survey techniques to collect Primary Data of the problem of your locality and report writing Project/Field Trip: 1.VisittoRegisteredN.G.Os. Visit to Central Jail, Sos Village(AnyOne)	12
V	# Project 1.Visit to Registered N.G.Os. 2.Visit to Central Jail,Sos Village(Anyone)	12

Recommended Text Books:
(1) R.K. Mishra, IS Yadav, A. P Kumar, S P Mishra, J. Kiranmai, "Risk Management in Banking, Insurance and Financial Services", 2014, Academic Foundation.
(2) R. Gordan & Natarajan, "Future scenario of Financial services", Himalaya Publication
(3) Satyadevi, C., Financial Services Banking and Insurance, S.Chand
(4) Kunjukunju, Benson, Mohanan,S, "Financial Markets and Financial Services In India",New Century Publication
(5) Dhanesh Kumar Khatri, "Derivatives and Risk Management", Macmillan
(6) Khan, M. Y. Financial Services. New Delhi: Tata McGraw Hill Education. (2005) (7) Machiraju, H. R. Indian Financial System. New Delhi: Vikas Publishing House (2010).
(8) Agarwal, O. P. Banking and Insurance. New Delhi: Himalaya Publishing (2011).
Suggestive digital platforms web links
1 https://ves.ac.in/tulsitech/wp-
Rise and grecontent/uploads/sites/16/2017/05/Banking Financial Services and Insurance.pdf
2 https://www.aicte-india.org/sites/default/files/bvoc/BFSI.pdf
3 https://nsdeindia.org/sites/default/files/Banking-Financial-Services-Insurance.pdf
4 https://sgp.fas.org/crs/misc/IF10043.pdf
5 http://impcollege.org/downloads/BASICS OF FINANCIAL SERVICES 1.pdf

RKDF UNIVERSITY, BHOPAL

Bachelor of Computer Application
Third Semester

Course	Category	Subject	Subject Code
BCA	SEC	**Personality Development**	**BCA-304/7**
			(Skill Enhancement Course)
Total Credit: 4		**Max.Marks:100** **(Internal:40+External:60)**	

Course Outcomes:

पाठ्यक्रम परिणाम:

कोर्स पूरा होने के बाद छात्र सक्षम हो सकेंगे

1. छात्र व्यक्तित्व गतिशीलता की मूल बातों के बारे में ज्ञान प्राप्त करेंगे

2- छात्र व्यक्तित्व विकास की तकनीकों को लागू करना सीखेंगे 3. छात्र अपने व्यक्तित्व में आत्म-लचीलापन और मुखरता के कौशल विकसित करेंगे।

4. छात्र साक्षात्कार कौशल सीखेंगे।

5. छात्र व्यक्तित्व विकास के लिए आवश्यक जीवन कौशल के महत्व को समझ सकेंगे।

Syllabus

Unit	Topics	Duration (In Hours)
I	व्यक्तित्व, सफलता और असफलताओं का सामना व्यक्तित्व की अवधारण, सफलता क्या है ? सफलता प्राप्त करने में बाधाएं सफलता के लिए जिम्मेदार कर्क, प्रभावी आदतें विकसित करना असफलता क्या है ? — असफलताओं को प्रभावित करने वाले कर्क, असफलताओं से सीखना, असफलताओं पर काबू पाना, विश्वास की शक्ति, विश्वास का अभ्यास स्वाट विश्लेषण और लक्ष्य निर्धारण (स्पेसिफिक, मापन योग्य, प्राप्ति योग्य, वास्तविक, समयबद्ध, स्मार्ट लक्ष्य	12
II	समय और तनाव प्रबंधन और रोजगारपरकता — लब्धि एक संसाधन के रूप में समय, समय की बर्बादी के कारकों की पहचान, बेहतर समय प्रबंधन के लिए तकनीक, तनाव का परिचय, तनाव के कारण और प्रभाव, तनाव प्रबंधन, रिज्यू में बिल्डिंग, ग्रुप डिस्कशन में भाग लेने की कला, साक्षात्कार — अक्सर पूछे जाने वाले प्रश्न साक्षात्कार, अभ्यास सत्र	12
III	संचार कौशल और डिजिटल शिष्टाचार संचार कौशल : प्रभावी पठन/लेखन/श्रवण/कौशल हार्ड स्किल्स और सॉफ्ट स्किल्स, मंच के डर पर काबू पाना, बॉडी लैंग्वेज की भूमिका, पेशेवर प्रस्तुति की कला, प्रस्तुतियों में श्रव्य और दृश्य माध्यम का उपयोग, सामाजिक शिष्टाचार प्रतिदिन के प्रबंधन में सूचना और संचार प्रौद्योगिकी का उपयोग सोशल मीडिया का प्रभावी उपयोग, इमेल शिष्टाचार, उपयोगी इलेक्ट्रोनिक गैजेट और मोबाइल एप्लीकेशन	12
IV	1. स्वाट (SWOT) विश्लेषण 2. लक्ष्य निर्धारण 3. समय प्रबंधन 4. रिज्यूमें लेखन और मॉक साक्षात्कार सत्र 5. संचार कौशल 6. ई–मेल	12
V	प्रोजेक्ट/क्षेत्र भ्रमण 1. किसी एक सफल व्यक्तित्व के जीवन से प्राप्त सीख के आधार पर एक रिपोर्ट प्रस्तुत करें । 2. व्यक्ति विकास प्रशिक्षण संस्थान का भ्रमण तथा वहां से प्राप्त जानकारी के आधार पर रिपोर्ट प्रस्तुत करें ।	12

Recommended Text Books:

Reference Book :
1. Andrews, Sudhir (1998) How to Succeed At Intervies. (21st Rep) Tata Megraw-Hill New Delhi
2. Convey, Stephen 1989, The Seven Habits of Highly Effective People. NY : Free Press
3. Hindle, Tim 2003, Reducing Stress, Essential Manager Series, DK Publication.

Suggestive digital platform web links