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Governed by Kasturba Gandhi National Memorial Trust

Kasturbagaram Rural Institute

Kasturbagaram, Indore (M.P.) - 452020

An Autonomous Women's College, Affiliated to Devi Ahilya University, Indore



Syllabus – Under GraduationYear– Academic Session 2026-27
(Under NEP 2020 & As per Ordinance 14A(1))

SUBJECT :- Computer Application
Course Title :E- Commerce and Digital Marketing
Class:-B.COM – I semester
Course code:-

MAXIMUM MARKS : 100 (60+40)
TOTAL CREDITS : 02

MINIMUM MARKS : (21+14)
TOTAL Lectures: 30

UNIT	CONTENTS	No. of Lectures
UNIT-1	Fundamentals of computer and Introduction to Indian Knowledge Systems (IKS) in Business Fundamentals of computer- Computer- Block diagram, Input Devices and Output Devices, Primary Memory: RAM and ROM, Secondary Memory. Introduction to Indian Knowledge Systems (IKS) in Business Definition of IKS and its role in India's intellectual heritage, Relevance of IKS to commerce, entrepreneurship, and sustainable trade, Traditional Indian views on wealth (Artha) and ethical living (Dharma) in business, Importance of community-centric trade, trust, and long-term reputation. Keywords: Indian Knowledge Systems, Artha, Dharma, Sustainable trade, Community-centric commerce, Ancient Indian economy. Activity: 1. Divide students into two groups: - Group A: Supports traditional IKS values Artha with Dharma, trust, and community welfare. - Group B: 1. Defends modern capitalism - profit maximization and growth at any cost. 2. Each group prepares a 5-minute argument and 2-minute rebuttal. 3. The teacher moderates and guides a final discussion: • How can IKS complement modern entrepreneurship? • What role does ethical branding play in long-term business success?	7
UNIT-2	Introduction to E-Commerce: Definition, Scope, and History of E-Commerce, Benefits and Limitations of E-Commerce, Traditional Commerce vs E-Commerce, E-Commerce Trends and Opportunities. E-Commerce Business Models and Applications: Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B), E-Government and Mobile Commerce, Case Studies of E-Commerce Models. Keywords: E-Commerce, Online business, Digital economy, Mobile commerce (m-commerce), Digital payment systems (UPI, wallets), E-Governance. Activity: Prepare flashcards or a digital quiz. Students form pairs or small teams. Each team matches the model's name with its description or real-life example.	7
UNIT-3	Technology Infrastructure for E-Commerce: Internet, Intranet, and Extranet, Web Servers, Browsers, and Hosting, E-Commerce Software Platforms, Security Protocols and Encryption. Basics of Networks: Networks and Types, Protocols, WWW, URL's, Domain Names.	6

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	E-Payment Systems: Credit Cards, Digital Wallets, UPI, Online Banking and Payment Gateways, E-Commerce Security Threats, Legal, Ethical, and Taxation Issues in E-Commerce. Keywords: Internet, Web server, Web browser, E-commerce platforms, Cybersecurity, Payment gateways. Activity: 1. Provide teams with a set of cards or labels (physical or digital), each representing a tool, technology, or feature. 2. Teams are asked to assemble these cards into a logical order for building a secure e-commerce store.	
UNIT-4	Introduction Digital Marketing: Definition and Scope of Digital Marketing, Traditional vs Digital Marketing, Digital Marketing Mix and Buyer Journey, Inbound vs Outbound Marketing. Keywords: Digital marketing, Online advertising, Digital marketing mix, Social media marketing. Basic of word processor, Introduction to canva. Activity: 1. Divide students into small groups. 2. Each group selects (or is assigned) a product 3. For their product, they must: • Define the target customer • Map the buyer's journey • Choose digital marketing strategies for each stage 4. Each group presents their mini-campaign	5
UNIT-5	Digital Marketing Channels and Tools: Search Engine Optimization (SEO) and Search Engine Marketing (SEM), Social Media Marketing (Facebook, Instagram, LinkedIn, YouTube), Email Marketing and Content Marketing, Affiliate Marketing and Influencer Strategies. Digital Strategy, Analytics, and Trends: Creating Digital Marketing Plans and Campaigns, Google Analytics and KPIs, Trends: AI in Marketing, Automation, Voice Search, Ethics and Data Privacy in Digital Marketing. Keywords: SEO, SEM, Google Ads, Email Marketing, Social media tools, Digital marketing strategy, Conversion Rate Optimization. Activity: 1. Divide the class into teams and Each team selects a product or service. 2. Teams must: Choose 3 digital marketing channels (e.g., SEO, YouTube, Instagram)	5

