



MAHARAJA AGRASEN INTERNATIONAL COLLEGE

NAAC Accredited B+

(Run By Shree Maharaja Agrasen Charitable Trust)

Affiliated to Pt. Ravishankar Shukla University, Raipur

Shree Ramnath Bhimsen Marg, Samta Colony, Raipur - 492001 (C.G.) INDIA

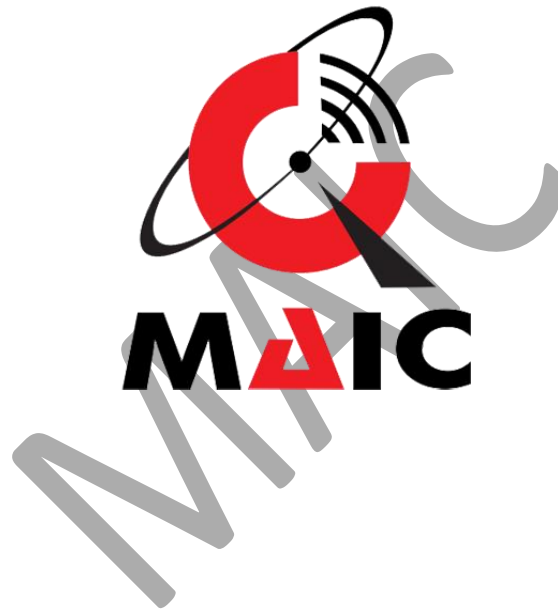
Contact us : 0771-4024459, 4066664, 9770971171

E-mail : maic_raipur@yahoo.co.in , Website : www.maicindia.com



MAHARAJA AGRASEN INTERNATIONAL COLLEGE, RAIPUR (C.G.)

(B+ Grade by NAAC Affiliated to Pt. Ravishankar Shukla University, Raipur)



Academic Year

2021-22

Syllabus for B. Com

Department of Commerce

MAHARAJA AGRASEN INTERNATIONAL COLLEGE

(B+ Grade by NAAC Affiliated to Pt. Ravishankar Shukla University, Raipur)

Department of Commerce
Academic Year 2021-22

**SYLLABUS
B.COM. PART-III**

**GROUPING OF SUBJECTS AND SCHEME OF
EXAMINATION**

Subject		Max.	Min.
Foundation Course			
I. Hindi Language		75	26
II. English Language		75	26
Compulsory Groups			
Group-I			
I. Income Tax	75	150	50
II. Auditing	75		
Group-II			
I. Indirect Taxes with GST	75	150	50
II. Management Accounting	75		
Group-III Optional			
Option Group A (Finance Area)			
I. Financial Management	75	150	50
II. Financial Market Operations	75		
Option Group B (Marketing Area)			
I. Principles of Marketing	75	150	50
II. International Marketing	75		
Option Group C (Commercial Area)			
I. Information Technology and its Applications in Business	75	150	50
II. Essential of e-Commerce	75		
Option Group D (Money Banking & Insurance Area)			
I. Fundamental of Insurance	75	150	50
II. Money & Banking System	75		

MAHARAJA AGRASEN INTERNATIONAL COLLEGE

(B+ Grade by NAAC Affiliated to Pt. Ravishankar Shukla University, Raipur)

Department of Commerce
Academic Year
2022-23
B.COM III Year

Name of the Program: B. Com	Program Code: B. Com 103
Name of the Course: Hindi language	Max Marks: 75
Course Code: 203	Total Duration- 60 Hr.

Course Objective:

पाठ्यक्रम में निहित साहित्य के अध्ययन द्वारा राष्ट्रीयता एवं सामाजिक भावना जागृत करवाना उद्देश्य है। अनेक विषयों से संबंधित लेखों के अध्ययन द्वारा विद्यार्थियों में तर्क वितर्क की क्षमता उत्पन्न करना। हिंदी भाषा की व्याकरणिक संरचना से अवगत करवाना। विभिन्न समारोह हेतु पत्र लेखन में निपुण करना।

