

VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

STATEMENT OF SYLLABUS COVERED

Year- 2019-20

Term- Ist

Name of teacher- Mr. U. D. Dabade

Department- Commerce

Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered	Remark
B.Com-I Div-A/B/C	Principles of Marketing Paper -I	Module I -Introduction: Meaning & Definition of Marketing- Features of Marketing- Importance of Marketing. Core Concept of Marketing - Need, Want, Demand, Value and Satisfaction, Exchange, transactions & Relationship Company Orientation towards market place:-Production, Concept, Product concept, selling concept Marketing concept, holistic Marketing concept	Module I -Introduction: Meaning & Definition of Marketing- Features of Marketing- Importance of Marketing. Core Concept of Marketing - Need, Want, Demand, Value and Satisfaction, Exchange, transactions & Relationship Company Orientation towards market place:-Production, Concept, Product concept, selling concept Marketing concept, holistic Marketing concept	
		Module II Consumer Behaviour: Meaning, and Significance of Consumer Behaviour-Factors affecting Consumer Behaviour- The Buying Decision process.	Module II Consumer Behaviour: Meaning, and Significance of Consumer Behaviour-Factors affecting Consumer Behaviour- The Buying Decision process.	
		Module III- Relationship Marketing & MIS(A)Relationship Marketing: Introduction, Relationship building is the essence of relationship marketing; Relationship Marketing: Definition, Scope and Application; Dimensions of Relationships. (B)Marketing Information System (MIS):- Concept and components of MIS.	Module III- Relationship Marketing & MIS (A)Relationship Marketing: Introduction, Relationship building is the essence of relationship marketing; Relationship Marketing: Definition, Scope and Application; Dimensions of Relationships. (B)Marketing Information System (MIS):- Concept and components of MIS.	
		Module IV -Segmentation, Targeting & Positioning: Concept and importance of Market Segmentation-Bases of market segmentation, Concept of Targeting, Concept of Positioning	Module IV- Segmentation, Targeting & Positioning: Concept and importance of Market Segmentation-Bases of market segmentation, Concept of Targeting, Concept of Positioning	
B.Com-III, B	Advanced Accountancy I	Unit I :- Bank Final Accounts - (Vertical Format Only)	Unit I :- Bank Final Accounts - (Vertical Format Only)	
		Unit II :- a) Farm Accounting b) Hire purchase system-Excluding Hire purchase Trading Account	Unit II :- a) Farm Accounting b) Hire purchase system-Excluding Hire purchase Trading Account	

		Unit III :- Insurance Claim - Loss of Stock and Loss of Profit Policy	Unit III :- Insurance Claim - Loss of Stock and Loss of Profit Policy	
		Unit IV :- Introduction to Management Accounting and Cost Accounting -Meaning, Advantages, Objectives and Limitations,	Unit IV :- Introduction to Management Accounting and Cost Accounting -Meaning, Advantages, Objectives and Limitations,	
M.Com II	Management Accounting Paper I	Unit - I: Introduction- Meaning of Management Accounting, Nature, Role of Management accounting in decision making, Management accounting vs Financial Accounting, Tools and techniques of management accounting.	Unit - I: Introduction- Meaning of Management Accounting, Nature, Role of Management accounting in decision making, Management accounting vs Financial Accounting, Tools and techniques of management accounting.	
		Unit - II: Financial Statement – Meaning and Types of Financial Statements. Analysis of financial statement Comparative Statement Analysis, Common size Statement Analysis, Trend Analysis and Ratio Analysis Classification of Ratios advantages and limitations of accounting ratios.	Unit - II: Financial Statement – Meaning and Types of Financial Statements. Analysis of financial statement Comparative Statement Analysis, Common size Statement Analysis, Trend Analysis and Ratio Analysis Classification of Ratios advantages and limitations of accounting ratios.	
		Unit - III: Working Capital - Meaning Significance and determinants of working capital, operating cycle, Type of working capital, Estimation of working capital.	Unit - III: Working Capital - Meaning Significance and determinants of working capital, operating cycle, Type of working capital, Estimation of working capital.	
		Unit - IV: Funds flow Statement & Case flow Statement:- a) Meaning of Fund and Funds Flow Statement, Identifying of flow of Funds, Preparation of Funds Flow Statement. b) Meaning of Cash Flow Statement Cash and cash equivalents, Preparation of Cash Flow Statement. (AS-3) c) Difference between Funds Flow Statement and Cash Flow Statement.	Unit - IV: Funds flow Statement & Case flow Statement:- a) Meaning of Fund and Funds Flow Statement, Identifying of flow of Funds, Preparation of Funds Flow Statement. b) Meaning of Cash Flow Statement Cash and cash equivalents, Preparation of Cash Flow Statement. (AS-3) c) Difference between Funds Flow Statement and Cash Flow Statement.	