Suggested Readings:

- P.T. Joseph- E-Commerce: An Indian Perspective
- S. Jaiswal-E-Commerce
- Dr. Ruchi Jain-Digital Marketing and E-Commerce
- Laudon & Traver-E-Commerce: Business, Technology, Society
- Laudon, K. C., & Traver, C. G. (2021). E-Commerce: Business, Technology, Society (16th Ed.). Pearson.
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing (7th Ed.). Pearson.
- Ryan, D. (2016). Understanding Digital Marketing (4th Ed.). Kogan Page.
- Strauss, J., & Frost, R. (2014). E-Marketing (7th Ed.). Pearson.

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SUBJECT – COMPUTER APPLICATION
COURSE : – E – COMMERCE AND DIGITAL MARKETING – I

MAXIMUM MARKS : 100 (60+40)
TOTAL CREDITS : 01

MINIMUM MARKS : (21+14)
TOTAL HOURS : 60 hrs

PRACTICAL WORK

List of Practical	Duration
1. Identify Create a basic e-commerce website layout using HTML showcasing products and services. 2. Design a registration and login page for an e-commerce portal using HTML forms and validation. 3. Use an online platform (like Shopify, Wix, or WordPress) to simulate a product listing and checkout flow. 4. Conduct market research and create a digital marketing strategy for a small business or product. 5. Create a business profile on Google My Business and optimize it for visibility. 6. Design and send a marketing email using tools like Mailchimp or Zoho Campaigns. 7. Run a sample SEO audit for a website using free online tools and suggest improvements. 8. Set up a Google Ads campaign with targeted keywords and create ad copy. 9. Create a social media marketing plan using Youtube, Facebook or Instagram including post scheduling. 10. Canva or similar tools to design a digital flyer or promotional content. 11. Set up a Google Analytics account for a test website and analyze user traffic. 12. Prepare a report on emerging digital trends like influencer marketing, AI in advertising, or affiliate networks, for eg :- ChatGPT or Gemini. -----	2 Hours/ Week

  



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Syllabus – Under Graduation Year– Academic Session 2025-26
(Under NEP 2020 & As per Ordinance 14A(1))

SUBJECT :- Computer Application
Course Title : Information Technology
Class:- B.A/B.SC/B.COM – I semester
Course code:- MD103CAT