Unit	Topic	Duration (In Hours)	Marks
1	(क) भारत माता - सुमित्रानंदन पंत	12	15
	(ख) कथन की शैलियाँ		
	विवरणात्मक शैली		
	मूल्यांकन शैली		
	व्याख्यात्मक शैली		
	विचारात्मक शैली		
2	(क) सूखी डाली - उपेन्द्र नाथ अग्रक	12	15
	(ख) विभिन्न संरचनाएँ		
	१ विनम्रता सूचक संरचना		
	२ विधि सूचक संरचना		
	३ निशेध सूचक संरचना		
	४ काल बोधक संरचना		
	५ स्थान बोधक संरचना		
	६ दिशा बोधक संरचना		
	७ कार्य-करण सम्बन्ध संरचना		
८ अनुक्रम संरचना			
3	(क) वसीयत - मालती जोशी	12	15
	(ख) कार्यालयीन पत्र और आलेख		
	१ परिपत्र		
	२ आदेश		
	३ अधिसूचना		
	४ ज्ञापन		
	५ अनुस्मारक		
६ पृष्ठकंकन			
4	(क) योग की शक्ति - हरिवंश राय बच्चन	12	15
	(ख) अनुवाद - स्वरूप एवं परिभाषा		
	उद्देश्य		
	स्रोत भाषा		
	लक्ष्य भाषा		

	अच्छे अनुवाद की विशेषताएँ		
	अनुवाद की प्रक्रिया		
	अनुवादक		
5	(क) संस्कृति और राष्ट्रीय एकीकरण - योगेश अटल	12	15
	(ख) घटनाओं , समारोहों आदि का प्रतिवेदन		
	विभिन्न प्रकार के निमंत्रण पत्र		

Course Outcome

1. पाठ्यक्रम द्वारा विद्यार्थियों में देश प्रेम, मानवता एवम् चरित्र निर्माण के गुण विकसित होते हैं।
2. जीविकापार्जन हेतु कौशल विकास होता है।
3. मनन चिंतन के गुण पुष्ट होते हैं।
4. भारतीय संस्कृति एवं सभ्यता में प्रगाढ़ता आती है।
5. प्रतियोगी परीक्षाओं में पाठ्यक्रम सहायक है।

References:

1. हिन्दी भाषा एवं समसामयिकी - मध्यप्रदेश हिन्दी ग्रन्थ अकादमी
2. आधुनिक हिन्दी व्याकरण और रचना - डॉ. वासुदेवनन्दन प्रसाद

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Department of Commerce

Academic Year 2022-23

B.Com. III Year

Name of the Program: B.Com.	Program Code: 113
Name of the Course: Foundation Course Paper II English Language	Max. Marks: 75 Min. Marks: 26
Course Code: 302	Total Duration: 60 hrs.

Course Objective:

1. The primary objective of English learning is to equip the student with requisites of grammar.
2. The syllabus provides an in-depth knowledge about Indian culture, Indian Art and Tradition, Scientific knowledge and Literature content.
3. The focus of the subject is to generate adequate English Writing Skills and Presentation techniques.
4. There is extensive learning of the Prose Content and minimal learning of Poetry.
5. The step-by-step learning pattern of grammar is a positive trait of all the objectives.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Essay type answer in about 200 words. 5 Essay type question to be asked three to be attempted.	12	15
2	Essay Writing	12	15
3	Precise writing	12	15
4	(a) Reading comprehension of an unseen passage (b) Vocabulary based on text	12	15
5	Question on unit I and IV (b) shall be asked from the prescribed text. Which will comprise of popular create writing and the following items. Minimum needs housing and transport Geo-economic profile of M.P. communication Educate and culture. Women Empowerment Development, management of change, physical quality of life. War and human survival, the question of human social value survival, new Economic Philosophy Recent.	12	15

Course Outcome:

1. The student becomes well versed in grammar and its applicability.
2. The student is more connected to his/ her roots with the content of the syllabus.
3. The practice sessions of the Writing skills develop expertise of the students.
4. The prose content is easy to learn and its expression is simple.

Reference :

For B.A. /B.Sc./B.Com. /B.H.Sc. III year Foundation course, English Language:**Aspects of English Language And Development Published by M.P. Hindi Granth Academy, Bhopal.**

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Department of Commerce

Academic Year

2021-22

B.Com. III Year

Name of the Program: B.Com.		Program Code: B.Com.3
Name of the Course: Income Tax		Max Marks: 75
Course Code: 310	Total Duration- 120 Hr	(Internal: + External:)

Course Objective:

1. To impart knowledge about the concepts, provisions and justification of Income Tax and Wealth Tax in India.
2. To understand the basic concepts in Income Tax Act, 1961.
3. To Calculate Gross Total Income and Tax Liability of an Individual and to highlight the importance of tax planning & Tax evasion

