

VIVEKANAND COLLEGE, KOLHAPUR

STATEMENT OF SYLLABUS COVERED

Year- 2021-22

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, Scope of Marketing, Core Concept of Marketing - Need, Want, Demand, Value and Satisfaction, Exchange, transactions, holistic Marketing concept Recent developments in marketing: Social Marketing, Digital Marketing, Green Marketing, Relationship Marketing.	Module I -Introduction: Meaning & Definition of Marketing- Features of Marketing- Importance of Marketing, Scope of Marketing, Core Concept of Marketing - Need, Want, Demand, Value and Satisfaction, Exchange, transactions, holistic Marketing concept Recent developments in marketing: Social Marketing, Digital Marketing, Green Marketing, Relationship Marketing.	
		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- Marketing Research and Marketing Information System A) Marketing Research – Meaning, objectives, importance and Process of marketing research B) Marketing Information System (MIS):- Concept, Importance and components of MIS.	Module III- Marketing Research and Marketing Information System A) Marketing Research – Meaning, objectives, importance and Process of marketing research B) Marketing Information System (MIS):- Concept, Importance and components of MIS.	
		Module IV A)Segmentation, Targeting & Positioning: Concept and importance and Bases of market segmentation, Concept of Targeting, Concept of Positioning,	Module IV A)Segmentation, Targeting & Positioning: Concept and importance and Bases of market segmentation, Concept of Targeting, Concept of Positioning,	

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B.Com-III- A	Modern Management Practices – Paper- I	<p>Module – I -Contribution To Modern Management Practices:</p> <p>a. Modern Management: Concept and Importance of Modern Management in Changing Environment.</p> <p>b. Contribution of Peter Drucker: Management By Objectives (MBO) Concept, Characteristics, Importance. Merits and Demerits.</p> <p>c. Contribution of C.K.Prahlad : Core Competencies, Factors of affecting Core Competencies. Identifying Core Competencies,</p> <p>d. Contribution of Michael Porter: 5 Forces model. Competitive Advantage- Cost Leadership. Differentiation and Focused.</p>	<p>Module – I -Contribution To Modern Management Practices:</p> <p>a. Modern Management: Concept and Importance of Modern Management in Changing Environment.</p> <p>b. Contribution of Peter Drucker: Management By Objectives (MBO) Concept, Characteristics, Importance. Merits and Demerits.</p> <p>c. Contribution of C.K.Prahlad : Core Competencies, Factors of affecting Core Competencies. Identifying Core Competencies,</p> <p>d. Contribution of Michael Porter: 5 Forces model. Competitive Advantage- Cost Leadership. Differentiation and Focused.</p>	
		<p>Module – II- Introduction to Strategic Management:</p> <p>a. Strategic Management: Concept of Mission, Vision, Objectives, Concept of Strategy. Importance of Strategy. Levels of Strategy. Environmental Analysis and SWOC Analysis, strategic management. meaning, characteristic, need, Strategic Management Process Different Phases, Types of Strategies Mintzberg's 5 Ps, Corporate strategies. Mckinsey's 7s framework - Blue Ocean Strategy, Red Ocean Strategy.</p>	<p>Module – II- Introduction to Strategic Management:</p> <p>a. Strategic Management: Concept of Mission, Vision, Objectives, Concept of Strategy. Importance of Strategy. Levels of Strategy. Environmental Analysis and SWOC Analysis, strategic management. meaning, characteristic, need, Strategic Management Process Different Phases, Types of Strategies Mintzberg's 5 Ps, Corporate strategies. Mckinsey's 7s framework -Blue Ocean Strategy, Red Ocean Strategy.</p>	
		<p>Module – III- Corporate Governance and Corporate social responsibility (CSR):</p> <p>a. Corporate Governance: concept definition role of board of directors, corporate Governance. Role of shareholders and auditors in corporate Governance concept of ethics, ethical issues in management.</p> <p>b. Corporate social responsibility: concept of social responsibility, Areas of social responsibilities</p>	<p>Module – III- Corporate Governance and Corporate social responsibility (CSR):</p> <p>a. Corporate Governance: concept definition role of board of directors, corporate Governance. Role of shareholders and auditors in corporate Governance concept of ethics, ethical issues in management.</p> <p>b. Corporate social responsibility: concept of social responsibility Areas of social</p>	

		Module – IV- Knowledge Management and outsourcing Knowledge Management- Concept process and parameters of Knowledge Management, Knowledge process outsourcing – concept , advantages, and process of KPO Outsourcing – concept, types of outsourcing, advantages and limitations of outsourcing Business process outsourcing (BPO) - Concept, benefits and risks of Business process outsourcing (BPO) Legal process outsourcing (LPO) Concept, benefits and Risk of Legal process outsourcing (LPO)	responsibilities Module – IV- Knowledge Management and outsourcing Knowledge Management- Concept process and parameters of Knowledge Management, Knowledge process outsourcing – concept , advantages, and process of KPO Outsourcing – concept, types of outsourcing, advantages and limitations of outsourcing Business process outsourcing (BPO) - Concept, benefits and risks of Business process outsourcing (BPO) Legal process outsourcing (LPO) Concept, benefits and Risk of Legal process outsourcing (LPO)	
B.Com-III- A	Advanced Accountancy - I	Module I :- Bank Final Accounts - (Vertical Format Only)	Module I :- Bank Final Accounts - (Vertical Format Only)	
		Module II :- a) Farm Accounting b) Hire purchase system-Excluding Hire purchase Trading Account	Module II :- a) Farm Accounting b) Hire purchase system-Excluding Hire purchase Trading Account	
		Module III :- Insurance Claim - Loss of Stock and Loss of Profit Policy	Module III :- Insurance Claim - Loss of Stock and Loss of Profit Policy	
		Module IV :- Introduction to Management Accounting and Cost Accounting -Meaning, Advantages, Objectives and Limitations,	Module IV :- Introduction to Management Accounting and Cost Accounting -Meaning, Advantages, Objectives and Limitations,	

