

SRI VENKATESWARA UNIVERSITY::TIRUPATI

B.Com (CA) / BCA (GENERAL) Honours

SEMESTER-II

COURSE 4: OFFICE AUTOMATION TOOLS (W.E.F. 2023-24)

Theory **Credits: 3** **3 hrs/week Course Objectives:**

The objective of this paper is to help students to acquire knowledge on the environment of GUI in Ms-Word and its features. To introduce the fundamentals concepts of using Ms-Word and its features to make it more useful and provide hands-on use of Word, Excel and PowerPoint.

Learning Outcomes:

The students will be able:

- Understand concept of Word Processor and use its features.
- To use the advanced features of Ms-Word to make day to day usage easier.
- To work comfortably with Ms-Excel Environment.
- To create work sheets and user advanced features of Excel.
- To create presentations and inserting multimedia in them.

Unit 1: Introduction to MS Office & MS Word:

MS-Word: Features of MS-Word, MS-Word Window components, Customize the Quick Access Tool Bar, working with formatted text, Shortcut keys(navigational,selecting text), typing modes : Insert/overwrite mode.

Formatting (font, paragraph, page) and editing (cut, copy, paste, find, replace, go to(F5)), Using format painter, Header & footer, proofing text (Spell-check, Auto correct)

Case Study:

1. Create a document to write a letter to the DM & HO of the district complaining about Hygienic conditions in your area.
2. Create a document to share your experience of your recent vacation with family.

Unit 2: MS Word Advanced features:

Inserting various objects(like pictures from various sources, shapes, textbox, symbols, equations), Hyperlinks,Tables : various operations on tables (like creating table, inserting/deleting/merging of rows/columns/cells) Mail Merge, Macros: Purpose – Creating & running a Macro

Case Study:

1. Create a document to send a holiday intimation to all the parents at time about Dasara Vacation.
2. Create a document to create Time Table of your class using tables.

Unit 3: Introduction to MS Excel & Its features:

MS-Excel: Excel Features, components of excel window, Spreadsheets/worksheet,

workbook, creating, saving & editing a workbook, Renaming sheet, cell entries (numbers, labels, and formulas), cell and number formatting, inserting /deleting rows/columns, operators(arithmetic, relational, etc.), using formulas.

Case Study:

1. Create a worksheet with your class marks displaying total, average.

Unit 4: Ms-Excel Advanced Features:

Functions and its parts, Some useful Functions in Excel (text, logical, mathematical, statistical, etc), Cell referencing (Relative, Absolute, Mixed), sorting and filtering, auto fill, fill series, Introduction to charts: types of charts, creation of charts, parts of charts.

Case Study:

1. Prepare a chart with height and weights of you classmates in at least 3 types of charts.
2. Demonstrate the use of Filter with the attendance data of your class.

Unit 5: Ms-PowerPoint and its Applications:

MS-Power Point: Features of Power Point, Uses, components of power point window, designing slides, slide layouts, customizing slides through slide master, changing color scheme, changing background and shading, adding header and footer, Inserting picture, shapes, charts, audio, video into slide. adding transition and animations, Working in slide sorter view(deleting, duplicating, rearranging slides), slide show,

Case Study:

1. Prepare a presentation with your achievements and experiences in College.

Text Books:

1. Computer Fundamentals–Pradeep.K.Sinha:BPB Publications.
2. Fundamentals of Computers -Reema Thareja, Oxford University Press India

Reference Books:

1. Fundamentals of Computer – V .Rajaraman, Prentice Hall of India.
2. Introduction to Computers–Peter Norton McGraw-Hill.

SRI VENKATESWARA UNIVERSITY::TIRUPATI
B.Com (CA) Honours
II Year III SEMESTER
COURSE 7: E COMMERCE AND WEB DESIGNING
w.e.f. 2024-25

Theory

Credits: 3

3 hrs/week

Course Objectives:

The course aims to help learners to acquire conceptual knowledge of fundamental concept of E- commerce & Web Designing. Emphasize the importance of various E-commerce & Web Designing. Developing and implementing efficient algorithms.

Learning Outcomes:

The student will be able to:

- Explain how to create an e-commerce website from scratch.
- Display featured products correctly on a web page, using the bootstrap system.
- Explain how product detail models are programmed to be dynamic.