Unit	Topic	Duration (In Hours)	Marks
1	Basic Concept – Introduction & Important, Definition.	24	15
	Agriculture Income		
	Residence and Tax Liability		
2	Income from Salary	24	15
	Income from House Property		
3	Profit & Gains of Business or Profession	24	15
	Capital Gain		
	Income from Other Sources		
4	Set off & Carry Forward of Losses	24	15
	Deduction from Gross Total Income including tax Liabilities		
	Computation of total Income of HUF		
5	Tax deduction at source	24	15
	Advance Payment of Tax		
	Assessment Procedure		
	Tax Planning for Individual		
	Income tax Authorities		
	Appeals, Revision & Penalties		
	Preparation of Return of Income		

Course Outcome:

1. Students will learn the concepts, provisions and justification of Income Tax.
2. Students will be able to learn the basic concepts in Income Tax Act, 1961.
3. Estimate Gross Total Income and Tax to Get acquainted with the process of tax planning and tax evasion.

References:

1. Ahuja G.K. and Ravi Gupta: Systematic approach to Income tax and C.S.T.
2. Singhanian V.K.: Direct Taxes, Direct tax planning & management.
3. Mehrotra & Goyal: Sales tax and taxation
4. H.C. Mehrotra: Income tax Law Accounts

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Department of Commerce

Academic Year

2021-22

B.Com. III Year

Name of the Program: B.Com.		Program Code: 113
Name of the Course: Auditing		Max Marks: 75
Course Code: 340	Total Duration- 100 hrs	(Internal: + External:)

Course Objective:

1. To make the learner aware about basic standards & ethics of auditing.
2. To render the opinion as to the fair presentation of financial statement.
3. To identify the circumstances under which the auditor issues different types of audit reports.

Unit	Topic	Duration (In Hours)	Marks
1	Introduction	28	15
	Meaning definition of Audit, book keeping accountancy and auditing, scope of auditing		
	Errors and frauds, merits and demerits of audit		
	Classification of audit		
	Preparation before and procedure of audit		
	Audit programme, Audit files, Audit evidences		
	Audit working papers, Audit note book		
2	Internal check system	14	15
	Internal control & Internal check		
	Vouching & Types of vouchers		
	Vouching of cash book		
	Verification of Assets and Liabilities		
3	Audit of Limited Companies	18	15
	Company auditor - qualification, appointment		
	Remunerations, rights and duties, liabilities		
	Auditors report		
	Divisible profit and dividend		
	Special audit of banking companies		
	Audit of educational institution		
Audit of insurance companies.			
4	Investigation	22	15
	Audit vs. Investigation, essential for investigation		
	Steps in Investigation		
	Types of Investigation		

	Objects of Investigations		
5	Recent Trends in Auditing	18	15
	Cost audit, difference between cost audit and financial audit		
	Objects of cost audit, its importance and merits		
	Classification of cost audit & procedure of cost audit, cost audit programme		
	Management audit definitions, objectives		
	Operational aspects of management audit		
	Steps in management audit		
	Tax audit introduction, appointment of tax auditor		

Course Outcome:

1. Develops the knowledge of general principles & ethics of auditing.
2. Develops the degree of professionalism required to be a successful CA/CS/AUDITOR GENERAL.
3. Helps in examine & detection of accounting errors.

References:

1. Gupta KaPal: Contemporary Auditing Tata McGraw Hill, New Delhi.
2. Tandon B.N.: Principles of Auditing: S. Chand & Co., New Delhi.
3. Pagare Dinkar: Principles and Practice of Auditing: Sultan Chand, New Delhi.
4. Sharma T.R.: Auditing Principles and Problems, Sahitya Bhawan, Agra. 5. Shukla S.M.: Auditing - Shahitya Bhawan, Agra, (Hindi)
5. Batliboy: Auditing.

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Department of Commerce

Academic Year

2021-22

B.COM III YEAR

Name of the Program: B. Com		Program Code: B. Com III
Name of the Course: Management Accounting		Max Marks: 75
Course Code:	Total Duration- 155 Hr	

Course Objective:

1. To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.
2. To enhance the abilities of learners to analyze the financial statements.
3. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporate.
4. To make the students develop competence with their usage in managerial decision making and control.