MAXIMUM MARKS : 100 (60+40)
TOTAL CREDITS : 02

MINIMUM MARKS : (21+14)
TOTAL Lectures: 30

UNIT	CONTENTS	No. of Lectures
UNIT-1	Fundamentals of Information Technology & Indian Knowledge Systems History of Computing: From Ancient Indian contributions (e.g., binary logic in Pingala's Chandahśāstra) to modern IT Overview of Computer Systems: Hardware, Software, I/O Devices, Memory Operating Systems (Windows/Linux), File Management Introduction to Number Systems with Indian numeral history Concept of Digital India and e-Governance initiatives Activity: 1. Visit to a Digital Seva Kendra (Common Service Center) 2. Create a poster on Indian IT innovations (ISRO, Aadhaar, etc.)	7
UNIT-2	Office Tools, Language & Communication in IT Word Processing, Spreadsheets, and Presentations Use of local languages in IT (Unicode, Google translation tools, Indic typing tools) English for IT: Email Writing, IT vocabulary, presentation skills Language models and voice-to-text (Google Lens, ChatGPT, AI typing tools) UPI and QR Code: Introduction, Functionality, Challenges and Application in Indian context. Activity: 1. Prepare a bilingual presentation (English + regional language) 2. Draft an email for a job application and create a digital resume.	7
UNIT-3	Internet, AI Tools & Cyber security Awareness Introduction to Internet, Cloud, and Email Cyber security basics: Phishing, Malware, Identity Theft Digital Ethics and Indian perspectives on "Dharma in Technology" Hands-on: Google Workspace, ChatGPT, Canva, Gemini, Indian AI tools Cybercrime awareness: Government portals (CERT-IN, Cyber Crime Reporting Portal). Activity: 1. Mock simulation of cybercrime reporting 2. Create a "Stay Safe Online" digital awareness video or poster.	6
UNIT-4	Text and Image Data: Introduction, Storage Formats for pictures, Image compression fundamentals, Image acquisition with Digital Camera. Audio Data: Introduction, Audio Signals, Acquisition and Storage, Compression Video Data: Introduction, Capturing a moving scene with Video Camera, Compression, MPEG compression standard. Activity: 1. Understand how digital images are captured, stored in various formats, and compressed, while analyzing the impact of these factors on quality and size. 2. Understand how audio and video data are captured, stored, and compressed, and how different formats and compression levels affect quality and file size	5

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UNIT-5	IT Profession, Indian Values, Yoga & Social Impacts of Technology Careers in IT: Freelancing, BPO, Data Entry, Web Development, AI Work ethics, time management, and digital wellbeing Indian Values: Satya, Ahimsa, and Seva in Tech Service Yoga for concentration postures correction and stress management for IT users Social implications: Digital divide, screen addiction, misinformation. Activity: 1. Daily 5-minute yoga for eyes and back (Demonstration & practice) 2. Conduct a debate: "Has Technology made us more connected or more isolated?"	5
	Suggested Readings: • Introduction to Information Technology By RAJARAMAN V., PHI Learning Pvt. Ltd. (Fourteenth Printing, Third Edition, January 2018) • "Fundamentals of Information Technology" - Alexis Leon & Mathews Leon • Vedic Mathematics 2005, Sterling Publishers Pvt. Ltd. ISBN 978-81-7963-001-3 Reprint 2006, 2009. • "Digital Literacy Curriculum" MeitY (Govt. of India) Suggested Digital Platforms, Weblinks: National Digital Library of India (NDLI) en.wikipedia.org/wayam.gov.in. SWAYAM "Fundamentals of Information Technology" (AMU) wayam.gov.in/11onlinecourses.swayam2.ac.in+11classcentral.com-11. https://www.nielit.gov.in/content/digital-literacy-courses Suggestive equivalent online courses: Diksha Portal, NPTEL, Cyber Surakshit Bharat MyGov Cyber Safety Module AI Tools Practice: ChatGPT, Bard/Gemini, Canva, Grammarly, Scratch/Python IDEs SWAYAM-Fundamentals of IT (AMU) Comprehensive coverage of Module I, including history, hardware, OS, memory, number systems, and an intro to cybersecurity onlinecourses.swayam2.ac.in+15onlinecourses.swayam2.ac.in+15testbook.com+15 5. SWAYAM-Course in Information Technology (Savitribai Phule Pune Univ.) - A 30-module, 8-week program with cloud introduction, Google Workspace, e-Governance concepts and basic security onlinecourses.swayam2.ac.in+1swayam.gov.in+1. IIT Madras C Programming & Assembly Language (SWAYAM) - Ideal for Module IV: hands-on programming, logical thinking, algorithms, flowcharts, and connection to hardware fundamentals. ----	

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SUBJECT – COMPUTER APPLICATION
COURSE : – INFORMATION TECHNOLOGY

SEMESTER - I

Code - MD103CAP

MINIMUM MARKS : (21+14)

