

### B.Com-I C.B.C.S Structure

Sr.No.		Course Name	Course Code	Credits	CA	CIE	Total
<b>SEMESTER-I</b>							
1	CGPA	English for business communication	AECC-1040-A	4	40	10	50
2		Principles of Business Management -I	CC-1041-A	4	40	10	50
3		Principles of Marketing-I	CC-1042-A	4	40	10	50
4		Financial Accounting-I	CC-1043-A	4	40	10	50
5		Business Economics-I	CC-1044-A	4	40	10	50
6		Business Mathematics-I	GEC-1045-A	4	40	10	50
7		Insurance-I	GEC-1046-A	4	40	10	50
<b>SEMESTER-II</b>							
1	CGPA	English for business communication	AECC-1040-B	4	40	10	50
2		Principles of Business Management -II	CC-1041-B	4	40	10	50
3		Principles of Marketing-I	CC-1042-B	4	40	10	50
4		Financial Accounting-II	CC-1043-B	4	40	10	50
5		Business Economics-II	CC-1044-B	4	40	10	50
6		Business Mathematics-II	GEC-1045-B				
7		Insurance-II	GEC-1046-B	4	40	10	50

Vivekanand College, Kolhapur (Autonomous)

B.Com Part- I

Financial Accounting Paper- I

w.e.f - June, 2021

<b>Semester</b>	<b>I</b>	<b>Total Credits</b>	4
<b>Course Code</b>	Core Course –CC Subject Code CC1043A	<b>Credit Pattern</b>	L-60, T - 40 Marks ,
<b>Course Title</b>	<b>Financial Accounting Paper- I</b>		

**Course Objectives**

To help students to understand basic concepts of accounting,

To understand amalgamation procedure, and

To Understand the accounting of professional like medical practioners and professional accountants ( C.A).

<b>Module</b>	<b>Content</b>	<b>Teaching Hrs.</b>
<b>I</b>	<b>Introduction to Accounting: -</b> Meaning nature and advantages of accounting – branches of accounting- accounting concepts and conventions, reading of ledger account	<b>(15)</b>
<b>II</b>	<b>Amalgamation of Company:</b> Meaning ,Need, Calculation of Purchase consideration, Accounting for amalgamation as per AS-14	<b>(15)</b>
<b>III</b>	<b>Conversion of Partnership Firm in to Limited Company</b>	<b>(15)</b>

	Accounting In the Books of Partnership Firm and Limited Company	
<b>IV</b>	<b>Accounting of Professionals:</b> - Preparation of receipts and expenditure accounts and balance sheet of medical practioners and professional accountants (C.A)	<b>(15)</b>

### Learning Recourses :

<b>Reference Books</b>	<p>1-Gupta R.L. and Radhaswamy M – ‘Financial Accounting’ Sultanchand and Sons, New Delhi.</p> <p>2- Shukla M.C. Grewal T.S. and Gupta S.C. – ‘Advanced Accounts’ S.Chand and company, New Delhi.</p> <p>3. Agarwala A.N. Agarwala K.N.- ‘Higher Science of Accountancy’ Kitab Mahal Allahabad.</p> <p>4. Jain and Narang – ‘Advanced Accountancy’ Kalyani Publications, New Delhi.</p> <p>5. S.N. Mheswari – ‘Advanced Accountancy’</p> <p>6. Compendium of statement and standard of Accounting. The institute of Chartered Accounts of India.</p> <p>7. Rajan Chougule, Dhaval chougule –“Theory and practice of Computer Accounting” Modern Publication, Kolhapur</p> <p>8. Compendium of statements and standards of accounting. The institute of Chartered Accountant of India, new Delhi.</p>
------------------------	--

**COURSE OUTCOMES:** By the end of this course it is expected that the student will be able:

**CO1:** To understand theoretical background of Financial accounting.

**CO2:** To understands process of amalgamation.

**CO3:** To know the Accounting in the Books of Partnership Firm and Limited Company and Accounting of Professionals.

**Internal Evaluation: 10 Marks**

**Evaluation I**

Test 1: 10 Marks	Test II: 10 Marks	Skill Assessment 10 Marks	
		i) Presentation ii) Role Play iii) Group Discussion iv) Visit to branch of any Company	Any One
<b>10</b>	<b>10</b>	10	Total 30
Three Activities Total Marks are Converted into 10			

<b>Written Examination</b> Total Marks = 40 Time=2.00 hours * All Questions are compulsory (Based on all Modules)				
Question	Nature of Question		Marks	
Question No1	A) Problem	(08 Marks)	16	40
	B) Problem	(08 Marks)		
Question No 2	<b>Attempt any Two out of Three</b>		16	
	A) Problem	(08Marks)		
	B) Problem	(08Marks)		
	C) Problem	(08Marks)		
Question No 3	Short Notes [Any Two out of Four]		08	
<b>Internal Evaluation</b>				10

<b>Grand Total</b>	<b>50</b>
--------------------	-----------

## Vivekanand College, Kolhapur (Autonomous)

## B.Com Part- I

## Financial Accounting Paper- II

w.e.f - June, 2021

<b>Semester</b>	<b>II</b>	<b>Total Credits</b>	4
<b>Course Code</b>	Core Course –CC Subject Code CC1043B	<b>Credit Pattern</b>	L-60, T 40 Marks ,P--
<b>Course Title</b>	<b>Financial Accounting Paper- II</b>		

