

Hindi Vidya Prachar Samiti's Ramniranjan Jhunjhunwala College of Arts, Science & Commerce

SYBCOM-MS Syllabus Semester III & IV



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College
of Arts, Science & Commerce
(**Empowered Autonomous**)

Affiliated to
UNIVERSITY OF MUMBAI

Syllabus for the S.Y.B.COM (M.S.)
Program: B.COM (M.S.)
Program Code: RJCUBCOMMS
National Education Policy (NEP 2020)

THE PREAMBLE

Why BCOM MS?

Studying management gives you all the skills you need to deal with employees in a professional and an organized manner. It will also give you the knowledge and confidence you need to direct teams successfully. However, it's important to remember that before you can manage other people, you need to know how to manage yourself. Completing a management degree will help you to learn a range of essential skills such as self-discipline, and organization which you'll also be able to use when managing others in the future.

Why BCOM MS at RJ College?

The B.COMMS department was introduced in the year 1999 and since its inception there is no turning back with lots of innovative methods in grooming the future managers and entrepreneurs. Our strength is our teaching faculties comprising both core and full time faculties with good industry exposure. We not only train the learners in theoretical knowledge but also give them a wide industrial exposure by motivating the students to take up internships and arranging industrial visits for all the three years.

To be more employable and saleable in the job market we take up initiatives to develop the language proficiency of the learners. Students are motivated to participate in various intra collegiate and intercollegiate competitions. Opportunities are provided to make projects and presentations. Emphasis is on following the case study pedagogy for developing the managerial and leadership skills.

The Rotaract Club of RJ College is managed by the B.COMMS department which contributes towards the Personality Development of the students. It also gives them a wide international exposure and extensive networking. The club is also instrumental in making the students more humanitarian, ethical and a good human being through community services.

Our Curriculum, Your Strength

The curriculum is designed in such a way that it helps the students to develop cognizance of the importance of management principles. The curriculum takes the learners not only through the journey of management and leadership functions but also focuses on their moral and ethical development.

The curriculum would evolve the learner to be more innovative and creative in the field of management. It would also give an opportunity to the learners to explore the entrepreneurial avenues.

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PROGRAM OUTCOMES OF GENERAL UNDERGRADUATE DEGREE PROGRAMS

Students of all undergraduate degree programme at the time of graduation will be benefited will be able to

Critical Thinking

Comprehend the matter they come across and be capable to take a sound viewpoint about things which will highlight their intellectual acumen as well as enable them to look at the world through multiple lenses

Effective communication

Listen, speak, read and write. They should communicate properly by conveying their thoughts. They will use technology for communication. They will be able to network with people with all available channels. They will be developing communication skills in English, Hindi and a local language would be an added advantage.

Social Interaction

Respect each other and should be able to resolve conflicts and help in reaching amicable solution. They should be able to work in diverse teams. They should be able to distinguish when and what is socially acceptable.

Responsible citizen

Contribute to Nation development through social service. Being empathetic and sympathetic to fellow beings.

Honesty and Integrity, Ethics

Recognize different values and systems and respect them. In decision making moral values should be given prime importance.

Environmental and Sustainability

Environmental issues would be considered and problem solving with sustainable development would be chosen.

Life Long learning

Enjoy learning in every situation.

Programme Specific Outcome B.Com. (M.S.)

Management skills play a vital role in every individual's life. The course would enable the learners to inculcate academic knowledge and skills to pursue a career in management not only at the domestic level but also at the global level. It also helps the learners to have a better and a broader understanding of businesses with respect to specific areas of Finance, Marketing and Human Resource Management.

Learners will be better equipped towards team work, Time management, Stress Management and also be more creative and innovative. Learners will be trained to be not only business leaders but also entrepreneurs. The curriculum also imbibes courses that would make students more employable and a good human being. The curriculum provides an opportunity to all the learners to choose their area of specialization in terms of Finance, Marketing and Human Resource Management

PSO1 The course would enable the learners to inculcate academic knowledge and skills to pursue a career in management not only at the domestic level but also at the global level.

PSO2 Learners will be better equipped towards team work, Time management, Stress Management and also be more creative and innovative.

PSO3 Learners will be trained to be not only business leaders but also entrepreneurs.

