

SRI VENKATESWARA UNIVERSITY : TIRUPATI

COURSES FOR B.COM HONOURS ALL GROUPS, BCA HONOURS ALL GROUPS & BBA HONOURS ALL GROUPS

I SEMESTER

(With effect from 2023-24)

Course: 1

FUNDAMENTALS OF COMMERCE

Hours per week: 5

Credits: 4

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 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.

Unit 1: Introduction: Meaning of Trade – Classification of Trade – Aids to trade – Meaning of commerce - Role of commerce in Economic development.

Unit 2: Economic Theory: Meaning and Definition of Demand – Law of Demand - Determinants to Demand – Exceptions to Demand – Types of Price Elasticity of Demand –Measurements of Price Elasticity of Demand – Measurements of National Income.

Unit 3: Accounting Principles: Meaning and objectives of Accounting – Accounting cycle – Branches of Accounting – Differences between Financial Accounting, Cost Accounting and Management Accounting – Concepts and conventions of Accounting (GAAP).

Unit 4: Taxation: Meaning of Tax – Differences between Direct Tax and Indirect Tax –Difference between Customs and Excise Duties - Definitions of Person - Assesse – Previous year - Assessment year.

Unit 5: Computer Essentials: Web Design - Digital Marketing - Social Media Marketing, Content Marketing, E-mail Marketing. Data Analytics.

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.

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- 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.
- 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.

S.V. *A. Malleswari*
Shree S. W. S. Jayasw

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SRI VENKATESWARA UNIVERSITY : TIRUPATI

I SEMESTER
With effect from (2023 November)
FUNDAMENTALS OF COMMERCE
COURSES FOR BBA, BCA & B.COM
Model Question Paper

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

5 X 3=15 M

- 1.
- 2.
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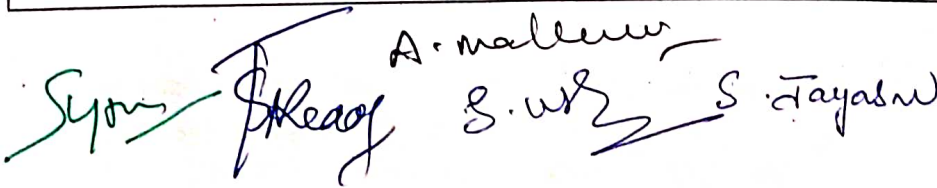
Section B

Answer any Five of the following

5 X 12=60 M

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

Note : Question Paper setter should set the Question paper as per Model Question paper Only. Questions should be covered in all Units equally.

A. mallewar
S. Jayasw

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COURSES FOR B.COM HONOURS ALL GROUPS, BCA HONOURS ALL GROUPS & BBA HONOURS ALL GROUPS

I SEMESTER

(With effect from 2023-24)

BUSINESS ORGANIZATION

Course:2

Hours per week: 5

Learning Objectives:

Credits: 4

The course aims to acquire conceptual knowledge of business, formation various business organizations. To provide the knowledge on deciding plant location, plan layout and business combinations.

Learning outcomes:

After completing this course a student will have:

Ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization. The ability to understand the terminologies associated with the field of Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems. The application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

Unit 1: Business: Meaning and Definition of Business – Characteristic Features – objectives of Business – Functions of Business – Difference between Industry, Trade, Commerce and Profession.

Unit 2: Promotion of Business: Qualities of a successful Business man – Forms of Business organization – Merits and Demerits of Sole proprietorship – Partnership - Joint Stock Company - Difference between Private Company and Public company – Concept of one Person Company.

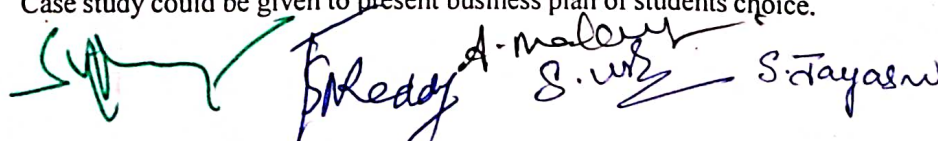
Unit 3: Plant Location and Layout: Meaning of Plant Location – Factors affecting Plant Location – Meaning of Plant Layout – Factors affecting Plant layout – optimum size of Business Unit – Factors determining the optimum size of business unit.

Unit 4: Business Combination: Meaning – Characteristics – Objectives of Business Combination. Meaning, Characteristics, Objectives of Rationalization.

Unit 5: Computer Essentials: Meaning and Definition of Computer - Block diagram of a computer - generations of a computer – Types of Computer – Internet – Types of Networks.

Activities:

- Assignment on business organizations and modern business.
- Group Discussion on factors that influence plan location
- Seminars on different topics related to Business organization
- Case study could be given to present business plan of students choice.