**Course Objectives:**

To understand single entry system and double entry system,

To understand Consignment account,

To understand Departmental accounting and theoretical background of Financial Accounting Standard

<b>Module</b>	<b>Content</b>	<b>Teaching Hrs.</b>
<b>I</b>	<b>Single Entry:</b> Conversion of single entry into double entry system	<b>15</b>
<b>II</b>	<b>Consignment Accounts:</b> Important terms and accounting procedure in the books of consignor and consignee	<b>15</b>
<b>III</b>	<b>Departmental Accounting:</b> Meaning of Department & Departmental Accounting, Basics of Allocation of Expenses and Incomes/ Receipts, Inter Departmental Transfer: at cost price and invoice price stock reserve, Departmental trading and profit & Loss account and balance sheet	<b>15</b>
<b>IV</b>	<b>Financial Accounting Standard</b> Concept, Benefits, Salient Futures of first time adoption of Indian	<b>15</b>

	Accounting Standards (Ind-AS), International Financial Reporting Standards (IFRS): Need and procedures	
--	--	--

**Learning Recourses :**

<b>Reference Books</b>	<p>1-Gupta R.L. and Radhaswamy M – ‘Financial Accounting’ Sultanchand and Sons, New Delhi.</p> <p>2- Shukla M.C. Grewal T.S. and Gupta S.C. – ‘Advanced Accounts’ S.Chand and company, New Delhi.</p> <p>3. Agarwala A.N. Agarwala K.N.- ‘Higher Science of Accountancy’ Kitab Mahal Allahabad.</p> <p>4. Jain and Narang – ‘Advanced Accountancy’ Kalyani Publications, New Delhi.</p> <p>5. S.N. Mheswari – ‘Advanced Accountancy’</p> <p>6. Compendium of statement and standard of Accounting. The institute of Chartered Accounts of India.</p> <p>7. Rajan Chougule, Dhaval chougule –“Theory and practice of Computer Accounting” Modern Publication, Kolhapur</p> <p>8. Compendium of statements and standards of accounting. The institute of Chartered Accountant of India, new Delhi.</p>
------------------------	--

**COURSE OUTCOMES:** By the end of this course it is expected that the student will be able:

**CO1:** To understand process of single entry system.

**CO2:** To demonstrate consignment account and Departmental Accounting

**CO3:** To understand theoretical background of Financial Accounting Standard

**Internal Evaluation: 10 Marks**

**Evaluation II**

Test I: 10 Marks	Test II: 10 Marks	Skill Assessment 10 Marks
---------------------	----------------------	------------------------------

		i) Presentation ii) Role Play iii) Group Discussion iv) Visit to branch of any Company	Any One
<b>10</b>	<b>10</b>	10	Total 30
Three Activities Total Marks are Converted into 10			

#### NATURE OF QUESTION PAPER:

<b>Written Examination</b> Total Marks = 40 Time=2.00 hours * All Questions are compulsory (Based on all Modules)			
Question	Nature of Question	Marks	
Question No1	A) Problem (08 Marks) B) Problem (08 Marks)	16	
Question No 2	<b>Attempt any Two out of Three</b> A) Problem (08Marks) B) Problem (08Marks) C) Problem (08Marks)	16	
Question No 3	Short Notes [Any Two out of Four]	08	40
<b>Internal Evaluation</b>			10
<b>Grand Total</b>			<b>50</b>



## Vivekanand College, Kolhapur (Autonomous)

## B.Com. Part-I Semester-I (CBCS)

(w.e.f. June 2021)

Semester	I	Total Credits	4
Course Code	CC1041 A	Credit Pattern	L-60 , T-40 Marks , P---
Course Title	Principles of Business Management Paper –I		

**Course Objectives-** After studying this course students will be able to:

1	Understand and appreciate the concept and functions of Management.
2	Apply them in their individual and work life decision making.

Module	Contents	Teaching Hrs.
I	<p><b>Introduction to Management:</b></p> <p>Introduction, Concept (Effectiveness versus Efficiency), Nature of Management, Characteristics of Management, Objectives of Management, Importance of Management, Management as an Art, Management as a Science, Management as a Profession, Management and Administration, Levels of Management, <b>Coordination — The Essence of Management, Characteristics of Coordination, Importance of Coordination</b></p>	(15)
II	<p><b>Managerial Roles , Functions And Skills:</b></p> <p>Introduction, Functions of Management (Planning, Organizing, Staffing, Directing, Controlling)</p> <p>Managerial Roles( Interpersonal Roles, Informational Roles, Decisional Roles,) Managerial skills (Technical, Human, Conceptual),Diagnostic skills, communication skills and Political skills.</p>	(15)
III	<p><b>Development of Management Thought:</b></p> <p><b>Introduction, Classical Approach of Management, Neo- Classical Approach of management and Modern Approach of Management</b></p> <p><b>Taylor’s Scientific Management:</b> Principles of Scientific Management,</p>	(15)