HOD
 (Signature of the Head of Department)
 Department
 Vivekanand College
 Kolhapur




 (Signature of the Teacher)

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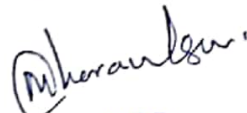
Name of teacher- Mr. U. D. Dabade

Department- Commerce


Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered	Remark
B.Co m- I Div- A/B/C	Principles of Marketing Paper -II	Module -I- Marketing Mix: Meaning, 7 'P's of marketing mix- Product, Price, Place (Distribution) and Promotion Product –Meaning, Types of Product, product quality, product design,product features, Branding, Brand name and Trade Mark, Difference between brand name and trade mark, after sales service, packaging - Role and functions of packaging.	Module -I- Marketing Mix: Meaning, 7 'P's of marketing mix- Product, Price, Place (Distribution) and Promotion Product –Meaning, Types of Product, product quality, product design,product features, Branding, Brand name and Trade Mark, Difference between brand name and trade mark, after sales service, packaging - Role and functions of packaging.	
		Module- II- (A) Price: Meaning, Importance of price in the marketing mix, factors affecting price of a product/service. (B) Place: Meaning and Importance, types of distribution channels, factors affecting choice of a distribution channel.	Module II (A) Price: Meaning, Importance of price in the marketing mix, factors affecting price of a product/service. (B) Place: Meaning and Importance, types of distribution channels, factors affecting choice of a distribution channel.	
		Module- III-Promotion: Meaning, four elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations,] selling process, sales promotion techniques	Module- III-Promotion: Meaning, four elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations,] selling process, sales promotion techniques	
		Module IV-(A) Retailing: Nature and Importance of Retailing-Classification of Retailers by form of ownership, by key marketing strategies- non-store Retailing. (B)Rural Marketing: Concept, Problems of rural marketing, rural marketing strategies, marketing of Agricultural Product, Marketing of FMCG	Module IV-(A) Retailing: Nature and Importance of Retailing-Classification of Retailers by form of ownership, by key marketing strategies- non-store Retailing. (B)Rural Marketing: Concept, Problems of rural marketing, rural marketing strategies, marketing of Agricultural Product, Marketing of FMCG	
B.Co m- III, B	Advanced Accountancy Paper-III	Unit -I- Elements of Cost - Material, Labour & Overheads, Preparation of Cost Sheet	Unit -I- Elements of Cost - Material, Labour & Overheads, Preparation of Cost Sheet	
		Unit-II- Marginal Costing- Concept, Advantages, and Limitations, CVP analysis, and decision Making	Unit-II- Marginal Costing- Concept, Advantages, and Limitations, CVP analysis, and decision Making	



		Unit-III- Working Capital – Meaning, Significance, and calculation of working capital requirements and preparation of funds flow statements.	Unit-III- Working Capital – Meaning, Significance and calculation of working capital requirements and preparation of funds flow statements.	
		Unit-IV- Ratio Analysis- Meaning, advantages and limitations, classifications of ratio- Profitability Ratios, Turnover Ratios, Solvency Ratios and Liquidity Ratio.	Unit-IV- Ratio Analysis- Meaning, advantages and limitations, classifications of ratio- Profitability Ratios, Turnover Ratios, Solvency Ratios and Liquidity Ratio.	
M.Co m II	Management Accounting Paper II	Unit - I: Management Control System Meaning, Need, Importance and Scope of Management Control System, Management Control Process. b) Management Information System (MIS) – Meaning & Characteristics c) Reporting to Management – Types of Reports and Characteristics of good report.	Unit - I: Management Control System Meaning, Need, Importance and Scope of Management Control System, Management Control Process. b) Management Information System (MIS) – Meaning & Characteristics c) Reporting to Management – Types of Reports and Characteristics of good report.	
		Unit II: Marginal Costing: Meaning and application of marginal costing, Break, even analysis, Cost Volume- Profit analysis, Decision making by using marginal costing – Make or buy decisions, shut down or continue decisions, shut down or continue decisions, Alternative course of action etc.	Unit II: Marginal Costing: Meaning and application of marginal costing, Break, even analysis, Cost Volume- Profit analysis, Decision making by using marginal costing – Make or buy decisions, shut down or continue decisions, shut down or continue decisions, Alternative course of action etc.	
		Unit -III: Budgetary Control : Meaning of Budget & Budgetary Control, Objectives, Advantages & Limitations, Types of Budgets – Production, Sales, Cash, Master Budget, Fixed and Flexible budget, Capital Expenditure Budgeting. (Note: problems should be asked on cash budget, Flexible budget and capital budget)	Unit -III: Budgetary Control : Meaning of Budget & Budgetary Control, Objectives, Advantages & Limitations, Types of Budgets – Production, Sales, Cash, Master Budget, Fixed and Flexible budget, Capital Expenditure Budgeting. (Note: problems should be asked on cash budget, Flexible budget and capital budget)	
		Unit –IV: Standard Costing and Variance Analysis : a) Meaning of Standard Cost and Standard Costing, Advantages and limitations b) Variance Analysis – Material, Labour and Overheads.	Unit –IV: Standard Costing and Variance Analysis : a) Meaning of Standard Cost and Standard Costing, Advantages and limitations b) Variance Analysis – Material, Labour and Overheads.	


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