॥ अंतरी पेटवू ज्ञानज्योत ॥

NORTH MAHARASHTRA UNIVERSITY, JALGAON

Syllabus for

Bachelor of Business Studies (B.B.S)

Semester-I & II

(w.e.f. June,2003)

NORTH MAHARASHTRA UNIVERSITY, JALGAON

BACHELOR OF BUSINESS STUDIES

(3 years Integrated Degree Course)

(w.e.f. June 2003)

Course Objectives

- The objectives of this course are to develop following skills amongst the students, which in the long run would benefit the country, Corporate World and the individual.

- To gain overall knowledge about the Business and Business Practices.

- To understand and manage complex Business Propositions.

- To promote managerial and leadership development by providing potential business leaders with skill, knowledge and expertise.

- To get self-knowledge and confidence.

- To promote entrepreneurial skill for self - development.

- To develop profound understanding and cultivating intellectual integrity in dealing with complex business situations.

- To develop the qualities of adaptability innovation and dynamism.

NORTH MAHARASHTRA UNIVERSITY, JALGAON

Proposed modified Structure of B.B.S. Three years Degree Course
(w.e.f. - July 2003)

No	SEMESTER – I	Marks
1.1	Introduction to Modern Business	100
1.2	Basic Economics - I (Micro)	100
1.3	Marketing	100
1.4	Communication Skills	100
1.5	Introduction to Computers - 1	100
1.6	Practical - 1	050
	Total	**550**

No	SEMESTER - II	Marks
2.1	Organisation & Management	100
2.2	Basic Economics - II (Managerial Economics)	100
2.3	Financial Accounting	100
2.4	Business Mathematics	100
2.5	Introduction to Computers - II	100
2.6	Practical - 2	050
	Total	**550**

No	SEMESTER - III	Marks
3.1	Modern Management Practices	100
3.2	Indian Economic Environment	100
3.3	Advanced Accounting & Costing - I	100
3.4	Business Statistics	100
3.5	Computer Applications -I	100
3.6	Practical - 3	050
	Total	**550**

No	SEMESTER - IV	Marks
4.1	Human Relations	100
4.2	Business Finance	100
4.3	Advanced Accounting & Costing - II	100
4.4	Company Law & Secretarial Practice	100
4.5	Computer Applications -II	100
4.6	Practical -4	050
	Total	**550**

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No.	**SEMESTER - V**	
5.1	Business Entrepreneurship & S.S.I.	100
5.2	International Business	100
5.3	Corporate Accounting	100
5.4	Specialisation Paper - 1	100
5.5	M.I.S.	100
5.6	Project Report	050
	Total	**550**

	SEMESTER - VI	**Marks**
6.1	Management of Services	100
6.2	Auditing & Income Tax	100
6.3	Business Law	100
6.4	Specialisation Paper - II	100
6.5	Specialisations Paper - III	100
6.6	Viva - Voce based on Project Submitted in Sem. V	050
	Total	**550**

Specialisation papers

1. Marketing Management.
2. Advanced Accountancy
3. Human Resource Management.
4. Systems Management.
5. Advanced Costing

Total Marks for Semester. 1 to VI - 3300
(i.e. 550 Marks for each Semester)

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NORTH MAHARASHTRA UNIVERSITY, JALGAON

B.B.S Semester I

Subject : 1.1 INTRODUCTION TO MODERN BUSINESS (ORGANISATION AND MANAGEMENT)

Units	Expected Lectures

1. Business Systems

(9)

1.1   Concept of Business

1.2   Business Objectives

1.3   Branches of Business

    1.3.1 Industry

    1.3.2 Commerce – (a) Trades (b) Aids to trades (c) Profession

2. Types of Business Organisation

(10)

2.1   Sole Trader

2.2   Partnership

2.3   Co-operative Societies

2.4   Company – Form of Organisation

    2.4.1 Private Limited Company

    2.4.2 Public Limited Company

    2.4.3 Government Company

3. Business and Socities

(6)

3.1   Changing concept of business

3.2   Professionalisation

3.3   Business and Society

3.4   Business and culture

3.5   Technological development and social change

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4. Consumer rights and Consumerism (4)