	<p>Techniques of Scientific Management</p> <p><b>Fayol's Administrative Management</b> :14 principles of management, Fayol versus Taylor — A Comparison</p> <p><b>Max weber's Bureaucratic Management:</b> Types of Authority, Meaning and features of Bureaucracy</p> <p><b>Elton Mayo's Human Relation Management:</b> Hawthorne Experiment and its findings,</p>	
IV	<p><b>Management in the Twenty-first Century:</b></p> <p>A Manager in 21st century, Important management skills in the Global Economy, Challenges do managers and employees face in the various areas of the 21st century management. (Human Resource Management, Production Management, Marketing Management, Financial Management and Agri-Business Management)</p>	(15)

**Note:**

1. Case Studies on Each of the Aspects Mentioned in the Syllabus need to be discussed.
2. Video cases and Documentary Films relating to the syllabus to be exhibited in the class
3. Language of Answer should be English or Marathi.

Learning Resources		
1	Reference books	<ul style="list-style-type: none"> <li>• Harold Koontz and Heinz Weihrih(2001).”Essentials of Management” <i>Tata McGraw Hill Publishing Co. Ltd New Delhi</i>, 5<sup>th</sup> Edition.</li> <li>• Moshal B.S.(1998).”Management Theory and Practices” <i>Galgotia Publishing Company, New Delhi</i>.</li> <li>• Prasad L.M.(2001). “ Principles and Practices of Management” <i>Sultan Chand and Sons, New Delhi</i>,6<sup>th</sup> Edition.</li> <li>• Peter Drucker(1980).”The Practice of Management” <i>Allied Publishers Pvt. Ltd. New Delhi</i>.</li> <li>• Prasad Manmohan(2003). “Management Concepts and Practices” <i>Himalaya Publishing House, Mumbai</i>, 3<sup>rd</sup> Edition.</li> <li>• Saxena S.C.(1979).”Business Administration and Management” <i>Sahitya Bhavan, Agra</i>.</li> <li>• Stoner, Freeman and Gilbert(2001).“Management”<i>Prentice Hall of India Pvt.Ltd.New Delhi</i>, 6<sup>th</sup> Edition.</li> <li>• Terry And Franklin(2003).”Principles of Management” <i>A.I.T.B.S. Publishers and Distributors, Delhi</i>. 8<sup>th</sup> Edition.</li> </ul>

**COURSE OUTCOMES:** It is expected that the students should be able to:

<b>CO1</b>	Recall the functions of management.
<b>CO2</b>	Classify the managerial skills.
<b>CO3</b>	Differentiate the principles of management.
<b>CO4</b>	Generate the different types of organizational plans.

## Vivekanand College, Kolhapur (Autonomous)

## B.Com. Part-I Semester-II (CBCS)

(w.e.f. June 2021)

<b>Semester</b>	II	<b>Total Credits</b>	<b>4</b>
<b>Course Code</b>	CC1041 A	<b>Credit Pattern</b>	L-60 , T-40 Marks , P---
<b>Course Title</b>	Principles of Business Management Paper –II		

**Course Objectives-**

<b>1</b>	Understand and appreciate the concept and functions of Management.
<b>2</b>	Apply them in their individual and work life decision making.

<b>Module</b>	<b>Contents</b>	<b>Teaching Hrs.</b>
<b>1</b>	<b>Planning:</b> Introduction, Concept, Importance of Planning, Features of Planning, Limitations of Planning, Planning Process, Types of Plans, Objectives, Strategy Policy, Procedure, Method, Rule, Programme, Budget	<b>(15)</b>
<b>2</b>	<b>Organizing:</b> Meaning, Steps in the Process of Organizing, Importance of organizing, Organization Structure, Types of organization structures, Formal and Informal Organization, Delegation, importance of delegation, Decentralization, importance, <b>Staffing : Introduction, Meaning, Importance of Staffing.</b>	<b>(15)</b>
<b>3</b>	<b>Directing :</b> Introduction, Meaning, Importance of Directing, Principles of Directing, Elements of Direction, Introduction, Features and Importance of Supervision, Motivation, Leadership, Communication.	<b>(15)</b>

<b>4</b>	<b>Controlling:</b> Meaning of Controlling, Techniques of Managerial Control, Traditional Techniques, Modern Techniques, Responsibility Accounting, Management Audit, PERT and CPM,	<b>(15)</b>
----------	--	-------------

**Note:**

1. Case Studies on Each of the Aspects Mentioned in the Syllabus need to be discussed.
2. Video cases and Documentary Films relating to the syllabus to be exhibited in the class
3. Language of Answer should be English or Marathi.