TOTAL HOURS : 60 hrs

MAXIMUM MARKS : 100 (60+40)
TOTAL CREDITS : 01

PRACTICAL WORK

List of Practical	Duration
1. Identify and List Computer System Components Open a PC, identify hardware parts (RAM, HDD, motherboard, I/O devices), and create a labelled diagram. 2. Install and Compare OS (Windows vs Linux) Dual-boot or virtual install Linux (Ubuntu), compare file systems, UI, and commands. 3. File Management Operations Create folders, copy/move/delete files, use command-line (Windows CMD or Linux terminal). 4. Number System Converter Using Spreadsheet Convert between Decimal, Binary, Octal, and Hexadecimal. 5. Explore Digital India Portals Navigate portals like UMANG, MyGov, or e-District and note their services. 6. Create a Document with Word Processor Prepare a report with headings, bullet points, image insertion, and page formatting. 7. Use Spreadsheets for Budget/Attendance Calculation Formulas, charts, conditional formatting, and data filtering. 8. Prepare a Presentation with Animations Slides with images, transitions, and speaker notes (topic: e-Governance or AI in India). 9. Type a Paragraph in Hindi or Your Local Language Using Google Input Tools or Indic Keyboard with Unicode support. 10. Translate a Passage Using Google Translate, Translate English to any Indian language, check accuracy, and voice pronunciation. 11. Practice Email Writing & IT Vocabulary Compose a formal IT-related email; identify 20 IT-specific terms. 12. Daily Yoga Routine for Digital Wellness. Follow a 15- min yoga/stretch session for posture & stress relief. Log benefits weekly. 13. Test Voice-to-Text Using Google Lens or ChatGPT Speak a paragraph and convert it to digital text. Analyze accuracy and limitations. 14. QR code Scanner & UPI Demo (Mock Activity). Generate a QR code using a tool, and simulate UPI-based payments (no real transactions).	2 Hours/ Week

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15. Create and Share a Document Using Google Workspace. Collaborate on Google Docs or Sheets with comments and version history.
16. Visit CERT-IN and Cybercrime Portals Explore the Government's cybercrime reporting portal and note key features.
17. Hands-on with AI Tools (ChatGPT, Gemini, etc.) Ask an AI to generate a bio, convert text to summary or translate content. Document outputs. or translate content.
18. Capture an image, audio, and video using a smartphone or digital camera.
19. Save each file in multiple formats (e.g., JPEG, PNG, WAV, MP3, MP4) and record file sizes. Compare quality and size across formats to understand storage and compression.
20. Record audio and video clips and compress them using Audacity and Hand Brake tools. Analyze quality differences and calculate compression ratios.
21. Draw a Flowchart for a Real-Life Task. E.g., Making tea, submitting an online form.

GUIDELINES & RULES FOR STUDENTS:

- The students are expected to follow the following rules for deriving maximum benefits of the course.
- Don't leave the campus without permission. In case of emergency, written permission from the Course Coordinator is required. Be punctual and attend all sessions, Lectures and other activities.
- Take responsibility of your own work Follow the timetable, home assignments and projects should be submitted within the stipulated time period.
- A minimum of 75% attendance is compulsory for all the Learners.



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विषय – वित्तीय लेखांकन (मेजर. I)

Sub. – Financial Accounting (Mejor- I)

CODE: -----

MAXIMUM MARKS : 100 (30+70)
TOTAL CREDITS : 06

MINIMUM MARKS : 35 (21+14)
TOTAL HOURS : 90

पाठ्यक्रम अध्ययन की उपलब्धियाँ :-

- लेखांकन के मूल सिद्धांतों और भारतीय लेखा प्रणाली का वैचारिक ज्ञान प्राप्त करना।
- वित्तीय लेनदेन को दर्ज करने और अंतिम खातों की तैयारी में कौशल विकसित करना।
- लेखा मानक – 6 मूल्य हास के लिये लेखांकन का विश्लेषण करना।
- रायल्टी लेखाप्रणाली, शाखा और विभागीय लेखांकन का ज्ञान प्राप्त करना।
- गैर लाभकारी संगठन, निवेश खाता, साझेदारी खाते की जानकारी प्राप्त करना।
- कम्प्यूटरीकृत लेखांकन प्रणाली के अनुप्रयोग को समझना।

