VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS) STATEMENT OF SYLLABUS COVIDED

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-	Principles of	Module I -Introduction:	Module I -Introduction:		
I Div-	Marketing	Meaning & Definition of Marketing- Features of	Meaning & Definition of Marketing- Features		
A/B/C	Paper -I	Marketing- Importance of Marketing. Core	of Marketing- Importance of Marketing. Core		
		Concept of Marketing - Need, Want, Demand,	Concept of Marketing - Need, Want, Demand,		
		Value and Satisfaction, Exchange, transactions	Value and Satisfaction, Exchange, transactions		
		& Relationship Company Orientation towards	& Relationship Company Orientation towards		
		market place:-Production, Concept, Product	market place:-Production, Concept, Product		
		concept, selling concept Marketing concept,	concept, selling concept Marketing concept,		î
		holistic Marketing concept	holistic Marketing concept		
		Module II Consumer Behaviour:	Module II Consumer Behaviour:		
		Meaning, and Significance of Consumer	Meaning, and Significance of Consumer		
		Behaviour-Factors affecting Consumer	Behaviour-Factors affecting Consumer	•••••	
La Company I		Behaviour- The Buying Decision process.	Behaviour- The Buying Decision process.		
		Module III- Relationship Marketing &	Module III- Relationship Marketing & MIS		
		MIS(A)Relationship Marketing:	(A)Relationship Marketing:		
		Introduction, Relationship building is the	Introduction, Relationship building is the		
		essence of relationship marketing; Relationship	essence of relationship marketing;		
		Marketing: Definition, Scope and Application;	Relationship Marketing: Definition, Scope and	•••••	
		Dimensions of Relationships.	Application; Dimensions of Relationships.		
		(B)Marketing Information System (MIS):-	(B)Marketing Information System (MIS):-		
		Concept and components of MIS.	Concept and components of MIS.		
		Module IV -Segmentation, Targeting &	Module IV- Segmentation, Targeting &		
_ 1		Positioning: Concept and importance of	Positioning: Concept and importance of		
		Market Segmentation-Bases of market	Market Segmentation-Bases of market		
		segmentation, Concept of Targeting, Concept of	segmentation, Concept of Targeting, Concept		
D. C.		Positioning	of Positioning		
B.Com-	Advanced	Unit I :- Bank Final Accounts - (Vertical	Unit I :- Bank Final Accounts - (Vertical		
III, B	Accountancy I	Format Only)	Format Only)	•••••	
		Unit II :- a) Farm Accounting	Unit II :- a) Farm Accounting		
	1	b) Hire purchase system-Excluding Hire	b) Hire purchase system-Excluding Hire		
		purchase Trading Account	purchase Trading Account	•••••	

		Unit III :- Insurance Claim - Loss of Stock	Unit III :- Insurance Claim - Loss of Stock		
		and Loss of Proc. Policy	and Loss of mofit Policy	•••••	
		Unit IV :- Introduction to Management	Unit IV :- Introduction to Management		
			Accounting and Cost Accounting -Meaning,		
		Accounting and Cost Accounting -Meaning,	3	•••••	
		Advantages, Objectives and Limitations,	Advantages, Objectives and Limitations,		
M.Com	Management	Unit - I: Introduction-Meaning of	Unit - I: Introduction- Meaning of		
11	Accounting	Management Accounting, Nature, Role of		•••••	
	Paper I	Management accounting in decision making,	Management accounting in decision making.		
		Management accounting vs Financial	Management accounting vs Financial		
		Accounting, Tools and techniques of	Accounting, Tools and techniques of		
		management accounting.	management accounting.		
		Unit - II: Financial Statement - Meaning and	Unit - II: Financial Statement – Meaning and		
		Types of Financial Statements. Analysis of	Types of Financial Statements. Analysis of		
		financial statement Comparative Statement	financial statement Comparative Statement		
		Analysis, Common size Statement Analysis,	Analysis, Common size Statement Analysis,	•••••	
		Trend Analysis and Ratio Analysis	Trend Analysis and Ratio Analysis		
		Classification of Ratios advantages and	Classification of Ratios advantages and		
		limitations of accounting ratios.	limitations of accounting ratios.		
		Unit - III: Working Capital -Meaning	Unit - III: Working Capital - Meaning	İ	
		Significance and determinants of working	Significance and determinants of working		
		capital, operating cycle, Type of working			
		capital, Estimation of working capital.	capital, Estimation of working capital. Unit - IV: Funds flow Statement & Case		
		Unit - IV: Funds flow Statement & Case flow Statement:- a) Meaning of Fund and Funds	flow Statement:- a) Meaning of Fund and		
		Flow Statement, Identifying of flow of	Funds Flow Statement, Identifying of flow of		
		Funds, Preparation of Funds Flow Statement.	Funds, Preparation of Funds Flow Statement.		
		b) Meaning of Cash Flow Statement Cash and	b) Meaning of Cash Flow Statement Cash and		
		cash equivalents, Preparation of Cash Flow	cash equivalents, Preparation of Cash Flow		1
		Statement. (AS-3)	Statement. (AS-3)		
		c) Difference between Funds Flow Statement	c) Difference between Funds Flow Statement		
		and Cash Flow Statement.	and Cash Flow Statement.		