<b>Learning Resources</b>		
<b>1</b>	<b>Reference books</b>	<ul style="list-style-type: none"> <li>• Harold Koontz and Heinz Weihrich(2001).”Essentials of Management” <i>Tata McGraw Hill Publishing Co. Ltd New Delhi</i>, 5th Edition.</li> <li>• Moshal B.S.(1998).”Management Theory and Practices” <i>Galgotia Publishing Company, New Delhi</i>.</li> <li>• Prasad L.M.(2001). “ Principles and Practices of Management” <i>Sultan Chand and Sons, New Delhi</i>,6th Edition.</li> <li>• Peter Drucker(1980).”The Practice of Management” <i>Allied Publishers Pvt. Ltd. New Delhi</i>.</li> <li>• Prasad Manmohan(2003). “Management Concepts and Practices” <i>Himalaya Publishing House, Mumbai</i>, 3rd Edition.</li> <li>• Saxena S.C.(1979).”Business Administration and Management” <i>Sahitya Bhavan, Agra</i>.</li> <li>• Stoner, Freeman and Gilbert(2001).“Management” <i>Prentice Hall of India Pvt.Ltd.New Delhi</i>, 6th Edition.</li> <li>• Terry And Franklin(2003).”Principles of Management” <i>A.I.T.B.S. Publishers and Distributors, Delhi</i>. 8th Edition.</li> <li>• Sherlekar S.A.(1978).”Modern Business Administration and Management”, <i>Himalaya Publishing House, Mumbai</i>,</li> </ul>

<b>COURSE OUTCOMES:</b> It is expected that the students should be able to:	
<b>CO1</b>	Recognize Organizing process.
<b>CO2</b>	Interpret staffing and establish its relationship with Human Resource Management.
<b>CO3</b>	Execute the concept of directing and its importance in business organizations.
<b>CO4</b>	Check Management in the Twenty-first Century and plan accordingly.

**Nature of Question Paper**

**B. Com- I**

**Principles of Business Management Paper –I&II**

**Instructions: - 1. All questions are compulsory.**

**2. Each question carries equal marks.**

**Duration: 2 Hours**

**Total Marks: 40**

<b>Question</b>	<b>Nature of Question</b>	<b>Marks</b>
Question No1	Short Answers (Any 2 out of 3 )	10
Question No 2	A) Essay type Question OR B) Essay type Question	10
Question No 3	A) Essay type Question OR B) Essay type Question	10
Question No 4	Short Notes ( Any 2 out of 3)	10
<b>Total</b>		<b>40</b>

**Internal Evaluation:**

**Principles of Business Management Paper –I&II**

Test I: 10 Marks	Test II: 10 Marks	Skill Assessment 10 Marks
		i) Presentation ii) Role Play iii) Group Discussion iv) Visit to Company

**Vivekanand College, Kolhapur (Autonomous)**  
**B.Com Part – I- Sem - I**  
**Principles of Marketing Paper –I**  
**w.e.f. June 2021**

Semester	<b>I</b>	Total credits	4
Course code	Core Course –Subject Code- CC-1042A	Credit pattern	L- 60hrs, T -40 Marks
Course title	<b>Principles of Marketing Paper –I</b>		

<b>Course objectives</b>	
1	To acquaint students with the core concepts of Marketing
2	To understand buying behaviour of consumer.
3	To study Marketing Research and Marketing information system.
4	To know the concept of market segmentation, market targeting, and positioning and recent development in marketing.

<b>Module</b>	<b>Content</b>	<b>Teaching Hrs</b>
<b>I</b>	<b>Introduction:</b> 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 <b>Recent developments in marketing:</b> Social Marketing, Digital Marketing, Green Marketing, Relationship Marketing.	<b>(15)</b>
<b>II</b>	<b>Consumer Behaviour:</b> Meaning, and Significance of Consumer Behaviour - Factors affecting Consumer Behaviour- The Buying Decision process.	<b>(15)</b>
<b>III</b>	<b>Marketing Research and Marketing Information System</b> <b>A) Marketing Research</b> – Meaning, objectives, importance and Process of marketing research <b>B) Marketing Information System (MIS):-</b> Concept, Importance and components of MIS.	<b>(15)</b>
<b>IV</b>	<b>A)Segmentation, Targeting &amp; Positioning:</b> Concept and importance and Bases of market segmentation, Concept of Targeting, Concept of Positioning,	<b>(15)</b>

**Learning Recourses**

1	Reference Books	1) S.A.Sherlekar, “Marketing Management”, Himalaya Publishing House, Mumbai. 2) Philip Kotler : Marketing Management, Prentice Hall of India Ltd, New Delhi. 3) Marchannd & B.Vardharajan: An introduction toMarketing, Vikas Publishing House, 5 Ansari Road,New Delhi.
---	-----------------	--

		4) Maurice & Mondell & Larry Rosenberg - Marketing : Prentice Hall of India Ltd. New Delhi. 5) Mohammad Amanatullah : Principles of Modern Marketing. Kalyani Publications New Delhi. 6) Dr. C. N. Sontakki : Marketing Management Kalyani Publications New
--	--	---

### Course Outcome:

	After completion of this course, the students will be able to-
<b>CO1</b>	Student acquire knowledge of core concepts of marketing and identifies buying behaviour of consumer
<b>CO1</b>	Students will demonstrate strong conceptual knowledge of marketing research and recent trends in marketing development.

