

VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

Annual Teaching Plan

Academic Year- 2020-21

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 2020			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 2020			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 2020			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 2020			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		

Signature of Teacher

Name- Mr. U. D. Dabade



Signature of HOD

Name - Mrs. S. S. Kale
HOD

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Annual Teaching Plan

Academic Year- 2020-21

Class – B. Com- III – Div -A

Semester – V

Department- Commerce

Subject – Advanced Accountancy Paper - I

Name of teacher- Mr. U. D. Dabade

Month- July 2020			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 2020			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 2020			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -III - Insurance Claim -	Loss of Stock and Loss of Profit Policy
15	-	15		

Month- October 2020			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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Annual Teaching Plan

Academic Year- 2020-21 Class – B. Com- III – B/C - Semester – V Department- Commerce

Subject – Business Regulatory Framework Paper - 1

Name of teacher- Mr. U. D. Dabade

Month- July 2020			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -I – Concepts of Business Law :-	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.
15	-	15		

Month- August 2020			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -II - Special Contract :-	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.
15	-	15		

Month- September 2020			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -III - Sale of Goods Act -	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.
15	-	15		

Month- October			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -IV - Consumer Protection Act :-	Definition of consumer – Consumer Complaint - Complainant - Consumer Dispute- Consumer Dispute Redressal Agencies.
15	-	15		

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Annual Teaching Plan

Academic Year- 2020-21

Class – B. Com- I – Div-A/B/C

Semester – II

Department - Commerce

Subject – Principles of Marketing Paper - II

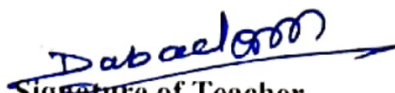
Name of teacher- Mr. U. D. Dabade

Month- December 2020			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 2021			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 2021			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 2021			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- 2020-21 Class – B. Com- III – B/C - Semester – VI Department- Commerce

Subject – Business Regulatory Framework Paper - II

Name of teacher- Mr. U. D. Dabade

Month- December 2020			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – I- The Companies Act, 1956 :-	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.
15	-	15		

Month- January 2021			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – II- The Securities And Exchange Board of India Act, 1992 :-	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.
15	-	15		

Month- February 2021			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – III- Information Technology Act, 2000 :-	Introduction - Objects - Internet - Privacy - Pornography - e-Commerce – Digital Signature - Cyber Crimes - Legal Provisions relating to Cyber Crimes. (basic idea)
15	-	15		

Month- March 2021			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – IV- Intellectual Property Rights :-	Trademarks - Patents - copyrights – Registration of Designs (Only Concepts) Right To Information Act, 2005 :- Nature - Scope of RTI – Legal provisions under RTI
15	-	15		

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Signature of Teacher

Name- *Dabade U.D.*



S.S. Kale
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Annual Teaching Plan

Academic Year- 2020-21

Class – B. Com- III – Div -A

Semester – VI

Department- Commerce

Subject – Advanced Accountancy Paper - III

Name of teacher- Mr. U. D. Dabade

Month- December 2020			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – I- Elements of Cost	- Material, Labour & Overheads, Preparation of Cost Sheet
15	-	15		

Month- January 2021			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 2021			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 2021			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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