

SEMESTER-I

COURSE 1: FUNDAMENTALS OF COMMERCE

Theory

Credits: 4

4 hrs/week

Learning Objectives:

The objective of this paper is to help students to acquire conceptual knowledge of the Commerce, Economy and Role of Commerce in Economic Development. To acquire Knowledge on Accounting and Taxation.

Learning Outcomes:

At the end of the course, the student will able to

Identify the role commerce in Economic Development and Societal Development. Equip with the knowledge of imports and exports and Balance of Payments. Develop the skill of accounting and accounting principles. They acquire knowledge on micro and macro economics and factors determine demand and supply. An idea of Indian Tax system and various taxes levied on in India. They will acquire skills on web design and digital marketing.

Unit 1: Introduction: Meaning Of Trade –Classification Of Trade, Industry –Aids To Trade –Meaning Of Commerce- Role of Commerce in Economic Development-Role of commerce in Societal development

Unit 2: Economic Theory: meaning of micro economics –law of demand –determinants to demand-types of price elasticity of demand -meaning and definition of national income –measurements of national income.

Unit 3: Accounting Principles: Meaning and Objectives Accounting, Accounting Cycle - Concepts and Conventions of Accounting (GAAP)- Branches of Accounting – significance of financial accounting- significance of cost accounting and significance of management accounting

Unit 4: Taxation: Meaning of Tax, Taxation - Types of Tax- Income Tax, Corporate Taxation, GST, Customs & Excise. Differences between Direct and Indirect Tax – Objectives of Tax- person-assessee-assessment year –previous year


Unit 5: Computer Essentials: Computer Definition - Characteristics of Computer, Limitations of Computer, Generations of Computer, Types of Computers, Uses of Computer, Block diagram of Computer

Activities:

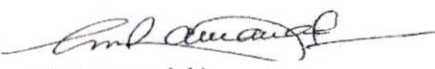
- Assignment on GAAP.
- Group Activates on Problem solving.
- Collect date and report the role of Commerce in Economic Development.
- Analyze the demand and supply of a product and make a scheduled based on your analysis, problems on elasticity of demand.
- Identify the Tax and distinguish between Direct Tax and Indirect Tax.
- Assignments and students seminars on Demand function and demand curves
- Quiz Programs
- Assignment on different types of taxes which generate revenue to the Government of India.
- Invited lectures on GST and Taxation system
- Problem Solving Exercises on current economy situation.
- Co-operative learning on Accounting Principles.
- Group Discussions on problems relating to topics covered by syllabus
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Reference Books:


1. S.P. Jain & K.L. Narang, Accountancy - I Kalyani Publishers.
2. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand
3. Business Economics -S.Sankaran, Margham Publications, Chennai.
4. Business Economics - Kalyani Publications.
5. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann Publications.
6. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, SahityaBhavan Publications
7. Fundamentals of Computers by V. Raja Raman



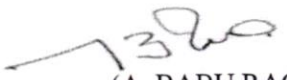
(K. Srinivasulu)



(G. Ramanaiah)



(M.V.L. Sailaja)



(A. BABU RAO)
(Chairman-B.O.S)