4.1 Consumer rights

4.2 Explanation of consumerism

4.3 Consumer protection

4.4 Consumer protection act (Salient features)

4.5 Consumer movement in India

5. Management (11)

5.1 Definition

5.2 Nature and Scope

5.3 Characteristics

5.4 Principles of Management

5.5 Basic schools of Management thought

    5.5.1 F.W. Taylor

    5.5.2 Henry Fayol

6. Functions of Management (8)

6.1 Planning

6.2 Organising

6.3 Staffing

6.4 Communication

6.5 Control

6.6 Co-ordination

6.7 Decision Making

6.8 Motivation

Total – 48 Lectures

Reference Books

1. Modern Business Organisation and Management – S. A. Sherlekar, V. S. Sherlekar

2. Principles of Management – L. M. Prasad, Himalaya Publications, Mumbai

3. Modern Business Organisation – Y. K. Bhushan

4. Business Environment and Management – Francis Cherrunilam

5. A Text book of Organisation and Management – Dr. P. C. Pardeshi, Nirali Prakashan

NORTH MAHARASHTRA UNIVERSITY, JALGAON

B.B.S Semester I

Subject : 1.2 BASIC ECONOMICS (MICRO)

Units	Expected Lectures

1. Meaning Nature and scope of economics (06)

Basic economic problems

2. Consumer's Behaviour (10)

Masrshellian concept of demand - utility - law of diminishing marginal utility - Law of equi-marginal utility- relationship between marginal utility and price - Determinants of demand - Law of demand - Exception to the law of demands - Concepts of price, Income and cross elasticity - Hick's concept of ordinal utility - features of indifference curves.

3. Production function (08)

Law of variable proportions (short run production functions) -Laws of returns to scale (long run production function) - Economies of large scale production.

4. Cost function (08)

Nature of short run and long run cost curves - L shape long run cost curves

5. Market Mechanism (08)

Features of perfect competition - monopoly- monopolistic competition and Oligopoly – Marginal productivity of distribution – theories of rent (Recardian and Modern Theory) – Supply Curve of Labour – Determination of wages under different market conditions – Theories of interest – Classical , Loanable fund theory, liquidity preference theory – Theories of profit , Innovation theory , Dynamic theory, Risk and uncertainty theory

Reference Books

1. Economic Theory - K. K. Deuwt
2. Introduction to Positive Economics – Lipsay
3. Economics – Samuelson

NORTH MAHARASHTRA UNIVERSITY, JALGAON

B. B. S. Semester I

Subject : 1.3 MARKETING

(w.e.f. June 2003)

Units   Expected Lectures

Unit - 1 : Marketing - An Introduction.   (12)

1.1   Definition & meaning -   Marketing and marketing Management.

1.2   Nature and scope of Marketing.

1.3   Marketing Objectives.

1.4   Marketing Functions.

1.5   Core concepts in Marketing.

1.6   Marketing Concepts.

1.7   The Marketing Process.

1.8   Marketing Environment.

1.9   Marketing Mix.

Unit - 2 : Product   (08)

2.1   Marketing

2.2   Classification

2.3   New product development process

2.4   Product related strategies -

(a) Branding,

(b) Packaging and liability.

2.5   Product life cycle concept.

Unit - 3 : Promotion   (12)

3.1   Promotion mix.

3.2   Advertising - (a) Definition, (b) Objectives, (c) Criticism.

3.3 Public Relations-

(a) Meaning,

(b) Tools.

3.4 Sales promotion

(a) Meaning

(b) Tools.

3.5 Personal selling,

(a) Meaning,

(b) Principles of Personal Selling.

Unit - 4 : Price   (08)

4.1 Definition.

4.2 Pricing objectives.

4.3 Factors affecting Pricing Decision.

4.4 Pricing methods.

Unit - 5 : Place   (08)

5.1 Channels of Distribution. - Channel levels.

5.2 Retailing

5.3 Wholesaling

5.4 Direct marketing.

5.5 Physical Distribution and logistic management.

Total 48 Lectures

Reference Books :

1. Marketing Management (Analysis, Planning, Implementation and Control) – Philip Kotler

2. Fundamentals of Marketing – William J. Stantan, Michel J. Estzel, Bruce J. Walker, Mc-Graw Hill International Edition 10th.

