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| **P.R.Government College (Autonomous)**  **Kakinada** | | **Program & semester**  I ST B.COM ( GEN , TAX , BBA (DM)  Ist SEMESTER | | | |
| Course Code | FUNDAMENTAL OF COMMERCE |
| Teaching | Hours Allocated: 75 (60+15) | L | T | P | C |
| Focus | **Employability** | 4 | 1 | - | 4 |

Course Outcomes:

* 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 micro 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.

Course Outcomes:

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| On Completion of the course, the students will be able to- | | Cognitive Domain |
| CO1 | Identify the role commerce in Economic Development and Societal Development. | Understanding |
| CO2 | Equip with the knowledge of imports and exports and Balance of Payments. | Application |
| CO3 | Develop the skill of accounting and accounting principles. | Analyzing |
| CO4 | They acquire knowledge on micro and micro economics and factors determine demand and supply. | Application |
| CO5 | An idea of Indian Tax system and various taxes levied on in India and They will acquire skills on web design and digital marketing. | Application |

**Course with focus on employability / entrepreneurship / Skill Development modules**

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| Skill Development |  |  | Employability |  |  | Entrepreneurship |  |

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| I B.COM I ST B.COM ( GEN , TAX , BBA (DM)w.e.f. 2023-24 | | |
| Subject | FUNDAMENTALS OF COMMERCE | |
| I– SEM | TIME: 21/2 Hours | Max marks:50 Credits: 4 |

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| **UNIT I** | **Introduction:** Definition of Commerce – Role of Commerce in Economic Development - Role Commerce in Societal Development. Imports and Exports, Balance of Payments. World Trade Organization. |
| **UNIT II** | **Economic Theory:** Macro Economics – Meaning, Definition, Measurements of National Income, Concepts of National Income. Micro Economics – Demand and Supply. Elasticity of Demand and Supply. Classification of Markets -Perfect Competition – Characteristics – Equilibrium Price, Marginal Utility. |
| **UNIT III** | **Accounting Principles**:  Meaning and Objectives Accounting, Accounting Cycle - Branches of Accounting - Financial Accounting, Cost Accounting, Management Accounting. Concepts and Conventions of Accounting – GAAP. |
| **UNIT - IV** | **Taxation:**  Meaning of Tax, Taxation - Types of Tax- Income Tax, Corporate Taxation, GST, Customs & Exercise. Differences between Direct and Indirect Tax – Objectives of Tax- Concerned authorities – Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBIC). |
| **UNIT - V** | **Computer Essentials:** Web Design - Word Press Basics, Developing a Simple Website. Digital Marketing - Social Media Marketing, Content Marketing, Search Engine Optimization (SEO), E-mail Marketing. Data Analytics- Prediction of customer behaviour, customized suggestions. |

CO-PO Mapping:

**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
| CO1 | 3 | 3 | 2 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 |
| CO2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 1 | 3 | 3 | 3 | 2 | 1 | 3 | 1 | 3 |
| CO3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 1 |
| CO4 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 1 | 2 | 2 | 2 | 3 |
| CO5 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 1 | 2 | 3 | 2 | 2 |

**Proposed 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

**Text 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, Sahitya Bhavan Publications

**Skill Development:**

To know the knowledge about the Trade, Industry, Commerce, Form of Business Organizations – Financial Management, Marketing Management , Human Resource Management, Management Vs Administration.

**Employability:**

Plenty of employability opportunities in Web Design, Digital Marketing - Social Media Marketing and Search Engine Optimization (SEO).

**Entrepreneurship**

Many Entrepreneurial opportunities in Imports and Exports.

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| **Syllabus Change AY 2023-24** | | | |
| Unit | Deletions/ Additions | % change | Rationale |
| I | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| II | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| III | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| IV | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| V | No Deletions/ Additions | 0% | To make the syllabus current and relevant |

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| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA | | |
| I B.COM (Gen) w.e.f. 2023-24 | | |
| Subject | FUNDAMENTALS OF COMMERCE | |
| I– SEM | TIME: 21/2 Hours | Max Marks: 50 |

**BLUE PRINT FOR THE QUESTION PAPER SETTING**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| S.No | Type Of  Question | To be given in the Question Paper | | | To be answered | | |
| No. of  Questions | Marks allotted to each Question | Total marks | No. of.  Question | Marks allotted to each Question | Total marks |
| 1 | Section–A  Short  Questions | 7 | 5 | 35 | 4 | 5 | 20 |
| 2 | Section–B  Essay Questions | 6 | 10 | 60 | 3 | 10 | 30 |
| Total Marks | | | | 95 | Total Marks | | 50 |

**MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER**

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| --- | --- | --- | --- |
| Chapter Name | Very Short Questions  5 Marks | Essay Questions  10 Marks | Marks allotted to the chapter |
| Unit – I | 2 | 2 | 30 |
| Unit – II | 1 | 1 | 15 |
| Unit – III | 2 | 1 | 20 |
| Unit – IV | 1 | 1 | 15 |
| Unit – V | 1 | 1 | 15 |
| Total No. of Questions | 07 | 06 | 95 |

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| Subject | FUNDAMENTALS OF COMMERCE | |
| I – SEM | TIME: 21/2 Hours | Max Marks: 50 |
| **MODEL QUESTION PAPER** | | |

**SECTION-I**

Answer any THREE questions choosing at least ONE question from each part 3 X 10 = 30 M

**PART-A**

1. Define the concepts of Balance of Payments. Discuss various methods used for compilation of statistics in balance of payments. (BT 1)
2. What is National income? Explain Concepts of national income. (BT1, BT2)
3. Distinguishing between financial accounting and management accounting. (BT 4)

# PART-B

1. Distinguishing between Direct and indirect taxes? (BT 4)
2. How to develop a simple website? Explain the crucial steps to building a site from scratch? (BT 1&2)
3. How can you describe Demand. Explain the determinants of Demands. (BT2)

# SECTION-II

**Answer any FOUR questions from the following 4x5=20 M**

1. State the functions of commerce (BT 1)
2. Explain Elasticity of demand (BT 2)
3. Classification of Accounts. (BT3)
4. Analyze the Indirect tax (BT4)
5. Describe Content Marketing. (BT2)
6. Distinction between internal and international trade. (BT 4)
7. State the Accounting Cycle (BT1)

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| Ist B.COM (GEN, TAX, BBA (DM) w.e.f. 2023-24 | | |
| Subject | FUNDAMENTALS OF COMMERCE | |
| I – SEM | TIME: 21/2 Hours | Max Marks: 50 |
| **QUESTION BANK** | | |

**UNIT-1 INTRODUCTION**

1. How can you describe commerce is important for the economic development of the society. (BT 2)
2. Define the concepts of Balance of Payments. Discuss various methods used for compilation of statistics in balance of payments. (BT 1)
3. How would you demonstrate WTO functions promoting the global trade. (BT 3)

**SHORT QUESTIONS**

1. State the functions of commerce (BT 1)
2. Discuss the role of commerce in social development (BT 2)
3. Distinction between internal and international trade. (BT 4)
4. Write a short note on Capital Account. (BT1)

**UNIT -2 ECONOMICS THEORY**

1. What is National income? Explain Concepts of national income. (BT1, BT2)
2. How can you describe Demand. Explain the determinants of Demands. (BT2)
3. Illustrate perfect competition? Explain the characteristics of perfect competitive market. (BT4)

**SHORT QUESTIONS**

1. Define the concept of Micro Economics. (BT 1)
2. Explain Elasticity of demand (BT 2)
3. Classification of Market (BT3)
4. Analyze the Equilibrium price. (BT 4)

**UNIT-3 ACCOUNTING PRINCIPLES**

1. What is Accounting. Explain the objectives of accounting. (BT 1&2)
2. Distinguishing between financial accounting and management accounting. (BT 4)
3. Explain the concepts and conventions of accounting (BT2)

**SHORT QUESTIONS**

1. Classification of Accounts. (BT3)
2. State the Accounting Cycle (BT1)
3. Describe the GAAP (BT2)
4. Recall the Accounting conventions (BT 1)

**UNIT-4 TAXATION**

1. Define the concept of Income Tax. Discuss its types. (BT 1)
2. How can you describe the functions of CBDT. (BT2)
3. Distinguishing between Direct and indirect taxes? (BT 4)

**SHORT QUESTIONS**

1. Discuss the Objectives of Tax. (BT2)
2. Define the Corporate taxation (BT1)
3. Explain GST(BT2)
4. Analyze the Indirect tax (BT4)

**UNIT-5 COMPUTER ESSENTIAL**

1. How to develop a simple website? Explain the crucial steps to building a site from scratch? (BT 1&2)
2. Describe about Social Media Marketing? Explain how to Predict a Customer Behavior? (BT 2)
3. Illustrate E-mail Marketing? Write the advantages and Disadvantages of E-mail Marketing? (BT 4)

**SHORT QUESTIONS**

1. Explain Data Analytics? (BT2)
2. Describe Content Marketing. (BT2)
3. Explain about search engine optimization (SEO) (BT2)