

VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

Annual Teaching Plan

Academic Year- 2018- 2019

Class – B, Com- I – Div-A/B/C

Semester – I

Department - Commerce

Subject – Principles of Marketing Paper - I

Name of teacher- Mr. U. D. Dabade

Month- July 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module I – Introduction of Marketing :	Meaning & Definition of Marketing- Features of Marketing- Importance of Marketing. Core Concept of Marketing holistic Marketing concept
15	-	15		

Month- August 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – II- Consumer Behaviour	Meaning, and Significance of Consumer Behaviour-Factors affecting Consumer Behaviour- The Buying Decision process.
15	-	15		

Month- September 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	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.
15	-	15		

Month- October 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module IV- Segmentation, Targeting & Positioning:	Concept and importance of Market Segmentation-Bases of market segmentation, Concept of Targeting, Concept of Positioning
15	-	15		

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Name- Mr. U. D. Dabade

U. D. Dabade
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VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

Annual Teaching Plan

Academic Year- 2018-19

Class – B. Com- III – Div -A

Semester – V

Department- Commerce

Subject – Advanced Accountancy Paper - I

Name of teacher- Mr. U. D. Dabade

Month- July 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -I - Bank Final Accounts -	Module -I - Bank Final Accounts - (Vertical Format Only)
15	-	15		

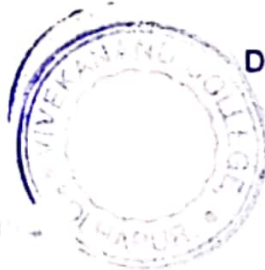
Month- August 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -II - a) Farm Accounting and b) Hire purchase system-	a) Farm Accounting b) Hire purchase system-Excluding Hire purchase Trading Account process.
15	-	15		

Month- September 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -III - Insurance Claim -	Loss of Stock and Loss of Profit Policy
15	-	15		

Month- October 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -IV - Introduction to Management Accounting and Cost Accounting -	Meaning, Advantages, Objectives and Limitations,
15	-	15		

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Academic Year- 2018- 2019

Class – M. Com- II

Semester –III

Department- Commerce

Subject – Management Accounting Paper - I

Name of teacher- Mr. U. D. Dabade

Month- July 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	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.
15	-	15		

Month- August 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	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.
15	-	15		

Month- September 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	Unit - III: Working Capital	-Meaning Significance and determinants of working capital, operating cycle, Type of working capital, Estimation of working capital.
15	-	15		

Month- October 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	Unit - IV: Funds flow Statement & Case 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.
15	-	15		

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Annual Teaching Plan

Academic Year- 2018- 2019

Class – B. Com- I – Div-A/B/C

Semester – II

Department - Commerce

Subject – Principles of Marketing Paper - II

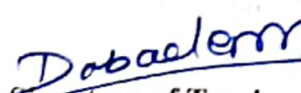
Name of teacher- Mr. U. D. Dabade

Month- December 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	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.
15	-	15		

Month- January 2019			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module- II- (A) Price: (B) Place:	(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.
15	-	15		

Month- February 2019			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module- III- Promotion:	Meaning, four elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations,] selling process, sales promotion techniques
15	-	15		

Month- March 2019			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module IV-(A) Retailing (B)Rural Marketing:	(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
15	-	15		


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Annual Teaching Plan

Academic Year- 2018- 2019 Class – B. Com- III – Div -A

Semester – VI

Department- Commerce

Subject – Advanced Accountancy Paper - III

Name of teacher- Mr. U. D. Dabade

Month- December 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – I- Elements of Cost	- Material, Labour & Overheads, Preparation of Cost Sheet
15	-	15		

Month- January 2019			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – II- Marginal Costing-	Concept, Advantages, and Limitations, CVP analysis, and decision Making
15	-	15		

Month- February 2019			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – III- Working Capital –	Meaning, Significance, and calculation of working capital requirements and preparation of funds flow statements.
15	-	15		

Month- March 2019			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – IV- Ratio Analysis-	Meaning, advantages and limitations, classifications of ratio- Profitability Ratios, Turnover Ratios, Solvency Ratios and Liquidity Ratio.
15	-	15		

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Annual Teaching Plan

Academic Year- 2018- 2019

Class – M. Com- II –

Semester – IV Department-

Commerce

Subject – Management Accounting Paper - II

Name of teacher- Mr. U. D. Dabade

Month- December 2018			Module	Sub-Unit Planned
Lectures	Practical's	Total		
15	-	15	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.

Month- January 2019			Module	Sub-Unit Planned
Lectures	Practical's	Total		
15	-	15	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.

Month- February 2019			Module	Sub-Unit Planned
Lectures	Practical's	Total		
15	-	15	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)

Month- March 2019			Module	Sub-Unit Planned
Lectures	Practical's	Total		
15	-	15	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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