Unit	Topic	Duration (In Hours)	Marks
1	Management Accounting	27	15
	Financial statement		
	Ratio analysis		
2	Funds Flow Statement as per Indian Accounting Standard 3	35	15
	Cash flow statement.		
3	Absorption and Marginal Costing	30	15
	Break-even analysis		
4	Budgeting for profit Planning and control	35	15
	Responsibility accounting		
5	Standard Costing and Variance Analysis	28	15

Course Outcome:

1. Analyze cost-volume-profit techniques to determine optimal managerial decisions.
2. Prepare a master budget and demonstrate an understanding of the Relationship between the components.
3. Perform cost variance analysis and demonstrate the use of standard costs in flexible budgeting.
4. Prepare analyses of various special decisions, using relevant costing and Benefits.

References:

1. Arora M. N.: Cost Accounting - Principles and Practice, Vikas, New Delhi.
2. Jain S.P. & Narang K.L.: Cost Accounting; Kalyani, New Delhi.
3. Anthony, Rogert & Reece, at al: Principles of Management Accounting; Richard Irwin Inc.
4. Horngren, Charles, Foster and Datar et al: Cost Accounting - A Managerial Emphasis; Prentice Hall, New Delhi.
5. Khan M.Y. and Jain P.K.: Management Accounting: Tata McGraw Hill, New Delhi.
6. Kaplan R.S. and Atkonson A.A.: Advanced Management Accounting; Prentice Hall India, New Delhi.
7. J.K. Agrawal & R.K. Agrawal: Jaipur (English & Hindi).
8. Dr. M.R. Agrawal: Minakshi Prakashan Meerut.
9. Dr. S.P. Gupta - Agra (Hindi & English).

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Department of Commerce

Academic Year

2022-23

B.Com. Final Year

Name of the Program: B.Com. III		Program Code:
Name of the Course: Principles of Marketing		Max Marks: 75
Course Code: 360	Total Duration- 100 Hr	(Internal: + External:)

Course Objective:

1. To outline key marketing concepts and its application to different markets.
2. To identify factors and processes essential for designing marketing strategy.
3. To analyze and examine the implementation of marketing concepts and strategy to firms.

Unit	Topic	Duration (In Hours)	Marks
1	Nature and scope of marketing; importance of marketing as a business function, and in the economy; Marketing concepts - traditional and modern; selling vs. marketing; Marketing mix; marketing environment.	17	15
2	Consumer Behaviour and market segmentation: nature, scope and significance of consumer behaviour; market segmentation - concept and importance; bases for market segmentation.	21	15
3	Product: concept of product, consumer and industrial goods; Product Planning and development; packaging role and functions; brand name and trade mark; after sales service; Product Life Cycle concept. Price: importance of price in the marketing mix; factors affecting price of a product/service; discount and rebates.	20	15
4	Distributions channel and physical distribution; distribution channel- concept and role; types of distribution channel. Factors affecting	21	15
5	Promotion: methods of promotion, optimum promotion mix; advertising media-their relative merits and limitations; characteristics of an effective advertisement; personal selling; selling as a career, classification of successful sales person; function of sales men Recent development in marketing-social marketing, online marketing, direct marketing, services marketing, Green Marketing.	21	15

Course Outcome

1. Students will be able to identify the scope and significance of Marketing In Domain Industry.
2. Students will be able to examine marketing concepts and phenomenon to current business events In the Industry.
3. Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.

References:

1. Bhattacharya R.L. and Varshney B: International Marketing management; Sultan Chand, New Delhi.
2. Bhattacharya B.: Export Marketing Strategies for Success; Global Press, New Delhi.
3. Keegan W.J: Multinational Marketing Management; Prentice Hall, New Delhi.
4. Kriplani V: International marketing; Prentice Hall New Delhi.
5. Taggart J.H. and Moder Mott. M.C; the Essence of International Business; Prentice Hall New Delhi.

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Department of Commerce

Academic Year

2021-22

B.Com. III Year

Name of the Program: B.Com.		Program Code: B. Com 3
Name of the Course: International Marketing		Max Marks: 75
Course Code:	Total Duration- 100 Hr	(Internal: + External:)

Course Objective:

1. This course aims at acquainting student with the operations of marketing in international environment.
2. The course aims at exposing the students to the global business activities, marketing in international business and global forces transforming the international business today.
3. The course would develop a general perspective about managing international business both in operational as well as strategic context.
4. Distinguish the advantages and disadvantages, possess in international marketing in both emerging markets and mature markets.