3. Principles and Practice of Marketing- Philip Kotler, Garry Arm Strong, Prentice Hall of India Pvt. Ltd.

4. Marketing Management – Zha & Singha

5. Marketing Management – S. A. Sherlekar, Himalaya Publications

6. Service Marketing – S. M. Zha, Himalaya Publications

7. Marketing – Rajan Nair

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NORTH MAHARASHTRA UNIVERSITY, JALGAON

B.B.S. Semester I

Subject : 1.4 COMMUNICATION SKILLS

(w.e.f. June 2003)

Units   **Expected Lectures**

Unit - 1 : Introduction to Business Communication   (12)

1.1   Definitions.

1.2   Need for communication,

1.3   Process of communication,

1.4   Methods of communication - Verbal and non - Verbal and non - verbal.

1.5   Principles of communications.

1.6   Patterns / Channels of Communication - Formal and Informal.

1.7   Barriers to effective communication.

Unit - 2 : Written Communication   (12)

2.1   Essentials of good Letter Writing.

2.2   Structure of a Business Letter.

2.3   Forms of Layout.

2.4   Job Ppplication Letter.

2.5   Sales Letter.

2.6   Placing Orders.

2.7   Claims and Adjustment Letters.

2.8   Collection Letters.

Unit - 3 : Oral Communication   (16)

3.1   Suitability and importance of Oral Communication.

3.2   How to make Oral Communication Effective?

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3.3 Interviews -

(a) Types of Interviews.

(b) How to prepare for an Interview?

3.4 Speeches -

(a) Structure of a Formal Speech.

3.5 Group discussion -

(a) Importance of group discussion.

(b) How to participate effectively in-Group Discussion?

3.6 Listening -

(a) Types.

(b) Process, Importance.

(c) Obstacles in good listening.

Unit - 4 Using Technology to Access and Share Information.   (8)

4.1 Accessing electronic information -

CD ROM, Databases, Online databases, Online Information Services.

4.2 The Internet

4.3 Sharing electronic information - Word processing , e-mail.

4.4 The Telephone - Calling versus writing, voice mail, cellular phones and paging devices.

Total 48 Lectures

Practical:

1) Interviews

2) Public services

3) Group discussions.

Reference Books

1. Communication – C. S. Rayadu – Himalaya Publishing House.
2. Effective communication – Urmila Rai, S.M. Rai
3. Business Communication – Urmila Rai
4. Business Communication - K.K. Sinha
5. Business Correspondence and report writing – 3rd Ed. R.C. Sharma, Krishna Mohan
6. Business Communication – International edition C Couirtland Bovee, John Thill

7. Principles of Business Communication –Ronald Dulek, John Fieldsn
8. Business Communication Theory and Application-Lesikar, Pettit
9. Comtexporary Business Communication – Scott Boer
10. Business Communication Theory and practice- Tole P.M. & Chandgadker
11. Essentials of Business communication- Rajendra Pal and Korlahalli
12. Communication for Business – Shirley Taylor, 3rd Ed. Longman, Pearson Education
13. Communication Management – Theory and Practice, P. Rathnaswamy, Deep and Deep Publications.
14. Organizational Communication – Arnold E. Schncider, William C. Donaghy, Pamela Jane.
15. Basic Business Communication – Robert M. Archer, Ruth Person Amos.
16. Business Communication – Shive Kumar
17. Effective Business Communication- Murphy
18. Excellence in Business Communication – Thill
19. Handbook of Business Correspondence – Frailey
20. Business English and Communication – Clark
21. Business Communication – Balsubramanyam M.
22. Business Communication – Homai Pradhan & Thakur
23. Communication & Society- Kamlesh Mahajan

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NORTH MAHARASHTRA UNIVERSITY, JALGAON

B.B.S. Semester I

1.5 INTRODUCTION TO COMPUTERS AND MS-OFFICE-2000

Units   **Expected Lectures**

1. Fundamentals of Computer   (10 L)

1.1 Block diagram of Computer, brief discussion of input unit, output unit, primary memory (ROM, RAM) and secondary memory, arithmetic and logic unit, control unit. Meaning of software (system and application) and hardware.

1.2 Introduction to binary coded systems such as BCD , EBCDIC and ASCII.

1.3 Introduction to Computer languages :- machine language, assembly language, high level language and fourth generation language (4GL).

1.4 Input-output devices such as keyboard, mouse, scanner and printer. Mass storage media such as floppy disk, hard disk and compact disk.

2 Operating system (OS)   (12 L)

2.1 Meaning of operating system, need of operating system, functions of OS. Introduction to various OS such as DOS, Windows, Unix and Linux.

2.2 Windows-2000 Environment:- Desktop, Recycle bin, My Computer, My Briefcase, My Documents, Network Neighborhood, Windows Explorer, File operations (e.g. copying ,moving, deleting, renaming etc.), Windows icons, Default icons in Windows-2000.