पाठ्यक्रम/Syllabus

क्र.सं.	विषय	समय
1	भारतीय प्राचीन लेखांकन विधि – गुण, दोष, अंग्रेजी पद्धति से तुलना, प्रारंभिक लेखे बहियों का स्वरूप कामा, दोहर प्रविष्टि प्रणाली की मूल अवधारणा और सिद्धांत, जर्नल प्रविष्टियाँ, खाता-बही, सहायक पुस्तकें, तलपट, अंतिम खाते। गतिविधि – भूमिका निर्वाह विद्यार्थियों को विभिन्न अकाउंटिंग रोल्स (जैसे कि अकाउंटेंट, ऑडिटर, क्लाइंट) में बांटकर एक बिजनेस सिमुलेशन को हल करने के लिये कहा जाये। Ancient Indian Accounting System – merits and demerits, comparison with English system, nature of initial Accounting books, Basic concepts and principles of double entry system, journal entries, ledger, subsidiary books, balance sheet, final accounts. Activity – Role play- Students are asked to solve a business situation by dividing them into various accounting roles (such as accountant, auditor, clients).	18
2	भारतीय और अंतर्राष्ट्रीय लेखा मानकों का परिचय, मूल्य हास के लिये लेखांकन (लेखांकन मानक-6 के अनुसार), रायल्टी खाते। गतिविधि – स्थानीय व्यवसायों का दौरा छात्रों को छोटे और मध्यम आकार के व्यवसायों का दौरा करने के लिये भेजना, जहाँ वे वित्तीय कार्यों को समझ सकते हैं। जैसे कि खाते रखना, नगदी प्रबंधन आदि। Accounting for Depreciation (According to Accounting Standard -6), Royalty Accounts. Activity – Visiting local businesses – send students to visit small and medium sized business where they can understand financial functions, such as maintaining accounts, cash management, etc.	18
3	शाखा लेखा एवं विभागीय लेखा। गतिविधि – वित्तीय विश्लेषण कार्य, छात्रों को सार्वजनिक कंपनियों के वित्तीय विवरणों का विश्लेषण करने के लिये निर्देशित करना, जिससे वे अनुपात विश्लेषण, लाभ प्रदाता विश्लेषण आदि को समझ सकें। Branch Accounts and Departmental Accounts. Activity – Financial analysis task- to guided the students to analysis the financial statements of public companies so that they can understand ratio analysis, profitability analysis etc.	18
4	गैर लाभकारी संगठनों का लेखांकन, विनियोग खाते। गतिविधि – केस स्टडी एनालिसिस अलग-अलग बिजनेस की केस स्टडी देकर विद्यार्थियों से वित्तीय रिपोर्ट का विश्लेषण करवाना इससे वे वित्तीय समस्याओं को समझ पायेंगे और उनका समाधान निकालना सीखेंगे। Accounting of Non-Profit – Organization and investment account. Activity – Case study analysis – asks students to analysis financial reports by giving different business case studies. Thus will help them understand real – word problems and learn to solve them.	18
5	कम्प्यूटरीकृत लेखांकन – किसी लोकप्रिय लेखांकन सॉफ्टवेयर के उपयोग द्वारा कंपनी बनाना। (उदाहरण-टैली) कान्फिगर और फीचर सेटिंग, लेखा खाता बहियों और समूह बनाना, स्टॉक आयटम और समूह बनाना। वाउचर प्रविष्टि करना, रिपोर्ट तैयार करना, नगदी पुस्तक, खाताबही, तलपट, लाभ हानि खाता और चिट्ठा। गतिविधि – प्रक्टिकल अकाउंटिंग सॉफ्टवेयर ट्रेनिंग विद्यार्थियों को टैली, क्विक बुक, जोहो बुक जैसे अकाउंटिंग सॉफ्टवेयर सिखाना, ताकि वे डिजिटल अकाउंटिंग के लिये तैयार हो सकें। Computerized accounts by using any popular accounting software e.g. Tally. Creating a company, configure and features setting, creating accounting ledgers and groups, creating stock items and groups, voucher entries, generating report – cash book, ledger accounts, trial balance, profit and loss accounts and balance sheet. Activity – Practical Accounting Software Training to teach students Accounting Software Like Tally, Quick Books, Zoho Books to prepare them for digital accounting	18