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Reference Books:

1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S, "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
4. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.
5. Prakash, Jagdish, "Business Organistaton and Management", Kitab Mahal Publishers (Hindi and English)
6. Fundamentals of Computers by V. Raja Raman
7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

S.V. → *A. Madhav*
S. Reddy *S. V. S.* *S. Jayasw*

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I SEMESTER

With effect from (2023 November)

BUSINESS ORGANIZATION

COURSES FOR BBA, BCA & B.COM

Model Question Paper

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

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A. Mallikarjuna
S. Jayaram

SRI VENKATESWARA UNIVERSITY : TIRUPATI

Courses Offered for All Groups

LIFE SKILLS COURSES

w.e.f. AY 2023-24

SEMESTER-I

COURSE 1: ENTREPRENEURSHIP DEVELOPMENT

Theory Credits: 2 3 hrs/week

Course Objective: A Generic Course that is intended to inculcate an integrated personal Life Skill to the student.

Learning Outcomes:

After successful completion of the course the student will be able to;

- Understand the concept of Entrepreneurship, its applications and scope.
- Know various types of financial institutions that help the business at Central, State and Local Level
- Understand Central and State Government policies, Aware of various tax incentives, concessions
- Applies the knowledge for generating a broad idea for a starting an enterprise/start up
- Understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility.


Syllabus:

Unit-I: Entrepreneurship:

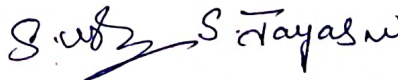
Definition and Concept of entrepreneurship –
Entrepreneur Characteristics
Classification of Entrepreneurs
Role of Entrepreneurship in Economic Development

Unit-II: Idea Generation and Project Formulation:

Ideas in Entrepreneurships
Sources of New Ideas
Techniques for Generating Ideas
Preparation of Project Report - Contents;
Guidelines for Report preparation


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A. Malleen


S. Jayasw

Unit-III: Institutions Supporting and Taxation Benefits:

Central level Institutions: NABARD;

State Level Institutions SFC


Government Policy for MSMEs

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, NewDelhi
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
7. Peter F. Drucker, Innovation and Entrepreneurship
8. A. Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities
9. Dr. B E V L Naidu, Entrepreneurship. Seven Hills Publishers

Suggested Co-Curricular Activities (As far as possible)

1. Group Discussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outline Report
5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.
6. Chart showing tax concessions to SSI, MSME both direct and indirect.


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A. Nalluru

S. V. U.

S. Jayasw

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Courses Offered for All Groups

LIFE SKILLS COURSES

w.e.f. AY 2023-24

SEMESTER-I

COURSE 1: ENTREPRENEURSHIP DEVELOPMENT

Model Question Paper

Time: 3 hrs

Max. Marks 50

Answer any Five of the following

5 X 10=50 M

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Courses Offered for All Groups

LIFE SKILLS COURSES

w.e.f. AY 2023-24

SEMESTER-I

COURSE 2: LEADERSHIP SKILLS

Theory Credits: 2 3 hrs/week

Learning Outcomes:

By successful completion of the course, students will be able to:

1. Develop comprehensive understanding of personality
2. Know how to assess and enhance one's own personality
3. Comprehend leadership qualities and their importance
4. Understand how to develop leadership qualities

Syllabus:

Unit – I:

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

Unit – II:

Assessment of Personality - Projective & Self Report Techniques - Building Self-Confidence – Enhancing Personality Skills

Unit – III:

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, Mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D.Tata

Co-curricular Activities Suggested:

1. Assignments, Group discussions, Quiz etc.,
2. Invited Lecture by a local expert
3. Case Studies (ex., on students behavior, local leaders etc.)

Reference Books:

- Girish Batra, Experiments in Leadership, Chennai: Notion Press, 2018
- Mitesh Khatri, Awaken the Leader in You, Mumbai: Jaico Publishing House, 2013
- Carnegie Dale, Become an Effective Leader, New Delhi: Amaryllis, 2012
- Hall, C.S., Lindzey. G. & Campbell, J.B Theories of Personality. John Wiley & Sons, 1998


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Courses Offered for All Groups

LIFE SKILLS COURSES

w.e.f. AY 2023-24

SEMESTER-I

COURSE 2: LEADERSHIP SKILLS

Model Question Paper

Time: 3 hrs


Max. Marks 50

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S. Usha *S. Jayasree*

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Courses Offered for All Groups

LIFE SKILLS COURSES

w.e.f. AY 2023-24

SEMESTER-I

COURSE 4: COMMUNICATION SKILLS

Theory

Credits: 2

3 hrs/week

Course Objectives & Outcomes:

Upon the completion of the course the students will be able to:

- Understand the nature importance of communication.
- Learn the process involved in communication.
- Develop interview skills.
- Acquire presentation skills.
- Effectively play their roles in group discussions.
- Enhance the skills of public speaking.