3 Word – 2000   (12 L)

3.1 Introduction :- Features of Word - 2000, Opening, Closing, Creating, Saving the document , Using all menu options, Toolbars, Creating, Deleting, Copying Folder.

3.2 Formatting :- Typing text, Selecting Word, Paragraphs, Object, Changing its fonts, type, size, Copying, Moving, Deleting the text, Subscript and Super script.

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3.3 Editing - Entering text, Editing text, Auto correct, Headers and Footers, Text Formatting, Alignment, Spacing, Tabs, Margins, Adding Word Art, Clip Art, Editing Picture.

3.4 Other Features - Numbering, Bulleting, Creating Tables with Multiple Columns and Rows, Templates, Checking and Correcting Spellings and Grammars.

3.5 Creating form Letters, Envelopes, Mark sheets, Creating Mail Merge using all its options.

4. Excel - 2000 (14 L)

4.1 Introduction - Introduction to Excel - 2000, Advantges, worksheet, Entering numbers, Text, data, Moving around the Worksheet, Cells, Selecting, Ranges, Inserting, Deleting the rows, columns.

4.2 Formulas and Functions :- Creating formulas, Using ranges in formulas, Using formula Wizards, Formatting text, Numbers, Controlling columns, width and high's, Adding Borders and Shading.

4.3 Graphs :- Creating Bar Charts, Pie Charts, Exploding pie Charts, Grafting the Data, Types of Charts, Adding Graphics to shades, pivot Tables.

Printing :- Page setup, page break Preview, Adjusting Margins, Page setting

Reference Books -

1) **Fundamentals of Computer**

   by Rajaraman.

2) **Personal Computer Software ('O' Level)**

   by V. K. Jain. (BPB Publishers.)

PRACTICALS

1. Study of Windows - 2000 - Desk Top, Icons, Windows start buttons.

2. Creating, naming, renaming, moving, deleting folders using My Computer and Windows Explorer Facilities

3. Creating file in Word 2000, Simple letter by using different font style & size.

4. Creating form letter by using mail merge facility.

5. Creating letters, entering data in table.

6. Creating Worksheet, entering data

7. Creating charts

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NORTH MAHARASHTRA UNIVERSITY, JALGAON

B.B.S Semester II

Subject : 2.1 ORGANISATION AND MANAGEMENT

(w.e.f. June 2003)

Units	Expected Lectures
1. Organising Process	**(08)**

1.1 Principles of organisations

1.2 Centralisation vs Decentralisation

1.3 Advantages and Limitations of Decentralisation

1.4 Organisation charts and manuals

2. Formal and Informal Organisation	**(10)**

2.1 Formal Organisation

2.2 Informal Organisation

2.3 Line and Staff relationship

2.4 Span of control and levels of management

3. Authority and Responsibility	**(10)**

3.1 Authority – Meaning and Definition

3.2 Delegation of authority – Meaning and objectives

3.3 Advantages and Limitations of Delegation of authority

3.4 Obstacles to delegation

3.5 Responsibility and accountability

4. Planning and M.B.O.	**(10)**

4.1 Meaning and Definition

4.2 Steps in planning

4.3 Advantages and limitations

4.4   M.B.O. – Meaning and concepts

4.5   M.B.O. – Salient Features

4.6   M.B.O - Process

4.7   M.B.O. - Advantages and Limitations

5. Modern Management Approaches   (10)

5.1   Management process Approach

5.2   Behavioural Approach

5.3   Quantitative Approach

5.4   System Approach

5.5   Contingency Approach

<div align="right">Total 48 Lectures</div>

Reference Books :

1. Modern Business Organisation and Management – S. A. Sherlekar, V. S. Sherlekar

2. Principles of Management – L. M. Prasad, Himalaya Publications, Mumbai

3. Modern Business Organisation – Y. K. Bhushan

4. Business Environment and Management – Francis Cherrunilam

5. A Text book of Organisation and Management – Dr. P. C. Pardeshi, Nirali Prakashan

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NORTH MAHARASHTRA UNIVERSITY, JALGAON

B.B.S Semester II

Subject : 2.2 MANAGERIAL ECONOMICS

(w.e.f. June 2003)