### Marking scheme:

#### I. Internal Assessment: 10 Marks

Unit Test - I	Unit Test - II	Skill Assessment	Total
10 Marks	10 Marks	10 Marks	<b>30 Marks</b>

Note – Total 30 marks converted in to 10 marks

#### II. External Assessment- 40 Marks



## Vivekanand College, Kolhapur (Autonomous)

## B.Com Part- I- Sem-II

## Principles of Marketing Paper – II

w.e.f. June 2021

Semester	II	Total credits	4
Course code	Core Course –Subject Code- CC-1042B	Credit pattern	L-60hrs, T- 40 Marks
Course title	<b>Principles of Marketing Paper - II</b>		
<b>Course objectives</b>			
1	To enlighten students with recent concepts of marketing Mix.		
2	To impart concept of retailing and rural marketing.		

Module	Content	Teaching hours
<b>I</b>	<b>A) Marketing Mix:</b> Meaning, 7 'P's of marketing mix- Product, Price, Place (Distribution) and Promotion, People, Process, Physical Evidence. <b>B) Product</b> –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	(15)
<b>II</b>	<b>(A) Price:</b> Meaning, Importance of price in the marketing mix, factors affecting price of a product/service. <b>(B) Place:</b> Meaning and Importance, types of distribution channels, factors affecting choice of a distribution channel	(15)
<b>III</b>	<b>Promotion:</b> Meaning, four elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations,] selling process, sales promotion techniques	(15)
<b>IV</b>	<b>A)Retailing:</b> Nature and Importance of Retailing-Classification of Retailers by form of ownership, by key marketing strategies- non-store Retailing. <b>(B)Rural Marketing:</b> Concept, Problems of rural marketing, Rural marketing strategies.	(15)
<b>Learning Recourses</b>		
1	Reference Books	1) S.A.Sherlekar, "Marketing Management", Himalaya Publishing House, Mumbai. 2) Philip Kotler : Marketing Management, Prentice Hall of India Ltd, New Delhi. 3) Marchand & B.Vardharajan: An introduction toMarketing, Vikas Publishing House,

	5 Ansari Road, New Delhi.
	4) Maurice & Mondell & Larry Rosenberg - Marketing : Prentice Hall of India Ltd. New Delhi.
	5) Mohammad Amanatullah : Principles of Modern Marketing. Kalyani Publications New Delhi.
	6) Dr. C. N. Sontakki : Marketing Management Kalyani Publications New Delhi.
	7) Arun Kumar and N. Meenakshi- Marketing Management Vikas Publishing House Pvt. Ltd. Ed. 2007

### Course Outcome:

	After completion of this course, the students will be able to-
<b>CO1</b>	Be familiar with the recent elements of the marketing mix
<b>CO1</b>	Students will demonstrate effective understanding of retailing and rural marketing

### Marking scheme:

#### I. Internal Assessment: 10 Marks

Unit Test - I	Unit Test - II	Skill Assessment	Total
10 Marks	10 Marks	10 Marks	<b>30 Marks</b>

Note – Total 30 marks of internal assessment converted in to 10 marks

#### II. External Assessment- 40 Marks

### Nature of Question Paper

#### B. Com- I- Sem. I & II

#### Principles of Marketing Paper - I & II

**Instructions: - 1. All questions are compulsory.**

**2. Each question carries equal marks.**

**Duration: 2 Hours**

**Total Marks: 40**

Question	Nature of Question	Marks
Question No1	Short Answers (Any 2 out of 3 )	10
Question No 2	C) Essay type Question OR D) Essay type Question	10
Question No 3	C) Essay type Question OR D) Essay type Question	10
Question No 4	Short Notes ( Any 2 out of 3)	10
<b>Total</b>		<b>40</b>



**Vivekanand Collage, Kolhapur (Autonomous)**

**B.Com. Part-I Semester-I**

**Insurance Paper-I  
Syllabus (w.e.f. June 2021)**

Semester	<b>I</b>	Total credits	4
Course code	GEC-1046-A	Credit pattern	L-60hrs, T -40 Marks ,P--
Course title	<b>Insurance Paper –I</b>		

<b>Course objectives</b> The objective of the course is to enable students,	
1	To learn the concept of insurance, various types of insurance
2	To impart conceptual knowledge of insurance contract.
3	To study role of insurance agent.
4	To enlighten the importance of privatization of insurance and Framework of IRDA act..

<b>Module</b>	<b>Content</b>	<b>Teaching Hrs</b>
<b>I</b>	<b>Introduction to Insurance:</b> Meaning, nature, scope, types of insurance, importance (significance) of insurance, insurance as a social security tool	<b>(15)</b>
<b>II</b>	<b>Insurance Contract and Principles of Insurance:</b> Meaning, nature, conditions/ essentials of insurance contract, difference between insurance contract and wagering contract, principles of insurance (primary and secondary).	<b>(15)</b>
<b>III</b>	<b>Insurance Agent:</b> Meaning, appointment, procedure of becoming an agent, pre-requisite for obtaining license (qualification) - duration – functions of an agent, remuneration, termination of an agent, ethical code of conduct.	<b>(15)</b>
<b>IV</b>	<b>Privatization of Insurance Business and IRDA Act:</b> Introduction, merits and demerits of privatization, development of insurance business after privatization, IRDA Act 1999- structure, organizational set-up and functions. FDI in insurance business	<b>(15)</b>

