



SWARNANDHRA

COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF BACHELOR OF COMPUTER APPLICATIONS (Honors)

TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date commencement of semester
24BC1T03	Fundamentals of Commerce	I	BCA(H)	4	2024-25	02/09/2024

COURSE OUTCOMES

CO1	Define the basic concepts of commerce and explain its role in economic and societal development.[K1]
CO2	Understand and apply key economic theories, including macro and microeconomics, demand, supply, and market structures. [K2]
CO3	Demonstrate knowledge of accounting principles, branches of accounting, and the accounting cycle.[K3]
CO4	Analyze different types of taxes, tax systems, and the role of taxation authorities like CBDT and CBIC.[K4]
CO5	Evaluate the use of digital marketing, SEO, and data analytics in modern commerce and web development.[K4]

UNIT	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
I	CO1: Define the basic concepts of commerce and explain its role in economic and societal development [K1]	INTRODUCTION TO COMMERCE				
		1.1	Introduction and Definition of Commerce.	T1, R1	1	Chalk & Talk, PPT, Active Learning & Tutorial
		1.2	Role of Commerce in Economic Development	T1, R1	2	
		1.3	Role Commerce in Societal Development.	T1, R1	2	
		1.4	Concept of Imports	T1, R1	1	
		1.5	Concept of Exports	T1, R1	1	
		1.6	Balance of Payments	T1, R1	1	
		1.7	World Trade Organization.	T1, R1	1	
Total					9	
II	CO2 Understand and apply key economic theories, including macro and microeconomics, demand, supply, and market structures. [K2]	ECONOMIC THEORY				
		2.1	Introduction to Economics.	T1, R1	1	Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		2.2	Macro Economics, Meaning, Definition	T1, R1	1	
		2.3	Measurements of National Income,	T1, R1	1	
		2.4	Concepts of National Income.	T1, R1	1	
		2.5	Micro Economics	T1, R1	1	
		2.6	Demand and Supply	T1, R1	1	
		2.7	Elasticity of Demand	T1, R1	1	
		2.8	Elasticity of Supply	T1, R1	1	



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		2.9	Classification of Markets.	T1, R1	1	
		2.10	Perfect Competition-Characteristics	T1, R1	1	
		2.11	Equilibrium Price	T1, R1	1	
		2.12	Marginal Utility	T1, R1	1	
		Total			12	
III	CO3 Demonstrate knowledge of accounting principles, branches of accounting, and the accounting cycle.[K3]	Accounting Principles				
		3.1	Meaning and Objectives Accounting.	T2, R2	1	Chalk & Talk, PPT, Tutorial
		3.2	Accounting Cycle.	T2, R2	1	
		3.3	Branches of Accounting.	T2, R2	1	
		3.4	Financial Accounting.	T2, R2	1	
		3.5	Cost Accounting.	T2, R2	1	
		3.6	Management Accounting	T2, R2	1	
		3.7	Concepts and Conventions of Accounting – GAAP.	T2, R2	2	
		3.8	GAAP.	T2, R2	1	
		Total			9	
IV	CO4 Analyze different types of taxes, tax systems, and the role of taxation authorities like CBDT and CBIC.[K4]	Taxation				
		4.1	Meaning of Tax, Taxation.	T3, R3	1	Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		4.2	Types of Tax	T3, R3	1	
		4.3	Income Tax, Corporate Taxation	T1	1	
		4.4	GST, Customs & Exercise.	T3, R3	2	
		4.5	Differences between Direct and Indirect Tax.	T3, R3	1	
		4.6	Objectives of Tax.	T3, R3	1	
		4.7	Concerned authorities	T3, R3	1	
		4.8	Central Board of Direct Taxes (CBDT)	T3, R3	1	
		4.9	Central Board of Excise and Customs (CBIC).	T3, R3	1	
		Total			10	
V	CO5 Evaluate the use of digital marketing, SEO, and data	Computer Essentials				
		5.1	Web Design	T4, R4	1	Chalk & Talk, PPT,
		5.2	Word Press Basics	T4, R4	1	
		5.3	Developing a Simple Website	T4, R4	2	



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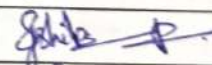
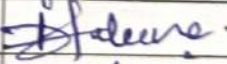

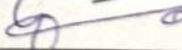
analytics in modern commerce and web development.[K 4]	5.4	Digital Marketing	T4,R4	1	Tutorial
	5.5	Social Media Marketing	T4, R4	2	
	5.6	Content Marketing	T4, R4	1	
	5.7	Search Engine Optimization(SEO)	T4, R4	2	
	5.8	E-mail Marketing	T4, R4	1	
	5.9	DataAnalytics	T4, R4	1	
	5.10	Prediction of customer behavior	T4, R4	1	
	5.11	Customized suggestions	T4, R4	1	
Total				14	
Revision				6	
CUMULATIVE PROPOSED PERIODS				60	

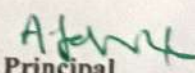
Text Books:

S. NO.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
T1	Business Economics -S. Sankaran, Margham Publications, Chennai.
T2	R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand
T3	Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann Publications.
T4	Digital Marketing- Dr. k. g. raja sabarshibabu, Dr. B. Anbazhagan, Dr. S. Meenakumari, Sultan Chand&sons

Reference Books:

S. NO	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
R1	Business Economics - Kalyani Publications
R2	S.P. Jain & K.L Narang, Accountancy - I Kalyani Publishers
R3	Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publications.
R4	Fundamentals of digital Marketing ,Puneet Bhatia, Pearson publications.

	Name	Signature with Date
i. Faculty	P.S.J.SHILPA	
ii. Course Coordinator	D.HALEENA	
iii. Module Coordinator	Dr. O.V.A.M.SRI DEVI	
iv. PROGRAMME COORDINATOR	Prof Dr. G.GRACE	


Principal