

VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

STATEMENT OF SYLLABUS COVERED

Year- 2020-21

Term- I<sup>st</sup>

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	<b>Module I -Introduction:</b> 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	<b>Module I -Introduction:</b> 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	.....	
		<b>Module II Consumer Behaviour:</b> Meaning, and Significance of Consumer Behaviour-Factors affecting Consumer Behaviour- The Buying Decision process.	<b>Module II Consumer Behaviour:</b> Meaning, and Significance of Consumer Behaviour-Factors affecting Consumer Behaviour- The Buying Decision process.	.....	
		<b>Module III- Relationship Marketing &amp; MIS(A)Relationship Marketing:</b> Introduction, Relationship building is the essence of relationship marketing; Relationship Marketing: Definition, Scope and Application; Dimensions of Relationships. <b>(B)Marketing Information System (MIS):-</b> Concept and components of MIS.	<b>Module III- Relationship Marketing &amp; MIS (A)Relationship Marketing:</b> Introduction, Relationship building is the essence of relationship marketing; Relationship Marketing: Definition, Scope and Application; Dimensions of Relationships. <b>(B)Marketing Information System (MIS):-</b> Concept and components of MIS.	.....	
		<b>Module IV -Segmentation, Targeting &amp; Positioning:</b> Concept and importance of Market Segmentation-Bases of market segmentation, Concept of Targeting, Concept of Positioning	<b>Module IV- Segmentation, Targeting &amp; Positioning:</b> Concept and importance of Market Segmentation-Bases of market segmentation, Concept of Targeting, Concept of Positioning	.....	
B.Com-III, A	Advanced Accountancy I	<b>Module -I - Bank Final Accounts - (Vertical Format Only)</b>	<b>Module -I - Bank Final Accounts - (Vertical Format Only)</b>	.....	

		<b>Module -II - a) Farm Accounting</b> <b>b) Hire purchase system</b> -Excluding Hire purchase Trading Account	<b>Module -II - a) Farm Accounting</b> <b>b) Hire purchase system</b> -Excluding Hire purchase Trading Account	.....	
		<b>Module -III - Insurance Claim</b> - Loss of Stock and Loss of Profit Policy	<b>Module -III - Insurance Claim</b> - Loss of Stock and Loss of Profit Policy	.....	
		<b>Module -IV - Introduction to Management Accounting and Cost Accounting</b> -Meaning, Advantages, Objectives and Limitations,	<b>Module -IV - Introduction to Management Accounting and Cost Accounting</b> -Meaning, Advantages, Objectives and Limitations,	.....	
<b>B.Com III B/C</b>	<b>Business Regulatory Framework</b>	<b>Module -I - Concepts</b> :- Definition of Business Law and its sources - Law of Contract - Essential elements of contract - Performance of contract - Discharge of contract - Remedies for breach of contract.	<b>Module -I - Concepts</b> :- Definition of Business Law and its sources - Law of Contract - Essential elements of contract - Performance of contract - Discharge of contract - Remedies for breach of contract.	.....	
		<b>Module -II - Special Contract</b> :- i) Contract of Bailment and Pledge - Meaning, Duties and Rights of Bailor and Bailee. ii) Contract of Agency - Definition- Creation - Termination - Rights and Duties of Agent and Principal.	<b>Module -II - Special Contract</b> :- i) Contract of Bailment and Pledge - Meaning, Duties and Rights of Bailor and Bailee. ii) Contract of Agency - Definition- Creation - Termination - Rights and Duties of Agent and Principal.	.....	
		<b>Module -III - Sale of Goods Act</b> -Meaning - Formation of contract of sale - Sale and Agreement to Sell - Condition and Warranties - Transfer of Property in Goods - Performance of Contract of sale - Unpaid Seller.	<b>Module -III - Sale of Goods Act</b> -Meaning - Formation of contract of sale - Sale and Agreement to Sell - Condition and Warranties - Transfer of Property in Goods - Performance of Contract of sale - Unpaid Seller.	.....	
		<b>Module -IV - Consumer Protection Act</b> :- Definition of consumer - Consumer Complaint - Complainant - Consumer Dispute- Consumer Dispute Redressal Agencies.	<b>Module -IV - Consumer Protection Act</b> :- Definition of consumer - Consumer Complaint - Complainant - Consumer Dispute- Consumer Dispute Redressal Agencies.	.....	