Units	Expected Lectures
1. Meaning Nature and Scope of Managerial Economics	(05)
2. Demand forecasting - Methods – significance	(06)
3. Price and output determination under Perfect competition, Monopoly, Monopolistic competition	(09)
4. Pricing policies- Need and Importance.	(03)
5. Pricing Practices – Cost-Plus Pricing, Limit pricing, Transfer pricing -Going rate pricing, Geographical pricing	(10)
6. Market mechanism and Government Intervention - Market failure (reasons) Need and extent of Government intervention in market mechanism Government failure- Market guidance v/s State regulation	(10)
7. Profit management Role of profit in the economy – nature and measurement of profit	(05)

Total 48 Lectures

Reference Books

1. Economic Theory - K. K. Deuwt
2. Introduction to Positive Economics – Lipsay
3. Economics – Samuelson

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NORTH MAHARASHTRA UNIVERSITY, JALGAON

B.B.S Semester II

Subject : 2.3 Financial Accounting

(w.e.f. June 2003)

Units	Expected Lectures

1. Financial Accounting -   **(08)**

1.1 Introduction, Importance and scope

1.2 Basic concepts in Accounting - Book keeping; Assets - Fixed Assets, Current Assets, Fictitious Assets, Intangiable Assets; Capital; Liabilities - Current and Non Current Liabilities; Expenses - Revenue, Capital and Deferred Revenue expenditure - Income; Revenue Receipts & Capital Receipts; Discount; Bad debts; Rules of Debit & Credit.

2. Accounting Principles :   **(04)**
Concepts & Conventions.

3. Accounting Standards :   **(04)**
A.S.1, A.S.2, A.S.4, A.S.5, A.S.6, A.S.7, A.S.9, A.S.10, (As prescribed by Institute of Chartered Accountants of India)

4. Journal; Ledger :Cash Books & Subsidiary Books   **(10)**

5. Bank Reconciliation Statement.   **(06)**

6. Trial Balance; Rectification of Errors   **(06)**

7. Final Accounts of a Sole Trader (with Various Adjustments)   **(10)**

Total 48 Lectures

Reference Books :

1. Double Entry System of Book - Keeping - I. R. Botliboi

2. Advanced Accountancy - S. M. Maheshwari

3. Advanced Accountancy - Jain & Narang

4. Advanced Accountancy - S. M . Shukla

5. Advanced Accountancy - R. L. Gupta

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NORTH MAHARASHTRA UNIVERSITY, JALGAON

B.B.S Semester II

Subject : 2.4 BUSINESS MATHEMATICS

(w.e.f. June 2003)

Units	Expected Lectures

1. Matrix Algebra   (13)

1.1   Definition and types of matrices

1.2   Scalar multiplication

1.3   Equality of matrices

1.4   Matrix operations like addition, substraction, multiplication

1.5   Transpose

1.6   Determinant

1.7   Minor

1.8   Cofactor

1.9   Adjoint of a matrix

1.10 Inverse of a matrix

1.11 Cramer's Rule

1.12 Matrix inversion method for solving simultaneous equations

1.13 Rank of a Matrix

2. Functions, limits and continuity   (07)

2.1   Functions and notation

2.2   Type of function like constant, explicit, algebraic, exponential, logarithmic and implicit functions

2.3   Limit of a function

2.4 · Properties of limits

2.5 Evaluation of limits by using the formulae ;

i) $\displaystyle \lim_{x \to a} \frac{x^n - a^n}{x - a} = n\,a^{n-1}$

ii) $\displaystyle \lim_{x \to 0} (1 + x)^{1/x} = e$

iii) $\displaystyle \lim_{x \to \infty} (1 + 1/x)^x = e$

iv) $\displaystyle \lim_{x \to 0} \frac{(1 + x)^n - 1}{x} = n$

2.6 Continuity of a function at a point

2.7 Continuity in an interval

3. Differentiation : (10)

3.1 Defination

3.2 Derivative of a function of one variable

3.3 Properties of derivatives and standards formulae (trigonometric functions not expected)

3.4 Product rule and quotient rule

3.5 Derivative of a function of a function

3.6 Logarthmic differentation

3.7 Derivatives of parametric functions

3.8 Derivatives of implicit functions

3.9 Second order derivatives.

3.10 Maxima and minima

3.11 Application of derivatives to cost, revenu, maximum profit, marginal cost and marginal revenue

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4. Set theory

4.1   Definition of a set

4.2   Elements of a set

4.3   Types of sets

4.4   Union, intersection, compliments and difference of sets

4.5   De-morgan's laws.

4.6   Venn Diagrams.

5. Linear Programming :

(10)

5.1   Introduction, importance, advantages and limitations.

5.2   Graphical methods for two variable

5.3   Simplex method (Big – M method not included)

Total 48 Lectures

Recommended Books :