Learning Resources:

- Dr. S M Shukla Final Accounting ShahityaBhawan Agra
- Shukla And Grewal Final Accounting S Chand and sons New Delhi
- Agrawal Dr. Mahesh Final Accounting, Ram Prasad and sons. Bhopal
- डॉ.एस.एम.शुक्ला, वित्तीय लेखांकन, साहित्य भवन पब्लिकेशन, आगरा
- अग्रवाल, डॉ.महेश, वित्तीय लेखांकन, रामप्रसाद एण्ड संस. भोपाल
- मध्यप्रदेश हिंदी ग्रंथ अकादमी, भोपाल, वित्तीय लेखांकन
- <http://www.ddegjust.ac.in>
- <http://www.academia.edu>

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विषय – व्यावसायिक गणित (माइन्स-1)

Sub. – Business Maths (Minor - I)

CODE: -----

MAXIMUM MARKS: 100 (30+70)
TOTAL CREDITS: 04

MINIMUM MARKS: 35 (21+14)
TOTAL HOURS: 60

पाठ्यक्रम अध्ययन की उपलब्धियाँ :-

- विद्यार्थियों में दिन प्रतिदिन के गणना कार्यों में दक्षता प्राप्त होगी।
- गणितीय सोच तथा तर्कशक्ति विकसित होगी जिससे वे तार्किक परिणाम निकाल कर त्वरित निर्णय लेने में सक्षम होंगे।
- विभिन्न प्रतियोगी परीक्षाओं में पूछे जाने वाले गणित के प्रश्नों को हल करने में सक्षम होंगे।
- आगामी वर्षों में व्यावसायिक सांख्यिकी, लागत लेखांकन, वित्तीय प्रबंध, आयकर जैसे विषयों के प्रश्न हल करने में आसानी होगी।