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Vivekanand College

Kolhapur



(Signature of the Teacher)



VIVEKAN AND COLLEGE, KOLHAPUR (AUTONOMOUS) STATEMENT OF SYLLABUS COVERED

Year- 2019-20 Name of teacher- Mr. U. D. Dabade Term- IInd Department- Commerce

		ame of teachers will. U. D. Dabaue	Department Commerce		
Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered	Rema rk
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,	Advanced Accountancy	Unit -I- Elements of Cost - Material, Labour & Overheads, Preparation of Cost Sheet	Unit -I- Elements of Cost - Material, Labour & Overheads, Preparation of Cost Sheet		
В	Paper-III	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,	Linit III Working Control M	
		Significance, and calculation of working capital	Unit-III- Working Capital – Meaning,	
		requirements and preparation of funds flow	Significanc and calculation of working capital	
		statements.	requirements and preparation of funds flow	
		Unit-IV- Ratio Analysis- Meaning, advantages	statements.	
		and limitations, classifications of ratio- Profitability	Unit-IV- Ratio Analysis- Meaning, advantages	
		Ratios Turnovar Pation Colored But	and limitations, classifications of ratio- Profitability	
		Ratios, Turnover Ratios, Solvency Ratios and	Ratios, Turnover Ratios, Solvency Ratios and	
M.Co	Managament	Liquidity Ratio.	Liquidity Ratio.	
m II	Management	Unit - 1: Management Control System	Unit - I: Management Control System	
mII	Accounting	Meaning, Need, Importance and Scope of	Meaning, Need, Importance and Scope of	
	Paper II	Management Control System, Management Control	Management Control System, Management Control	•••••
		Process. b) Management Information System (MIS)		
		- Meaning & Characteristics	- Meaning & Characteristics	
		c) Reporting to Management – Types of Reports	c) Reporting to Management – Types of Reports	
		and Characteristics of good report.	and Characteristics of good report.	
		Unit II: Marginal Costing:	Unit II: Marginal Costing:	
		Meaning and application of marginal costing,	Meaning and application of marginal costing,	
		Break, even analysis, Cost Volume- Profit analysis,	Break, even analysis, Cost Volume- Profit analysis,	
		Decision making by using marginal costing – Make	Decision making by using marginal costing – Make	•••••
		or buy decisions, shut down or continue decisions,	or buy decisions, shut down or continue decisions,	
		shut down or continue decisions, Alternative course	shut down or continue decisions, Alternative course	
		of action etc.	of action etc.	
		Unit -III: Budgetary Control:	Unit -III: Budgetary Control:	
		Meaning of Budget & Budgetary Control,	Meaning of Budget & Budgetary Control,	
		Objectives, Advantages & Limitations, Types of	Objectives, Advantages & Limitations, Types of	
		Budgets - Production, Sales, Cash, Master Budget,	Budgets – Production, Sales, Cash, Master Budget,	
		Fixed and Flexible budget, Capital Expenditure	Fixed and Flexible budget, Capital Expenditure	
		Budgeting, (Note: problems should be asked on	Budgeting, (Note: problems should be asked on	
		cash budget, Flexible budget and capital budget)	cash budget, Flexible budget and capital budget)	
		Unit -IV: Standard Costing and Variance	Unit -IV: Standard Costing and Variance	
		Analysis:	Analysis:	
		a) Meaning of Standard Cost and Standard Costing,	a) Meaning of Standard Cost and Standard Costing,	
		Advantages and limitations	Advantages and limitations	•••••
		b) Variance Analysis - Material, Labour and	b) Variance Analysis – Material, Labour and	
		Overheads.	Overheads.	

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