CREDIT STRUCTURE FOR SEMESTER III

Sr No	Course Code	Subject	Credits	Topics
1	RJSECBCOMMS231	IT in Business Management-I	2	1. Introduction To Data and SQL 2. SQL Commands and Statements 3. Manipulating Data with SQL 4. Advanced SQL Concepts

CREDIT STRUCTURE FOR SEMESTER IV

Sr No	Course Code	Subject	Credits	Topic
1	RJSECBCOMMS241	IT in Business Management-II	2	1. Introduction to Data Visualization 2. Visualization of non-numeric data 3. Static and moving data & Evaluation and visualization tools

SYBCOM-MS Syllabus Semester III & IV

SEMESTER	:	III
TITLE OF THE SUBJECT /COURSE	:	IT in Business Management-I
COURSE CODE	:	RJSECBCOMMS231
CREDITS	:	2
DURATION (Hours)	:	30

SYB.COM MS	SEMESTER III
RJSECBCOMMS231 IT in Business Management-I	Course Outcomes: 1. Students will grasp the basic concepts of SQL, including its syntax, data types, and the structure of relational databases. 2. Students will acquire the skills to retrieve, filter, and sort data using SQL SELECT statements. 3. Students will become proficient in advanced SQL operations such as aggregating data, performing set operations, and utilizing joins effectively to combine data from multiple tables.

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	learn the basics of SQL, including its syntax, data types, and how relational databases are structured.	1,2,3,4	1,2,3
CO2	develop the ability to retrieve, filter, and sort data using SQL SELECT statements effectively.	1,2,3,4	3,4
CO3	gain proficiency in advanced SQL tasks such as aggregating data and utilizing joins to merge data from various tables.	1,2,3,4	4,5,6

SEMESTER III		L	Cr
Subject: IT in Business Management-I	Paper Code: RJSECBCOMMS231	30	2
UNIT I		15	
Introduction To Data and SQL & SQL Commands and Statements			
• Overview of Data and Database • Types of Data (DB.COMMS vs. RDB.COMMS) • Installing Setting up SQL environment • Overview of SQL and its applications • SQL Commands • Syntax of SQL Statements • Basic SQL Syntax • Data Types in SQL • Creating and Managing Databases • Creating and Managing Tables • Inserting Data into Tables			
UNIT II		15	
Manipulating Data with SQL & Advanced SQL Concepts			
• Retrieving Data with SELECT Statement • Filtering Data with WHERE Clause • Sorting Data with ORDER BY Clause • Aggregating Data with GROUP BY • Modifying Data with UPDATE Statement • Deleting Data with DELETE, DROP and TRUNCATE Statements • Joins in SQL • Inner Join • Left Join • Right Join • Full Outer Join • Sub-queries and Nested Queries			

References:

1. Learning SQL: Master SQL Fundamentals by Alan Beaulieu
1. SQL: The Complete Reference by James R. Groff and Paul N. Weinberg
2. Sams Teach Yourself SQL in 10 Minutes by Ben Forta
3. SQL Cookbook by Anthony Molinaro
4. SQL for Microsoft Access by Cecelia L. Allison

SYBCOM-MS Syllabus Semester III & IV

SEMESTER	:	IV
TITLE OF THE SUBJECT /COURSE	:	IT in Business Management-II
COURSE CODE	:	RJSECBCOMMS241
CREDITS	:	2
DURATION (Hours)	:	30

SYB.COM MS	SEMESTER IV
RJSECBCOMMS241 IT in Business Management-II	Course Outcomes: 1. Develop the ability to recognize the need for data visualization and choose appropriate visualization techniques. 2. Demonstrate proficiency in creating visualizations for numerical and non-numeric data using Power BI. 3. Understand concepts like Gestalt laws, texture theory, and data mapping for effective visual perception. 4. Evaluate and analyze data patterns in static and moving data scenarios. 5. Gain hands-on experience with tools like Tableau and Power BI for data analytics and visualization.