Course Content:

UNIT-I

BASICS OF COMMUNICATION

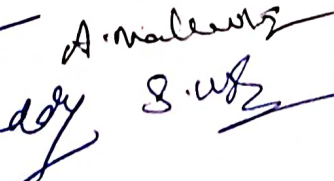
1. Nature and importance of communication
2. Process of Communication
3. Principles of communication
4. Barriers to effective communication

UNIT-II

PRESENTATION SKILLS

1. Preparation of a good presentation
2. Verbal communication in presentation
3. Non-verbal communication in presentation


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UNIT- III

INTERVIEWS AND GROUP DISCUSSIONS

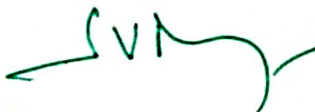

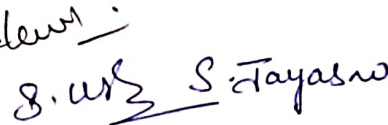
1. Interview and its types
2. Before, during and after an interview
3. Do's and Don'ts in an interview
4. Basic Interview questions

Recommended Activities:

- Presenting seminar papers.
- Mock interviews.
- Using Power point presentations in seminars.

References:

- Working in English, Jones, Cambridge
- Business Communication, Raman –Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
- Jermy Comfort, Speaking Effectively, et.al, Cambridge

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Courses Offered for All Groups

LIFE SKILLS COURSES

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SEMESTER-I

COURSE 4: COMMUNICATION SKILLS

Model Question Paper

Time: 3 hrs

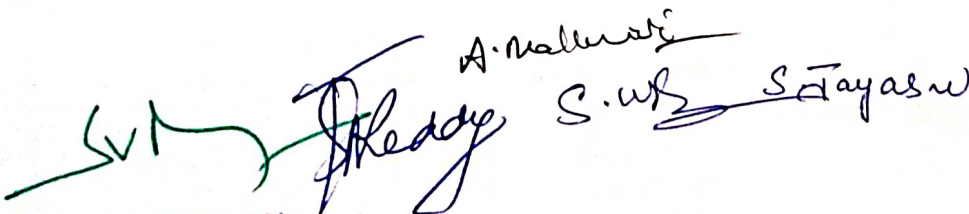
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COURSES FOR ALL GROUPS

Multidisciplinary Course

w.e.f. AY 2023-24

SEMESTER-I

Introduction to Social Work

Credits: 2

3 hrs/week

Learning Outcomes:

By successful completion of the course, students will be able to:

- 1. Understand the basic concepts relating to social work practice, values, principles of social work and social problems in India*
- 2. List out different approaches of providing help to the people in need.*
- 3. Acquaint the process of primary methods of social work*
- 4. Get to know the skills of working with individuals, groups and communities.*

Syllabus

Unit-I: (10 Hrs)- Introduction to social work and concepts related to social work


Introduction to Social Work- Definition and Scope
Objectives and Functions of social work
Social welfare services,
Social Reforms,
Major social problems in India;

Unit-II: (12 Hrs) Methods of Working with Individuals and Groups

Definition-scope and importance of social case work
Principles and process of social case work
Tools and techniques in social case work
Counselling skills.

Unit-III: (12 Hrs) Working with Communities and Field Work in social work

Community – definition, characteristics and types
Community organisation as a method of social work
Definition-objectives, principles and phases of community organization
Concepts of community development.


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Suggested Co-curricular Activities:(10 hours)

1. Divide the students into groups, each group containing not exceeding 10 students depending upon the total number of students in a class or section. Each group can search in internet about any one of the institutions which work for the welfare of children or women or elderly or scheduled caste and scheduled tribe children or differently abled persons or Juvenile homes or Correctional homes or hospitals or Mahila Pragathi Pranganam or Swadhar project or any social welfare project or non governmental organizations (NGOs) to have an idea about welfare agencies working for the needy.
2. Ask each group to exchange and discuss the information with other groups in the classroom with the information they collected on Internet.
3. Group Discussion with the students- what type of community problems they observe in their villages/towns/cities? Ask them to tell what are the line departments which will help to solve the problems of their communities and suggest them what type strategies help the communities to empower.
4. Invited lectures/Training by local experts
5. Visit to a community
6. Assignments, Quiz etc.

References:

1. Chowdhary, Paul. D. (1992). Introduction to Social Work. New Delhi: Atma Ram and Sons.
2. Friedlander W.A. (1955). Introduction to social welfare, New York, Prentice Hall.
3. Government of India, (1987). Encyclopedia of Social Work in India (Set of 4 Volumes). New Delhi, Publications Division, Ministry of Information and Broadcasting.
4. Lal Das, D.K. (2017). Practice of Social Research – Social Work Perspective, Jaipur, Rawat Publications.
5. Madan, G.R. (2009). Indian Social Problems (Volume 1 & 2). New Delhi: Allied publishers Private Limited.
6. Siddiqui, H.Y.(2007). Social Group Work. Jaipur: Rawat Publications
7. Pasty McCarthy & Carolin Hatcher, (2002). Presentation skills. The Essential Guide for Students. New Delhi, Sage Publications.
9. Websites on Social work methods.

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S. Jayasree

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COURSES FOR ALL GROUPS

Multidisciplinary Course

w.e.f. AY 2023-24

SEMESTER-I

Introduction to Social Work

Model Question Paper

Time: 3 hrs

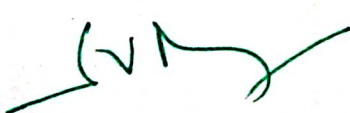
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