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B.Com-I Div-A/B/C	Principles of Marketing Paper -II	<p>Module I -A) Marketing Mix: Meaning, 7 'P's of marketing mix- Product, Price, Place (Distribution) and Promotion, People, Process, Physical Evidence.</p> <p>B) Product –Meaning, Types of Product, product quality, product design, Brand name and Trade Mark, after sales service, packaging - Role and functions of packaging, Product life-cycle; New Product Development</p>	<p>Module I -A) Marketing Mix: Meaning, 7 'P's of marketing mix- Product, Price, Place (Distribution) and Promotion, People, Process, Physical Evidence.</p> <p>B) Product –Meaning, Types of Product, product quality, product design, Brand name and Trade Mark, after sales service, packaging - Role and functions of packaging, Product life-cycle; New Product Development</p>	
		<p>Module II (A) Price: Meaning, Importance of price in the marketing mix, factors affecting price of a product/service.</p> <p>(B) Place: Meaning and Importance, types of distribution channels, factors affecting choice of a distribution channel</p>	<p>Module II (A) Price: Meaning, Importance of price in the marketing mix, factors affecting price of a product/service.</p> <p>(B) Place: Meaning and Importance, types of distribution channels, factors affecting choice of a distribution channel</p>	
		<p>Module III- Promotion: Meaning, four elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations,] selling process, sales promotion techniques</p>	<p>Module III- Promotion: Meaning, four elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations,] selling process, sales promotion techniques</p>	
		<p>Module IV A)Retailing: Nature and Importance of Retailing-Classification of Retailers by form of ownership, by key marketing strategies- non-store Retailing.</p> <p>(B)Rural Marketing: Concept, Problems of rural marketing, Rural marketing strategies.</p>	<p>Module IV A)Retailing: Nature and Importance of Retailing-Classification of Retailers by form of ownership, by key marketing strategies- non-store Retailing.</p> <p>(B)Rural Marketing: Concept, Problems of rural marketing, Rural marketing strategies.</p>	

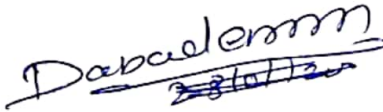
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B.Com-III, A	Modern Management Practices Paper - II	Module - I :- Total Quality Management (TQM): a. TQM: Concept of Quality, Meaning Of TQM. Elements of TQM, Contribution of Deming, Juran, crosby b. Benchmarking: Concept and Types of Benchmarking. Advantages and limitations. c. Six sigma: meaning, characteristics, and importance of six sigma, levels of six sigma, steps in implementing six sigma, d. Quality Certification: ISO-9000 Series Meaning and Importance of ISO Quality Standards, 20 Elements of IS-9000.	Module - I :- Total Quality Management (TQM): a. TQM: Concept of Quality, Meaning Of TQM. Elements of TQM, Contribution of Deming, Juran, crosby b. Benchmarking: Concept and Types of Benchmarking. Advantages and limitations. c. Six sigma: meaning, characteristics, and importance of six sigma, levels of six sigma, steps in implementing six sigma, d. Quality Certification: ISO-9000 Series Meaning and Importance of ISO Quality Standards, 20 Elements of IS-9000.	
		Module – II- Event Management: Event management: concept, types and importance. Procedure of event management, Conduct of An Event, Public Relations. Planning of corporate events.	Module – II- Event Management: Event management: concept, types and importance. Procedure of event management, Conduct of An Event, Public Relations. Planning of corporate events.	
		Module – III- Emergency Management and Change Management: a. Emergency Management: Concept and Types. prevention & phases b. Change Management: Forces of Change, Response To Change, Management of Planned Change. Lewin's Three Step Model. Managing Resistance To Change	Module – III- Emergency Management and Change Management: a. Emergency Management: Concept and Types. prevention & phases b. Change Management: Forces of Change, Response To Change, Management of Planned Change. Lewin's Three Step Model. Managing Resistance To Change	
		Module – IV International Management: International Management and Multinational Companies (MNC's)- Advantages and Challenges. Japanese Management and Theory Z Role of Global Managers.	Module – IV International Management: International Management and Multinational Companies (MNC's)- Advantages and Challenges. Japanese Management and Theory Z Role of Global Managers.	

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B.Com-III, A	Advanced Accountancy - III	Module - I :- Elements of Cost - Material, Labour, & Overheads, Preparation of Cost Sheet, Quotation	Module- I :- Elements of Cost - Material, Labour, & Overheads, Preparation of Cost Sheet, Quotation	
		Module- II :- Marginal (Variable) Costing- Concept, Advantages limitations, Cost -Volume- Profit (CVP) Analysis and Decision Making.	Module -II :- Marginal (Variable) Costing- Concept, Advantages limitations, Cost -Volume- Profit (CVP) Analysis and Decision Making.	
		Module- III :- Working Capital- Meaning, Significance and calculation of requirement of working capital, preparation of funds flow statement	Module -III :- Working Capital- Meaning, Significance and calculation of requirement of working capital, preparation of funds flow statement	
		Module- IV :- Ratio Analysis- Meaning, Advantages and limitations classifications of ratios- Profitability ratios, turnover ratios, solvency ratios, liquidity ratio	Module- IV :- Ratio Analysis- Meaning, Advantages and limitations classifications of ratios- Profitability ratios, turnover ratios, solvency ratios, liquidity ratio	


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