Unit 1:

Basics And Definitions: Definition, E-Commerce with 5-C Model, Additional Terms, Business Models Related To E-Commerce, Advantages And Disadvantages, Web 2.0, Technical And Economic Challenges

Frameworks and Architectures: Actors And Stakeholders, Fundamental Sales Process and His 7+1 Process Steps Work, Typical Applications.

Case Study: Identify different E-Commerce websites and write their functionality.

Unit 2:

B2C Business: B2C Basics, B2C-Business And CRM, B2C Software Systems, Customer Relationship Management (CRM)

B2B Business: B2B Basics, Differences Between B2B And B2C, B2B Software Systems, Supply Chain Management

Case Study: Identify B2B and B2C websites in Unit-I Case Study and differentiate their functionality.

Unit 3:

Security & Compliance Management: Foundations Of Risk Management, Compliance Management, Information Security Management (ISM), Technology Electronic Payment: Business and Money, the Payment Challenge, Payment Procedures, Receivables Management, Cyber Money

Case Study: Identify different payment methods used in purchasing of goods in Amazon, Flipkart etc.. and write their Pros and Cons of each payment method.

Unit 4:

Introduction to Web Programming: Introduction, creating a website, HTML tags, HTML Elements, HTML attributes, CSS Preview, History of HTML, Differences between old HTML and HTML5, how to check your HTML code. Coding Standards, Block Elements: HTML coding conventions, Comments, HTML Elements, Should Describe Web Page Content Accurately, Content Model Categories, Block Elements, block quote Element, Whitespace Collapsing, pre Element, Phrasing Elements, Editing Elements, q and cite Elements, dfn, abbr, and time Elements, Code-Related Elements, br and wbr Elements.

Text Elements, and Character References: sup, sub, s, mark, and small Elements, strong, em, b, u, and i Elements, span Element, Character References, Web Page with Character References, and Phrasing Elements.

Case Study: Create a web page of your department using standard HTML tags, HTML elements and HTML attributes

Unit 5:

Cascading Style Sheet (CSS): CSS Overview, CSS Rules, Example with Type Selectors and the Universal Selector, CSS Syntax and Style, Class Selectors, ID Selectors, span and div Elements, Cascading, style Attribute, style Container, External CSS Files, CSS Properties, Color Properties, RGB Values for Color, Opacity Values for Color, Font Properties, line-height Property, Text Properties, Border Properties, Element Box, padding Property, margin Property.

Case Study: Description of your City or place with the use of CSS and compare it with previous two case studies

Reference Books:

1. Introduction to E-Commerce: Combining Business And Information Technology By Martin Kutz
2. Lallana, Quimbo, Andam, 4. Cf. Ravi Kalakota and Andrew B. Whinston, Electronic Commerce: A Manager's Guide (USA: Addison Wesley Longman, Inc., 1997), 19-20.
3. Web Programming with HTML5, CSS and JavaScript, John Dean, Jones & Bartlett Learning
4. HTML & CSS: The Complete Reference, 5th Edition, Thomas. A. Powell

SEMESTER-III
COURSE 8: DIGITAL MARKETING
Credits: 3

Theory

3 hrs/week

Course Objectives:

The course aims to identify the impact of digital space and digital marketing in reaching out to customers. Understand the importance of Search Engines and explain the working of Search Engines. Able to Define email Marketing and have knowledge on how Social Media Marketing is to be used by marketers?

Learning Outcomes:

The Students will be able to:

Use digital media for the creation of products and services and relate Search Engines in the digital marketing ecosystem. Use Search Engine Marketing for advertisements and know the Social Media platforms like Face book, Twitter, YouTube & LinkedIn for Marketing. Outline email Marketing and strategy to craft email marketing campaign.

Unit 1:

Digital Marketing: Introduction to Digital Marketing. Traditional Vs. Digital Marketing, Technology behind Digital Marketing, Characteristics of Digital Marketing, Digital Marketing Strategy, Understanding Digital Consumer.

Case Study: Analyze the change in ranking of your Web Promotion Page

Unit 2:

Online Advertising: Introduction, Objective, Where to Advertise, Online AdFormat, Search Engine Ad, Network Advertising, Affiliate Programs, Landing Pages

Case Study: Create Google Add for your college

Unit 3:

Email Marketing: Introduction, Types of Email, Email Marketing Campaign Process, Email marketing Tools, Advantages and Disadvantages, Opt-in Email Advertising, Email tracking

Case Study: Analyse the impact of your E-Mail Campaign

Unit 4: Social Media Marketing (SMM):

What is Social Media Marketing, Seven Myths of SMM, Characteristics of Successful Social Media Marketer, Social Media Marketing plan, Social Media marketing Tools, Publishing Blogs, Podcast and Webinars, Social Media Monitoring, Social Media: Face book, Twitter?