Learning Recourses		
1	Reference Books	<p><b>REFERENCE BOOKS:</b></p> <ol style="list-style-type: none"> <li>1. Gupta, <u>N. and</u> Chopra, A. (2018) Principles of Insurance, <u>Kalyani Publishers</u></li> <li>2. Chennappa, D., Padmavathi, V. and Jayalakshmi, V. (2017) Professional Book Publication</li> <li>3. Panda, G.S., (2006) Principles and Practices of Insurance, Kalyani Publishers Ludhiana</li> <li>4. Mishra, M. N., (2008) Insurance principles and practice, S. Chand &amp; company Ltd. New Delhi.</li> <li>5. Kapoor, N.D. (2008) Elements of Business Law , Sultan Chand &amp; Company Ltd, New Delhi</li> <li>6. Agarwal, O. P. (2019) Banking and Insurance, Himalaya Publication House</li> <li>7. Gupta, P. K. (2019) Insurance and Risk Management, Himalaya Publication House</li> <li>8. Shriwastav, B. (2021) Principles and Practices of Insurance, Sahitya Bhawan Publications, Agra.</li> <li>9. Karthikeyan, M. E. (2020) Fundamental Principles of Insurance, Sahitya Bhawan Publications, Agra.</li> <li>10. Insurance Regulatory &amp; Development Authority Act-1999</li> <li>11. Singh, I., Katyal, R. and Kaur, S., (2011) Fundamentals of Insurance</li> <li>12. Sharma, C. K. (2013) Life Insurance in India: Principles and Practices, Regal Publications</li> <li>13. Manjula, V., Marwa, M. and Narashimha, M. H. (2016) Life and General Insurance, Himalaya Publication House</li> </ol>

**COURSE OUTCOMES:** By the end of this course it is expected that the student will be able:

**CO1:** To understand concept of insurance, types of insurance and significance of insurance.

**CO2:** To know the insurance contract and principles of insurance.

**CO3:** To understand who is insurance agent and procedure of becoming insurance agent, ethical code of conduct, qualification of insurance agent and remuneration of insurance agent.

**CO4:** To know why privatization of insurance and IRDA act

**Vivekanand Collage, Kolhapur (Autonomous)**

**B.Com. Part-I Semester-II**

**Insurance Paper-II  
Syllabus (w.e.f. June 2021)**

Semester	II	Total credits	4
Course code	GEC-1046-B	Credit pattern	L-60hrs, T 40 Marks , P--
Course title	<b>Insurance Paper –II</b>		
<b>Course objectives</b> The objective of the course is to help the students,			
1	To learn and understand the Life Insurance		
2	To acquaint students about Marine Insurance, Fire Insurance and General Insurance		
3	To study the procedure for taking various insurance policies		
4	To enlighten students with recent new insurance schemes.		

<b>Module</b>	<b>Content</b>	<b>Teaching Hrs</b>
<b>I</b>	<b>Life Insurance:</b> Meaning, nature, significance, procedure of taking life insurance policy, life insurance products- (whole life, endowment, term plans, pension and annuity plans, unit linked insurance plans) , settlement of claims, Major Players in Life Insurance- LIC of India – role and functions	<b>(15)</b>
<b>II</b>	<b>Marine Insurance:</b> Meaning, procedure of taking marine insurance policy, difference between fire and marine insurance, clauses of marine insurance policy, marine losses and perils, types of policies.	<b>(15)</b>
<b>III</b>	<b>Fire Insurance:</b> Meaning, procedure of taking fire insurance policy, policy conditions, and kinds of policies, cancellation and forfeiture of policy, renewal of policy and settlement of claims.	<b>(15)</b>

<b>IV</b>	<p><b>General Insurance (Accident) And New Insurance schemes: A)</b>  <b>General Insurance-</b> personal accident and sickness insurance, medical insurance, health insurance, motor insurance, burglary insurance, cattle insurance, crop insurance, liability insurance, fidelity guarantee insurance, Major Players in General Insurance- GIC of India – role and functions</p> <p><b>B) Government Sponsored Socially Oriented Insurance Schemes-</b></p> <p>A. <a href="#">Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)</a>  B. <a href="#">Pradhan Mantri Suraksha Bima Yojana (PMSBY)</a>  C. <a href="#">Life Cover under Pradhan Mantri Jan Dhan Yojana (PMJDY)</a>  D. <a href="#">Varishtha Pension Bima Yojana</a>  E. <a href="#">Pradhan Mantri Fasal Bima Yojana (PMFBY)</a>  F. <a href="#">Pradhan Mantri Vaya Vandana Yojana (PMVVY)</a></p>	<b>(15)</b>
-----------	--	-------------

