

VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

Annual Teaching Plan

Academic Year- 2022-23 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- August 2022			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- Sept 2022			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- Oct 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module III- Relationship Marketing & 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.
15	-	15		

Month- Nov 2022			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

U. D. Dabade

Name- Mr. U. D. Dabade

Signature of HOD

S. S. Kale

Name - Mr. S. S. Kale



VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

Annual Teaching Plan

Semester – V

Academic Year- 2022-23

Class – B. Com- III – Div –A & B

Department- Commerce

Subject – Advanced Accountancy Paper - I

Name of teacher- Mr. U. D. Dabade

Month- Aug 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -I - Bank Final Accounts -	Module -I - Bank Final Accounts - (Vertical Format Only)
15	-	15		

Month- Sept 2022			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- Oct 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -III - Insurance Claim	Loss of Stock and Loss of Profit Policy
15	-	15		

Month- Nov 2022			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module -IV - Introduction to Management Accounting and Cost Accounting -	Meaning, Advantages, Objectives and Limitations,
15	-	15		

Signature of Teacher *U. D. Dabade*

Name- Mr. U. D. Dabade

Signature of HOD *S. S. Kale*

Name - Mr. S. S. Kale



VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

Annual Teaching Plan

Academic Year- 2022-23

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- February 2023			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- March 2023			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- April 2023			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- May 2023			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		

Signature of Teacher *Dapade*
Name- Mr. U. D. Dabade

Signature of HOD *Sikale*
Name - Mrs. S. Sikale,



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Annual Teaching Plan

Academic Year- 2022-23

Class – B. Com- III – Div -A & B

Semester – VI

Department- Commerce

Subject – Advanced Accountancy Paper - III

Name of teacher- Mr. U. D. Dabade

Month- February 2023			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – I- Elements of Cost	- Material, Labour & Overheads, Preparation of Cost Sheet
15	-	15		
Month- March 2023			Module	Sub-Unit Planned
Lectures	Practical's	Total	Module – II- Marginal Costing-	Concept, Advantages, and Limitations, CVP analysis, and decision Making
15	-	15		
Month- April 2023			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- May 2023			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		

Signature of Teacher Dabade
Name- Mr. U. D. Dabade

Signature of HOD [Signature]
Name - Mr. S. S. Kalre

