

VIVEKANAND COLLEGE, KOLHAPUR

STATEMENT OF SYLLABUS COVERED

Year- 2022-23

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,	

Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered	Remark
B.Com-III- Div- A & B	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,	
M.Com II	Management Accounting Paper I	Unit - I: Introduction-Meaning of Management Accounting, Nature, Management accounting vs Financial Accounting, Tools and techniques of management accounting.	Unit - I: Introduction- Meaning of Management Accounting, Nature, Management accounting vs Financial Accounting, Tools and techniques of management accounting.	
		Unit - II: Financial Statement – Meaning and Types of Financial Statements. Ratio Analysis Classification of Ratios advantages and limitations of accounting ratios.	Unit - II: Financial Statement – Meaning and Types of Financial Statements. 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) Preparation of Funds Flow Statement. b) Preparation of Cash Flow Statement. (AS-3	Unit - IV: Funds flow Statement & Case flow Statement:- a) Preparation of Funds Flow Statement. b) Preparation of Cash Flow Statement. (AS-3)	

(Signature of the Head of Department)



(Signature of the Teacher)



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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>	

Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered	Remark
B.Com-III, Div -A & B	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	
M.Com 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	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)	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.	



(Signature of the Head of Department)

(Signature of the Teacher)

