



Government Degree College, Rampachodavaram
East Godavari District, Andhra Pradesh
Affiliated to Adikavi Nannaya University



2025-2026 ACADEMIC YEAR

Name of the Lecturer: P. Ramji Bhima Rao I B.Com (Computer Application) Honors Paper: Business Organization

S.No	Month	Week	Hrs Available	Syllabus Topic	Additional Input /Value Addition Taught	Curricular Activity				Co-Curricular Activity				Remarks
						Activity	Hrs Alloted	Whether Conducted or not	If not Alternate date	Activity	Hrs Alloted	Whether Conducted or not	If not Alternate date	
1	01-Jul	1	4	Unit 1: Business: Concept, Meaning, Features, Stages of development of business and importance of business		Introduction	4							
		2	4	Classification of Business Activities. Meaning, Characteristics		lecture	3			GD	1			
		3	4	Importance and Objectives of Business Organization.. Difference between Industry & Commerce and Business & Profession Modern Business and their Characteristics		Lecture	3			Assignment	1			
		4	4	Unit 2: Promotion of Business: Considerations in Establishing New Business. Qualities of a Successful Businessman		Lecture	4							
2	01-Aug	1	4	Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies		Lecture	4			MID EXAMS				
		2	4	Co-operatives and their Characteristics relative merits and demerits		Lecture	3			Assignment	2			
		3	4	, Difference between Private and Public Company, Concept of One Person Company		Lecture	4							

		4	4	Unit 3: Plant Location and Layout: Meaning, Importance, Factors affecting Plant Location.		Lecture	3			SEMINAR	1			
3	01-Sep	1	4	Plant Layout - Meaning, Objectives, Importance, Types of Layout. Factors affecting		Lecture	3			Assignment	1			
		2	4	Size of Business Unit - Criteria for Measuring the Size and Factors affecting the Size. Optimum Size and factors determining the Optimum Size.		lecture	4							
		3	4	Unit 4: Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination		Lecture	3			QUIZ	1			
		4	4	Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization		Lecture	3			Assignment	4			
4	01-Oct	1	4	Unit 5: Computer Essentials: Milestones of Computer Evolution – Computer, Block diagram, generations of computer . Internet Basics - Internet, history, Internet Service Providers,		Lecture	4			MID EXAMS				
		2	4	Types of Networks, IP, Domain Name Services, applications Ethical and Social Implications - Network and security concepts- Information Assurance Fundamentals, Cryptography -		Lecture	3			SEMINAR	1			
		3	4	Symmetric and Asymmetric, Malware, Firewalls, Fraud Techniques, privacy and data protection		Lecture	3			Assignment				

Signature of The lecturer

Signature of the Principal



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2025-2026 ACADEMIC YEAR

Name of the Lecturer: Dr. P. Anand

I B.Com (Computer Application) Honors

Paper: Fundamentals of commerce

S.No	Month	Week	Hrs Available	Syllabus Topic	Additional Input /Value Addition	Curricular Activity				Co-Curricular Activity				Remarks
						Activity	Hrs Alloted	Whether Conducted or not	If not Alternate date	Activity	Hrs Alloted	Whether Conducted or not	If not Alternate date	
1	16-Aug	3	4	Unit 1: Introduction: Definition of Commerce – Role of Commerce in Economic Development -		Introduction	4							
		4	4	Balance of Payments. World Trade Organization.		lecture	3			GD	1			
2	01-Sep	1	4	Unit 2: Economic Theory: Macro Economics – Meaning, Definition, Measurements of National Income		Lecture	3			Assignment	1			
		2	4	Concepts of National Income. Micro Economics – Demand and Supply. Elasticity of Demand and Supply.		Lecture	4							
		3	4	Classification of Markets -Perfect Competition – Characteristics Equilibrium Price, Marginal Utility. Equilibrium Price, Marginal Utility.		Lecture	4			MID EXAMS				
		4	4	Unit 3: Accounting Principles: Meaning and Objectives Accounting, Accounting Cycle - Branches of Accounting		Lecture	3			Assignment	2			
3	01-Oct	1	4	Financial Accounting, Cost Accounting, Management Accounting. Concepts and Conventions of Accounting – GAAP		Lecture	4							
		2	4	Unit 4: Taxation: Meaning of Tax, Taxation - Types of Tax- Income Tax, Corporate Taxation,		Lecture	3			SEMINAR	1			
		3	4	GST, Customs & Exercise. Differences between Direct and Indirect Tax – Objectives of Tax		Lecture	3			Assignment	3			
		4	4	Concerned authorities – Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBIC).		lecture	4							

4	01-Nov	1	4	Unit 5: Computer Essentials: Web Design - Word Press Basics, Developing a Simple Website		Lecture	3			QUIZ	1			
		2	4	Digital Marketing - Social Media Marketing, Content Marketing, Search Engine Optimization (SEO),		Lecture	3			Assignment	4			
		3	4	E-mail Marketing. Data Analytics- Prediction of customer behavior, customized suggestions.		Lecture	4			MID EXAMS				
		4	4	study hours			3							

Signature of The lecturer

Signature of the Principal