Unit	Topic	Duration (In Hours)	Marks
1	International Marketing: Nature, definition, and scope of international marketing; Domestic marketing vs. international marketing: International environment external and internal.	20	15
2	Identifying and Selecting Foreign Market: Foreign market entry mode decisions. Product Planning for international Market: Product designing; Standardization vs. adaptation; Branding and packaging; Labelling and quality issues; After sales service. International Pricing: Factors Influencing International price; Pricing process-process and methods; International price quotation and payment terms.	15	15
3	Promotion of Product/Services Abroad: Methods of international promotion; Direct Mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.	25	15
4	International Distribution: Distribution channels and logistics decisions; Selection and appointment of foreign sales agents.	15	15
5	Export Policy and Practices in India: Exim policy- an overview; Trends in India's foreign trade; Steps in starting an export business; Product selection; Market selection; Export pricing; Export finance; Documentation; Export procedures; Export Assistance and	25	15

	incentives. Marketing Control Process		
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Course Outcome: Students will be able to:-

1. Apply the key terms, definitions, and concepts used in marketing with an international perspective.
2. Compare the value of developing global awareness vs. a local perspective in marketing.
3. Valuate different cultural, political, and legal environments influencing international trade.
4. Distinguish the advantages and disadvantages, possess in international marketing in both emerging markets and mature markets.

References:

2. Bhattacharya R.L. and Varshney B.: International Marketing Management; Sultan Chand, New Delhi.
3. Bhattacharya B.: Export Marketing Strategies for Success; Global Press, New Delhi.
4. Keegan W.J.: Multinational Marketing Management; Prentice Hall, New Delhi.
5. Kriplani V.: International marketing; Prentice Hall New Delhi.
6. Taggart J.H. and Moder Mott. M.C.: The Essence of International Business; Prentice Hall New Delhi.
7. Kotler Phillip: Principles of Marketing; Prentice Hall New Delhi.
8. Fayer Weather John: International Marketing; Prentice Hall N.J.
9. Caterora P.M. and Keavenay S.M.: Marketing an international Perspective; Erwin Homewood, Illinois.
10. Paliwala, Stanely J. The Essence of International marketing; Prentice Hall, New Delhi.

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Department of Commerce

Academic Year

2021-22

B.COM III Year

Name of the Program: B. Com		Program Code: 1165
Name of the Course: SYSTEM, ANALYSIS, DESIGN & MIS		Max Marks: 50
Course Code: B. Com	Total Duration- 100 Hr	(Internal: 25+ External: 50)

Course Objective:

1. The objective of this course is to provide adequate understanding of systems concept, system analysis, and systems design, which would help them in having efficient and workable information system for management.
2. To provide an understanding the role of Hardware and Software for realizing organizational Objectives and automation.
3. To provide an understanding of the role of systems analyst and software development firms for their role in distributing meaningful ERP modules and other business intelligent system.
4. To provide an understanding of the role of system analysis and design within various systems development stages.
5. To develop an awareness of the different approaches that might be taken to systems design.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Systems Concepts and The Information Systems Environment	25	10
	Definition Of System, Characteristics of System,		
	Elements Of System, Types of System,		
	The System Development Life Cycle: Consideration of Candidates' System.		
	The Role of System Analyst: Introduction, The Multiphase Role of The Analyst, The Analyst / User Interface, The Place of The Analyst in The Mis Organization.		
2	System Planning and Initial Investigation: Basis for Planning in Systems Analysis,	20	10
	Initial Investigation, Fact Finding, Fact Analysis, Determination of Feasibility.		
	Information Gathering: Kind of Information, Information Gathering Tools.		