Learning Recourses		
1	Reference Books	<p><b>REFERENCE BOOKS:</b></p> <ol style="list-style-type: none"> <li>1. Gupta, <u>N. and</u> Chopra, A. (2018) Principles of Insurance, <u>Kalyani Publishers</u></li> <li>2. Chennappa, D., Padmavathi, V. and Jayalakshmi, V. (2017) Professional Book Publication</li> <li>3. Panda, G.S., (2006) Principles and Practices of Insurance, Kalyani Publishers Ludhiana</li> <li>4. Mishra, M. N., (2008) Insurance principles and practice, S. Chand &amp; company Ltd. New Delhi.</li> <li>5. Kapoor, N.D. (2008) Elements of Business Law , Sultan Chand &amp; Company Ltd, New Delhi</li> <li>6. Agarwal, O. P. (2019) Banking and Insurance, Himalaya Publication House</li> <li>7. Gupta, P. K. (2019) Insurance and Risk Management, Himalaya Publication House</li> <li>8. Shriwastav, B. (2021) Principles and Practices of Insurance, Sahitya Bhawan Publications, Agra.</li> <li>9. Karthikeyan, M. E. (2020) Fundamental Principles of Insurance, Sahitya Bhawan Publications, Agra.</li> <li>10. Insurance Regulatory &amp; Development Authority Act-1999</li> <li>11. Singh, I., Katyal, R. and Kaur, S., (2011) Fundamentals of Insurance</li> <li>12. Sharma, C. K. (2013) Life Insurance in India: Principles and Practices, Regal Publications</li> <li>13. Manjula, V., Marwa, M. and Narashimha, M. H. (2016) Life and General Insurance, Himalaya Publication House</li> </ol>

**COURSE OUTCOMES:** By the end of this course it is expected that the student will be able:

**CO1:** To understand Life Insurance, Marine Insurance, Fire Insurance and General Insurance.

**CO2:** To know the procedure of taking Life Insurance Marine Insurance, Fire Insurance and General Insurance Policies.

**CO3:** To understand the new insurance schemes.

**Nature of Question Paper**

**B. Com- I**

**Insurance Paper - I & II**

- Instructions: - 1. All questions are compulsory.  
2. Each question carries equal marks.**

**Duration: 2 Hours  
40**

**Total Marks:**

<b>Question</b>	<b>Nature of Question</b>	<b>Marks</b>
Question No1	Short Answers (Any 2 out of 3 )	10
Question No 2	E) Essay type Question OR F) Essay type Question	10
Question No 3	E) Essay type Question OR F) Essay type Question	10
Question No 4	Short Notes ( Any 2 out of 3)	10
<b>Total</b>		<b>40</b>

**Internal Evaluation:  
Insurance Evaluation I and II**

<b>Test 1: 10 Marks</b>	<b>Test II: 10 Marks</b>	<b>Skill Assessment 10 Marks</b>
		i) Presentation ii) Role Play iii) Group Discussion iv) Visit to branch of insurance Company

**(Note: 30 marks converted into 10 marks)**





# "Education for Knowledge, Science and Culture"

- Shikshanmaharshi Dr. BapujiSalunkhe

Shri Swami Vivekanand ShikshanSanstha's

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS).**

**B. Com Part – I CBCS**

Revised Syllabus

(to be implemented from June, 2021)

**Semester-I, Business Economics Paper -I DSC-**

Marks 50 Teaching hours60 Credit 4

**Course Objective:** The objective of the course is to equip the students with micro economics concepts, principles and their applications in business.

**Course Outcomes** By the end of this course it is expected that the student will be able to:

1. Capable to make difference between micro and macro economics.
2. Analyze demand function and its determinants.
3. Describe concept of production function with cost and revenue analysis.

## Semester I, Syllabus DSC

Module	Title	Teaching hours	Credit
<b>Module I</b>	<b>Introduction to Business Economics</b> 1.1 Meaning, Nature, Scope and Importance of Business Economics 1.2 Linkages with other branches 1.3 Distinction between Micro and Macro Economics 1.4 Types and objectives of Business Firm	<b>(15)</b>	1
<b>Module II</b>	<b>Demand and Consumer Behavior</b> 2.1 Utility- concept, types and relationship. 2.2 Demand –Meaning, Demand Function - Types demand. 2.3 Elasticity of Demand – Meaning, Concept and Types. 2.4 Estimation and applications	<b>(15)</b>	1
<b>Module III</b>	<b>Production Function -</b> 3.1 Concept of production, Meaning of Production Function. 3.2 Law of variable proportions 3.3 Law of Returns to Scale 3.4 Economies and diseconomies of scale with practical exercise .	<b>(15)</b>	1
<b>Module IV</b>	<b>Cost of production and Revenue</b> 4.1 Costs: Concept and type 4.2 Cost curve- traditional -short run and long run 4.3 Cost curve- modern approach with practical exercise . 4.4 Revenue - concepts and curves with practical exercise.	<b>(15)</b>	1

**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS).**

**B. Com Part – I CBCS**

Draft Syllabus will be implemented from June, 2021

**Semester: II, Business Economics Paper –II, DSC-**

Marks 50

Teaching hours 60 **Credit 4**

**Course Objective:** The objective of the course is to get familiar with the market structure and price output determination.

**Course Outcomes** By the end of this course it is expected that the student will be able to:

1. Explain market structure and price output determination.
2. Discuss on factor pricing and its theories
3. Differentiate between pricing policy and methods.