Case Study:

1. Analyze the performance of your Facebook and Instagram Page
2. Analyze the performance of your YouTube Video

Unit 5:

Search Engine Optimization (SEO): Understanding SEO, Search Engine Optimization Process – Goals, On-Page Optimization, Off-Page Optimization and Analyze, Search Engine Result Process (SERP), SEO Tools.

Case Study: Analyse the impact of your Twitter Campaign**Text Books:**

1. Digital Marketing by Seema Gupta, McGraw Hill Education
2. Fundamentals of Digital Marketing by Punit Singh Bhatia, Pearson

References:

1. Basics of Digital Marketing - Course (swayam2.ac.in)

SEMESTER-IV

COURSE 11: DATABASE MANAGEMENT SYSTEM WITH ORACLE

Theory

Credits: 3

3 hrs/week

Course Objectives:

The course aims to help the Students will have the expertise in analyzing real time problems and providing appropriate solutions related to Computer Science & Engineering. The Students will have the knowledge of fundamental principles and innovative technologies to succeed in higher studies and research. They continue to learn and to adapt technology developments combined with deep awareness of ethical responsibilities in profession.

Learning Outcomes:

An ability to apply Knowledge of computing and mathematics in Computer Science & Engineering. They will analyze a problem, identify and define the computing requirements appropriate to its solution. An ability to design, implement and evaluate a computer-based system to meet desired needs with appropriate societal considerations. The will have knowledge on to conduct investigations, interpret data and provide conclusions in investigating complex problems related to Computer Science & Engineering. An ability to engage in continuing professional development and life-long learning.

Unit 1:

Overview of Database Systems: Introduction: Database system, Characteristics (Database Vs File System), Database Users, Advantages of Database systems, Database applications.

Data Models: Introduction; types of data models, Concepts of Schema, Instance and data independence; Three tier schema architecture for data independence; Database system structure, environment, Centralized and Client Server architecture for the database.

Case Study:

1. Describe the differences between Database systems and File based systems
2. Study about database models and their advantages and dis-advantages

Unit 2:

Relational Model: Introduction to relational model, Codd's rules, concepts of domain, attribute, tuple, relation, constraints (Domain, Key constraints, integrity constraints) and their importance, concept of keys (super key, candidate key, primary key, surrogate key, foreign key), relational Algebra & relational calculus.

Normalization: Purpose of Normalization or schema refinement, concept of functional dependency, normal forms based on functional dependency(1NF, 2NF and 3 NF), Boyce-codd normal form(BCNF)

Case Study:

Describe Relational model and normalization for database design

Unit 3:

Entity Relationship Model: Introduction, Representation of entities, attributes, entity set, relationship, relationship set, constraints, sub classes, super class, inheritance, specialization, generalization using ER Diagrams,

BASIC SQL:

Database schema, data types, DDL operations (create, alter, drop, rename), DML operations (insert, delete, update), basic SQL querying (select and project) using where clause, arithmetic & logical operations, aggregation, grouping, ordering.

Case Study:

1. Examine issues in data storage and query processing using SQL.
2. Create, maintain and manipulate a relational database using SQL

Unit 4:

SQL: Nested queries/ sub queries, implementation of different types of joins, SQL functions(Date, Numeric, String, Conversion functions), Creating tables with relationship, implementation of key and integrity constraints, views, relational set operations , Transaction Control Language: commit, Rollback, Savepoint , DCL :Grant, Revoke

Case Study:

Try to convert some sample data to information and show how it can be used in decision making.

Unit 5:

PL/SQL: Introduction, Structure , Control Structures , Cursors , Procedure , Function , Packages , Exception Handling ,Triggers.

Transaction processing Concepts : Transaction State, Implementation of Atomicity and Durability, Concurrent Executions, Serializability, Recoverability, Implementation of Isolation, Testing for Serializability, Failure Classification, Storage, Recovery and Atomicity, Recovery algorithm.

Case Study:

Outline the role and issues in Transaction management of data such as efficiency, privacy, security.

Suggested Text Books

- Database Management Systems, 3rd Edition ,Ragurama Krishnan, Johannes Gehrke, TMH
- Database System Concepts,5th Edition ,Silberschatz, Korth, TMH