Course Outcome	On completing the course the students will be able to	PSO addressed	Blooms level
CO1	Apply various visualization techniques to represent numeric and non-numeric data effectively using Power BI.	1,2,3	1,2
CO2	Explain the principles of human visual perception and cognition in designing data visualizations.	1,2,3	2,3
CO3	Analyze patterns in static and moving data using concepts like Gestalt laws and texture theory.	1,2,3	4,5
CO4	Utilize tools like Tableau and Power BI to evaluate data patterns and perform data analytics for effective decision-making.	1,2,3	4,5,6

SEMESTER IV		L	Cr
Course : IT in Business Management-II	Course Code: RJSECBCOMMS241	30	2
UNIT I		15	
Introduction to Data Visualization & Visualization of non-numeric data			
Introduction to Data Visualization - Need for data visualization. Types of Data, Stages of Data visualization, Fitts Law, Human visual - perception and cognition. Installation of Tableau Public and analysing different types of data Visualization of numerical data Types of Data visualization: Basic charts, scatter plots, Histogram, advanced visualization Techniques like streamline and statistical measures. Perform constellation modelling of high dimensional data. And analyse the properties Visualization of non-numeric data Plots, Graphs, networks, Hierarchies, symbol and shaded maps, tree map A roadmap with symbols representing cities and colored lines representing roads between the cities. Provide node-link diagram. Perform search to find the node symbol and extract the alternate paths. High dimensional data Mapping of high dimensional data into suitable visualization method- Principal component analysis, multidimensional, clustering study of High dimensional data visualization in R, Python, Google chart API Make use of IMDB movie dataset and apply classification and use suitable data visualization techniques.			
UNIT II		15	
Static and moving data & Evaluation and visualization tools			
Static and moving data Gestalt laws, texture theory and data mapping, perception of transparency/; overlapping data, perceiving patterns in multidimensional discrete data, patterns in motion Take the example of traffic signal, analyse the pattern and use suitable method to visualize pattern in motion. Evaluation and visualization tools Evaluation of visualization, Tableau , Desktop workspace in Tableau , visual control, data analytics Data analytics in Tableau			

Suggested Books:

1. Learn Power BI: A Beginner's Guide to Power BI by Neelesh Rai
2. Applied Microsoft Power BI: Bring your Data to Life! by TeoLachev
3. Practical Power BI: A Beginner's Guide to Quickly Creating Dashboards, Reports, and Visualizations with Power BI by Sharon Geiger
4. Mastering Microsoft Power BI: Expert Techniques for Effective Data Analytics and Business Intelligence by Brett Powell
5. Power BI Step-by-Step Part 1: Up and Running: Power BI Mastery through hands-on Tutorials by Grant Kennedy

EVALUATION AND ASSESSMENT
EVALUATION METHOD

Internal Assessment

1. **2 Credit Courses:** 20 marks
2. **3 Credit Courses:** 25 Marks
3. **4 Credit Course:** 40 Marks

Mode of Evaluation:

- Presentation (Group wise 10 min each group; criteria for marking: On the basis of Presentation skills, Communication, PPT file, Attire, Report)
- Written (Duration: 30 Min)
- Lab Practical (Duration: 30 Min)
- Assignment (Hand Written/Typed)

Written Question Paper Pattern
Internal Assessment

Marks: 20	Duration: 30 min
Q.1) Explain the following concepts (1 marks each)	(05 Marks)
1.	
2.	
3.	
4.	
5.	
Q.2) Explain in one Sentence. (1 marks each)	(05 Marks)
1.	
2.	
3.	
4.	
5.	
Q.3) Answer the questions. (Any TWO)	(10 Marks)
1.	
2.	
3.	

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Semester End Exam

Marks: 30

Duration: 1 Hr.

Q.1.A) Answer the question.	OR	(10 Marks)
Q.1.B) Answer the question.		(10 Marks)
Q.2.A) Answer the question.	OR	(10 Marks)
Q.2.B) Answer the question.		(10 Marks)
Q.3.A) Answer the question.	OR	(10 Marks)
Q.3.B) Answer the question.		(10 Marks)

Semester End Exam

Marks: 60

Duration: 2 Hrs.

Q.1.A) Answer the question.	OR	(10 Marks)
Q.1.B) Answer the question.		(10 Marks)
Q.2.A) Answer the question.	OR	(10 Marks)
Q.2.B) Answer the question.		(10 Marks)
Q.3.A) Answer the question.	OR	(10 Marks)
Q.3.B) Answer the question.		(10 Marks)
Q.4.A) Answer the question.	OR	(10 Marks)
Q.4.B) Answer the question.		(10 Marks)
Q.5.A) Answer the question.	OR	(10 Marks)
Q.5.B) Answer the question.		(10 Marks)