क्र.सं.	पाठ्यक्रम/Syllabus	पाठ्यक्रम घण्टे
1	भारत की प्राचीन वैदिक एवं अन्य गणना विधियाँ, वैदिक गणित का वर्तमान परिप्रेक्ष्य में व्यावहारिक उपयोग। वर्ग एवं वर्गमूल की त्वरित गणना की विधियाँ एवं अभ्यास, योगांक से उत्तर के त्वरित सत्यापन की विधि। गतिविधि – गणितीय संग्रहालय या क्षेत्र भ्रमण गणित से संबंधित स्थानों का दौरा जैसे – गणितीय संस्थान, गणना से जुड़े संग्रहालय या गणितीय खोज के स्थल अथवा गणित की व्यावहारिक समस्याओं का वैदिक गणित के माध्यम से हल करना। Ancient Vedic and other calculation methods of India, Practical use of Vedic mathematics in the current context. Methods and Practice of Quick calculations of addition, multiplication, Division, Square and square root of numbers through Vedic mathematics, method of quick verification of answer from digit sum. Activity :- Mathematical museum of field trip : visit to places related to mathematics such as mathematical Institutes, Museum related to calculations of places mathematical discoveries OR Solving practical problems of mathematics through Vedic Mathematics.	10
2	बीज गणित में चिन्हों संबंधी नियम एवं अभ्यास, गणना संबंधित नियम एवं युगपत समीकरण, अर्थ, विशेषताएं, प्रकार एवं गणनाएं, इबारती प्रश्न सहित। गतिविधि – गणितीय सीमुलेशन और सॉफ्टवेयर प्रशिक्षण गणितीय सीमुलेशन सॉफ्टवेयर जैसे MATLAB, MATHEMATICA, या Excel पर प्रशिक्षण सत्र आयोजित करना। Rules of sign in Algebra and Practice, Rules of Calculation (BODMAS) and Practice, Simultaneous Equations – Meaning character tics, types, calculation (with word problems) Activity :- Mathematical simulation and software training : Conduct Training session on Mathematical simulation, such as MATLAB, Mathematica, or Excel	10
3	घातांक के सिद्धांत (प्रारंभिक ज्ञान) – लघु गणक एवं प्रति लघु गणक सिद्धांत एवं गणनाएं, प्रतिशत। गतिविधि – गणितीय लेखन और शोध प्रतियोगिता विद्यार्थियों को गणितीय लेखन, समीकरणों के बारे में नये विचार प्रस्तुत करने या गणित पर शोध पत्र लिखने के लिये प्रोत्साहित करना। Theory of indices (primarily knowledge only formulae), logarithm and Antilogarithm as – Principle and calculations, percentage Activity :- Mathematical writing and research competitions, to encourage students to write mathematically, present new ideas about equations or write research paper of mathematics	10
4	अनुपात, समानुपात, बट्टा, दलाली। गतिविधि – गणितीय मॉडलिंग प्रोजेक्ट्स विद्यार्थियों को गणित के सिद्धांतों का व्यावहारिक जीवन में प्रयोग दिखाने वाले प्रोजेक्ट्स पर काम करने के लिये प्रेरित करना, जैसे आर्थिक गणना, सांख्यिकीय मॉडल आदि। Ratio Proportion, Discount, Brokerage Activity :- Mathematical Modeling Projects: To motivate students to work on projects Economic Calculations, Statistical Model, etc.	10
5	कमीशन, औसत, लाभ एवं हानि। गतिविधि – गणितीय मॉडलिंग प्रोजेक्ट्स विद्यार्थियों को गणित के सिद्धांतों का व्यावहारिक जीवन में प्रयोग दिखाने वाले प्रोजेक्ट्स पर काम करने के लिये प्रेरित करना, जैसे आर्थिक गणना, सांख्यिकीय मॉडल आदि। Commission, Average, Profit and Loss Activity :- Mathematical Games Contests:	10
6	साधारण ब्याज और चक्रवृद्धि ब्याज। गतिविधियाँ – गणितीय फिल्मों का प्रदर्शन गणित पर आधारित फिल्मों या डाक्यूमेंट्रीज का प्रदर्शन करना, जो गणित के वास्तविक जीवन में प्रयोग को दर्शाती हैं। Simple interest, compound interest. Activities – Screening of mathematical film Screening of film or documentaries on mathematics that depict the real life application of mathematics.	10

Learning Resources:

- Magar Dr. Abhilash Business Mathematical Himalaya publication Nagpur
- Trivedi, Business Mathematics, Pearson PVT Ltd New Delhi
- Sancheti&Kapoor Business Mathematics Sultan Chand and sons New Delhi
- Sharma J.K.Business Mathematics IK International pvt Ltd. New Delhi
- Kumar Mrityunjay Business Mathematics SChand Publishing Ram Prasad and sons and sons Bhopal
- GouravTekriwal Maths Sutra Penguin Books Gudao
- <https://www.rkpad.com/2020/09/bcom-books>
- मंगल, डॉ. रमेश, व्यावसायिक गणित, यूनिवर्सल पब्लिकेशन, इंदौर
- शुक्ला, डॉ. वी.के., व्यावसायिक गणित, मध्यप्रदेश हिंदी ग्रंथ अकादमी भोपाल

विभागाध्यक्ष

विषय शिक्षक

अध्ययन परिषद अध्यक्ष

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