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**HOD**  
Department of Commerce  
Vivekanand College  
Kolhapur




(Signature of the Teacher)



# VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

## STATEMENT OF SYLLABUS COVERED

Year- 2020-21

Term- II<sup>nd</sup>

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 -II	<b>Module -I- Marketing Mix:</b> Meaning, 7 'P's of marketing mix- Product, Price, Place (Distribution) and Promotion <b>Product</b> –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.	<b>Module -I- Marketing Mix:</b> Meaning, 7 'P's of marketing mix- Product, Price, Place (Distribution) and Promotion <b>Product</b> –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.	.....	
		<b>Module- II- (A) Price:</b> Meaning, Importance of price in the marketing mix, factors affecting price of a product/service. <b>(B) Place:</b> Meaning and Importance, types of distribution channels, factors affecting choice of a distribution channel.	<b>Module II (A) Price:</b> Meaning, Importance of price in the marketing mix, factors affecting price of a product/service. <b>(B) Place:</b> Meaning and Importance, types of distribution channels, factors affecting choice of a distribution channel.	.....	
		<b>Module- III-Promotion:</b> Meaning, four elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations.] selling process, sales promotion techniques	<b>Module- III-Promotion:</b> Meaning, four elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations.] selling process, sales promotion techniques	.....	
		<b>Module IV-(A) Retailing:</b> Nature and Importance of Retailing-Classification of Retailers by form of ownership, by key marketing strategies- non-store Retailing. <b>(B)Rural Marketing:</b> Concept, Problems of rural marketing, rural marketing strategies, marketing of Agricultural Product, Marketing of FMCG	<b>Module IV-(A) Retailing:</b> Nature and Importance of Retailing-Classification of Retailers by form of ownership, by key marketing strategies- non-store Retailing. <b>(B)Rural Marketing:</b> Concept, Problems of rural marketing, rural marketing strategies, marketing of Agricultural Product, Marketing of FMCG	.....	
		<b>Module – I- Elements of Cost</b> - Material, Labour & Overheads, Preparation of Cost Sheet	<b>Module – I- Elements of Cost</b> - Material, Labour & Overheads, Preparation of Cost Sheet	.....	
B.Com-III, A	Advanced Accountancy Paper-III	<b>Module – II- Marginal Costing-</b> Concept, Advantages, and Limitations, CVP analysis, and decision Making	<b>Module – II- Marginal Costing-</b> Concept, Advantages, and Limitations, CVP analysis, and decision Making	.....	



		<b>Module – III- Working Capital –</b> Meaning, Significance, and calculation of working capital requirements and preparation of funds flow statements.	<b>Module – III- Working Capital –</b> Meaning, Significance and calculation of working capital requirements and preparation of funds flow statements.	.....	
		<b>Module – IV- Ratio Analysis-</b> Meaning, advantages and limitations, classifications of ratio- Profitability Ratios, Turnover Ratios, Solvency Ratios and Liquidity Ratio.	<b>Module – IV- Ratio Analysis-</b> Meaning, advantages and limitations, classifications of ratio- Profitability Ratios, Turnover Ratios, Solvency Ratios and Liquidity Ratio.	.....	
<b>B.Com III B/C</b>	<b>Business Regulatory Framework</b>	<b>Module – I- The Companies Act, 1956 :-</b> Concept and Classification of Company - Features of Different types of Companies - Procedure of incorporation - Memorandum of Association - Articles of Association - Prospectus - Shares - Share Capital - Management of Companies - Qualifications and appointment of Directors - Removal of Directors - Arbitration and Compromise – Winding up of Company.	<b>Module – I- The Companies Act, 1956 :-</b> Concept and Classification of Company - Features of Different types of Companies - Procedure of incorporation - Memorandum of Association - Articles of Association - Prospectus - Shares - Share Capital - Management of Companies - Qualifications and appointment of Directors - Removal of Directors - Arbitration and Compromise – Winding up of Company.	.....	
		<b>Module – II- The Securities And Exchange Board of India Act, 1992 :-</b> Establishment of SEBI - Power and Functions of SEBI - Registration of Stock Brokers, Sub -Brokers - Recognition of Stock Exchange - Role of Stock Exchanges - Listing of Securities - Trading of Securities.	<b>Module – II- The Securities And Exchange Board of India Act, 1992 :-</b> Establishment of SEBI - Power and Functions of SEBI - Registration of Stock Brokers, Sub -Brokers - Recognition of Stock Exchange - Role of Stock Exchanges - Listing of Securities - Trading of Securities.	.....	
		<b>Module – III- Information Technology Act, 2000 :-</b> Introduction - Objects - Internet - Privacy - Pornography - e-Commerce – Digital Signature - Cyber Crimes - Legal Provisions relating to Cyber Crimes. (basic idea)	<b>Module – III- Information Technology Act, 2000 :-</b> Introduction - Objects - Internet - Privacy - Pornography - e-Commerce – Digital Signature - Cyber Crimes - Legal Provisions relating to Cyber Crimes. (basic idea)	.....	
		<b>Module – IV- Intellectual Property Rights :-</b> Trademarks - Patents - copyrights – Registration of Designs (Only Concepts) Right To Information Act, 2005 :- Nature - Scope of RTI – Legal provisions under RTI	<b>Module – IV- Intellectual Property Rights :-</b> Trademarks - Patents - copyrights – Registration of Designs (Only Concepts) Right To Information Act, 2005 :- Nature - Scope of RTI – Legal provisions under RTI	.....	

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