1. Quantitative methods by D. C sancheti, V.K. Kapoor and P.L. Mehta, S. Chand & Co., New Delhi

2. Business mathematics by D.C. Sancheti and V.K. Kapoor, S.Chand & Co., New Delhi.

3. Operations Research by Kanti Swarup, Manmohan and Gupta, S. Chand & Co., New Delhi.

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NORTH MAHARASHTRA UNIVERSITY, JALGAON

B.B.S Semester II

2.5 INTRODUCTION TO COMPUTER NETWORKS AND WEB PAGE DESIGNING

(w.e.f. June 2003)

Units   **Expected Lectures**

1. COMPUTER NETWORKS   (12)
1.1 Meaning , advantages and disadvantages of computer networks.
1.2 Types of computer network:- Local Area Network (LAN), Metropolitan Area Network (MAN) and Wide Area Network (WAN), Internet.
1.3 Network devices :- Hub, Repeater, Bridge, Gateway, Router, Modem, Network Interface Card, Twisted pair cables (UTP, STP) , Co-axial cable , Optic fiber cable.
1.4 Network Topologies : Bus, Star, Token Ring, Mesh
1.5 Data Communication Media : Digital and Analog, Microwave, Communication Satellites, VSAT
1.6 Data Communication Mode : Simplex, Half Duplex, Full Duplex
1.7 Some Terminologies : Server, Client, Bandwidth (Narrow Band, Voice Band, Broad Band)

2.0 INTRODUCTION TO INTERNET   (12)
Concept of Internet, Need of Internet, Application of Internet, Web site, Web page, Web browsing, Search engines, Portals, Web surfing, e-mail sending and receiving of e-mail

3.0 WEB PAGE DESIGNING   (24)

3.1 Creating a Simple WEB page with HTML
Meaning of Hyper Text, Advantages and Disadvantages of HTML, Basic Tags such as <HEAD> <BODY> <TITLE> <P>
 <H1> TO <H6> <OL> <UL> <LI><PRE> <MARQUEE><HR> Physical style tags<B><I><U><S><TT> <BIG> <SMALL> <SUB> <SUP> and <FONT>. Headings, Comments, Paragraphs, Ordered and Unordered Lists, Text formatting using physical styles, Line Breaks, Horizontal Lines and Representation of special characters Having Code beginning with & Do not include tags such as <BASEFONT>and Logical

Style Tags such as <STRONG> <DFN><EM><CODE> <SAMP><VAR><CITE><KBD>

3.2 Adding links, images, background and table to HTML Pages.
Hyper Links <A HREF...>, Creating Links to Web Pages and URL's, that can be used in Links, Basic Tags such as <IMG><ALT>. Inline Images, Links to (External) Images, Using Inline Images as Hyperlinks, Popular image formats for Internet and HTML.

3.3 Introduction of Frames and Images Maps, web font creator
Frames and their creation, the <FRAME> and <FRAMESET>Tags, Frame Linking, Floating or Inline frames, Image Maps<MAP> and <AREA> tags, Client Side and Server Side Image Maps.
3.4 Designing a simple form, Introduction to CGI scripting
Form design, the <FORM>< INPUT ><SELECT> and <OPTION> tags, Introduction to CGI scripting.

3.5 Embedding JAVA applets, audio and video
Inserting audio in HTML pages the <EMBED><BGSOUND>And <META> tags, Java applets and the <APPLET>and <PARAM>tag.

3.6 Moving files to WEB Server
Web servers, facilities offered by the web server (such as protocol Used CGI support, support for other types of scripting, disk space allocation etc.) Directories, Properties of Files to be copied / moved To Web Server, Introduction to setting up of UNIX and WINDOW based Web Servers.

3.7 Cross Browser testing and verifying links.
Testing the Web Site on different browsers.
Sending web pages to server.

Reference Books :
1) Networking in easy steps by Mike McGrath, DreamTech Press New Delhi.
2) Internet in easy steps by Peter Ingram, DreamTech Press New Delhi.
3) HTML 4 in easy steps by Geoff Preston, DreamTech Press New Delhi.

PRACTICALS
1. Creating e-mail account.
2. Sending e-mail with attachments such as text, video, audio.
3. Checking e-mail
4. Study of surf engines such as : Google, Yahoo, Rediff etc.
5. Creating Web pages (Use of list, table, graphics, forms, links tags is expected)