<b>Module</b>	<b>Title</b>	<b>Teaching hours</b>	<b>Credit</b>
<b>Module I</b>	<b>Product Pricing –I</b> 1.1 Market- Meaning and structure 1.2 Perfect competition: concept and features, Price and output determination of firm and industry in short run and long run. 1.3 Monopoly: Meaning, features and price output determination. 1.4 Price discrimination and dumping with practical examples	<b>(15)</b>	1
<b>Module II</b>	<b>Product Pricing II</b> 2.1 Monopolistic Competition - Meaning and Features, price and output determination of firm in short and long run 2.2 Oligopoly and duopoly – Meaning, features and types 2.3 Monopsony- Meaning and features. 2.4 Practical studies on market structure .	<b>(15)</b>	1
<b>Module III</b>	<b>Factor Pricing</b> 3.1 Marginal Theory of Distribution 3.2 Modern theory of rent, Wages – Money and real wage, Modern theory of wage 3.3 Interest – concept, Classical and Keynesian Theory of interest. 3.4 Profit –concept, Risk Bearing and Uncertainty theories of Profit.	<b>(15)</b>	1

<b>Module IV</b>	<b>Pricing policy and Methods</b>	<b>(15)</b>	<b>1</b>
	4.1 Cost-plus Pricing, Multiple Product Pricing		
	4.2 Price skimming, Freemium pricing		
	4.3 Penetration Pricing Transfer Pricing		
	4.4 Practical applications		

---

### Reference Books:

1. Marshall, Alfred (1890): Principles of Economics, Great Minds Series.
2. Stonier, Alfred W and D C Hague (1982): A Textbook of Economic Theory, London : English Language Book Society and Longman Group
3. Boulding, Kenneth E. (1955): Economic Analysis, Harper and Row.
4. Baumol, W.J.(1982): Economic theory and Operations Analysis , 4<sup>th</sup> Ed., New Delhi: Prentice-Hall.
5. Chamberlin E.H. (1962), Economic Theory of Monopolistic Competition, Harvard Economic Studies.
6. Knight, Frank H. (1921): Risk, Uncertainty and Profit, Boston, New York, Houghton Mifflin Company.
7. Gupta, G.S. (1990): Managerial Economics, New Delhi: Tata Macgraw-Hill.
8. Henderson, J.M. and R. E. Quant(1980): Microeconomic Theory: A Mathematical Approach, 3<sup>rd</sup> Ed., New Yark: MacGraw Hill.
9. Hirschey M. and Pappas, J.L. (1998): Fundamental of Managerial Economics, Sixth Edition, Chicago: The Dryden Press.
10. Mark, Hirschey (2004): Managerial Economics, 10<sup>th</sup> Ed., Singapore: Thomson Asta Pvt. Ltd.
11. Jhones, G. (1990): Economics of Manager, Hertfordshire: Prentice Hall.
12. Keynes, J.M.(1936): General Theory of Employment, Interest and Money, London: Macmillan.
13. Koutsoyiannis, A. (1971): Modern Microeconomics, London: Mackmillan.
14. McConell R. and C. Gupta(1974): Economics Vol. I, New Delhi: Tata McGraw-Hill.
15. Mansfield, E.C.(1988): Microeconomic- Selected Readings, New York: W.W. Norton.
16. Mansfield, E.C.(1990): Managerial Economics: Theory, Application and Cases, New York: W.W. Norton.
17. Marshall, A. (1920): Principles of Economics, London: Mackmillan.
18. Mehta, P.L. (1997): Managerial Economics Analysis, Problems and Cases, 5<sup>th</sup> Ed., New Delhi: Sultan Chand.
19. Mithani, D.M. (2001): “ An Evolutionary Approach to Managerial Economics in the knowledge Age: Some Reflections”,NMIMS Management Review, Vol.XIII, No.1, Jun-Dec.
20. Mote, V.L., Paul, S. and Gupta G.S.(1963): Managerial Economics-Concept and Causes, New Delhi: Tata McGraw Hill.
21. Nellis, J.G. and D. Parker (1997): The Essence of Business Economics, New Delhi: Prentice Hall of India.
22. Peterson, H.C. and W.C. Lewis (1998): Managerial Economics, 4<sup>th</sup> Ed., New Delhi: Prentice Hall of India.
23. Varshney, R.L. and Maheshwari, K.L. (1994): Managerial Economics, 13<sup>th</sup> Ed., New Delhi: Sultan Chand.

---

### Structure of Question Paper

---

<b>Written Examination</b>			<b>Total Marks</b>
Total Marks = 40 Time=2.00 hours * All Questions are compulsory (Based on all Modules)			
Q. No	Nature of Question	Marks	<b>40 Marks</b>
Q.1	Write short answer (any 2 out of 3 )	10 Marks	
Q.2	A. Broad Answer Question <b>Or</b> B. Broad Answer Question	10 Marks	
Q.3	A. Broad Answer Question <b>Or</b> B. Broad Answer Question	10 Marks	
Q.4	Short notes (Any 2 out of 3)	10 Marks	
	<b>Total Marks</b>	<b>40 Marks</b>	
<b>Internal Evaluation</b>			<b>10 Marks</b>
<b>Grand Total</b>			<b>50 Marks</b>

---