	Structured Analysis, Flow Chart, Dfd, Data Dictionary, Decision Tree, Structured English, Decision Table.		
	System Performance, Analysis. Feasibility Study. Data		
3	The Process of Design Methodologies. Input Design, Output Design, Form Design, File Structure, File Organization, Data Base Design, System Testing, The Test Plan, Quality Assurance, Data Processing Auditor. Conversion, Post Implementation Review, Software Maintenance.	20	10
4	Evolution Of Mis, Need of MIS, Definition & Benefits of Mis, Characteristic, Role Component of Information System, Data Base as A Future of MIS Decision Making, Logic of Management Information System. Structure Of MIS	20	10
5	Difference Between Transaction Processing. System (TPS) And Management Information System, How Mis Works, Mis and Information Resource Management, Quality Information Building Blocks for The Information System, Information System Concept, Other System Characteristic (Open & Closed System), Difference Between Mis & Strategic System, Adaptive System, Business Function Information System.	15	10

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

1. A firm basis for understanding the life cycle of a systems development project.
2. An understanding of the analysis and development techniques required as a team member of a medium-scale information systems development project.
3. An understanding of the ways in which an analyst's interaction with system sponsors and users play a part in information systems development.
4. Experience in developing information systems models.
5. Experience in developing systems project documentation.

References:

- 1 System Analysis and Design - Elias M. Awad.
- 2 System Analysis and Design - Alan Dennis & Barbara Haley Wixco.
- 3 Management Information systems - C.S.V. Murthy, Himalaya Publication House.

MAHARAJA AGRASEN INTERNATIONAL COLLEGE

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Department of Computer Application

Academic Year

2021-22

B.COM III Year

Name of the Program: B. Com		Program Code: 1165
Name of the Course: Programming in Visual Basic		Max Marks: 50
Course Code: B. Com	Total Duration- 100 Hrs.	(Internal: 80 + External: 80)

Course Objective:

1. This course introduces computer programming using the Visual BASIC programming language with object-oriented programming principles.
2. Emphasis is on event-driven programming methods, including creating and manipulating objects, classes, and using object-oriented tools such as the class debugger.
3. Upon completion, students should be able to design, code, test and debug at a beginning level.

Unit	Topic	Duration (In Hours)	Marks
1	Introduction to Visual Basic, Programs, Variables Editions of Visual Basic, Event Driven Programming, Terminology, Working environment, project and executable files, Understanding modules, Using the code editor window, other code navigation features,	15	10
	Code documentation and formatting, environment options, code formatting option automatic code completion features.		
	Introduction to objects, controlling objects, Properties, methods and events, working with forms, interacting with the user: Msg Box function, Input Box function, Code statements, Managing forms.		
	Creating a program in Visual Basic, Printing, Overview of variables, user-defined data types, constants working with procedures, working with dates and times, Using the Format Function, Manipulating text string.		
2	Controlling Program Execution, Working with Control. Comparison and logical operators, If...Them statements,	20	10
	Select Case Statements looping structures,		
	Using Do....Loop structures, For. Next statement, Exiting a loop.		
	Types of controls, Overview of standard controls, Combo Box and List Box		
	Option Button and Frame controls Menu, Status bars, Toolbars, Advanced standard controls, ActiveX controls, Insert table objects, Arrays, Dynamic Arrays.		

3	Procedure, Function Error Trapping & Debugging Procedure, Function, call by value, call by reference, Type definition, with object, Validation	25	10		
	Overview of run-time errors, error handling process, The Err object,				
	Errors and calling chain, Errors in an error-handling routine, Inline error handling, Error handling styles, General error-trapping options.				
	Type of errors, break mode Debug toolbar, Watch window, Immediate window, Local window, Tracing Program flow with the Call Stack				
4	Sequential and Random Files: Saving data to file, basic filling, data analysis and file, the extended text editor, File organization Random access file, The design and coding,	20	10		
	File Dialog Box, Picture Box, Image box, Dialog Box, using clipboard, Copy, Cut, Paste of Text & Picture in Clipboard,				
	Use of Grid Control Multiple document interface, Single document interface.				
	Data Access Using the ADO Data Control & Report Generation. Overview of ActiveX data Objects, Visual Basic data access features, Relational database concepts Using the ADO Data control to access data,			20	10
	Overview of DAO, RDO, Data Control, structured query language (SQL),				
Manipulating data Using Data Form Wizard. Overview of Report, Data Report, Add groups, Data Environment,					
Connection to database Introduction to Crystal Report Generator.					

Course Outcome:

2. Students list the visual programming concepts.
3. Explain basic concepts and definitions.
4. Express constants and arithmetic operations.
5. Distinguish variable and data types.
6. Students code visual programs by using Visual Basic work environment.
7. Distinguish and compose events and methods.

References:

1. Visual Basic Programming - Reeta Sahu, B.P.B. Publication.
2. Mastering in Visual Basic - By BPB Publications.
3. Visual Basic Programming - Mark Brit.