

**“Dissemination Of Education For Knowledge, Science And Culture”**  
- Shikshanmaharshi Dr. Bapuji Salunkhe

**Shri Swami Vivekanand Shikshan Sanstha's**

**Vivekanand College, Kolhapur (Autonomous)**



***DEPARTMENT OF COMMERCE***

**B. Com. Part – I**

**Semester-I & II**

**Course Outcome**

**Under Choice Based Credit System**

**To Be Implemented From Academic Year 2018 - 2019**

**CHOICE BASED CREDIT SYSTEM****B Com – I (Semester -I and II)****Course Structure****To Be Implemented From 2018-2019****Semester-I**

<b>Paper No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>No. of Credits</b>
I	CC1041-A	Principles Of Business Management Paper –I	04
II	CC1042-A	Principles Of Marketing Paper –I	04
III	CC1043-A	Financial Accounting Paper- I	04
IV	GEC-1046A	Insurance Paper –I	04

**Semester-II**

<b>Paper No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>No. of Credits</b>
I	CC1041-B	Principles Of Business Management Paper –II	04
II	CC1042-B	Principles Of Marketing Paper –II	04
III	CC1043-B	Financial Accounting Paper- II	04
IV	GEC-1046B	Insurance Paper –II	04



  
**HEAD**  
 DEPARTMENT OF COMMERCE  
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 (AUTONOMOUS)

<b>B. Com. Part- I CBCS</b>		4
<b>Semester- I</b>		
<b>Financial Accounting Paper- I (CC-1043A)</b>		
<b>Theory: 40 Marks</b>		<b>Teaching Hours: 60 hours</b>
<b>Credits - 4</b>		
<b>Course Outcome :</b> After successful completion of this course, the students will be able to		
CO1	Understand theoretical background of Financial accounting.	
CO2	Understands process of amalgamation.	
CO3	Know the Accounting in the Books of Partnership Firm and Limited Company and Accounting of Professionals.	
CO4	Understand the process of maintaining the books of Account in the books of professionals	
<b>B.Com -I CBCS</b>		
<b>Semester-I</b>		
<b>Principles Of Business Management Paper-I (CC1041A)</b>		
<b>Theory: 40 Marks</b>		<b>Teaching Hours: 60 hours</b>
<b>Credits - 4</b>		
<b>Course Outcome :</b> after successful completion of this course, the students will be able to		
CO1	Understand Concept of Management and Significance of Management.	
CO2	Know different Contributors towards Management Theories.	
CO3	Know uses of Managerial Functions in the Organisation	
CO4	Understand Role of Manager.	
<b>B.COM-I CBCS</b>		
<b>Semester-I</b>		
<b>Principles Of Marketing Paper-I (CC1042A)</b>		
<b>Theory: 40 Marks</b>		<b>Teaching Hours: 60 hours</b>
<b>Credits - 4</b>		
<b>Course Outcome :</b> After successful completion of this course, the students will be able to		
CO1	Acquaint students with the core concepts of Marketing.	
CO2	Understand buying behaviour of consumer.	
CO3	Study relationship marketing and Marketing information system.	
CO4	Know the concept of market segmentation, market targeting, and positioning.	
<b>B.COM-I CBCS</b>		
<b>Semester-I</b>		
<b>Insurance Paper-I (GEC1046A)</b>		
<b>Theory: 40 Marks</b>		<b>Teaching Hours: 60 hours</b>
<b>Credits - 4</b>		
<b>Course Outcome:</b> After successful completion of this course, the students will be able to		
CO1	Understand concept of insurance, types of insurance and significance of insurance.	
CO2	Know The Insurance Contract And Principles Of Insurance.	
CO3	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	Know Why Privatization Of Insurance And IRDA Act	



  
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**Semester-II**

4

<b>B. Com. Part- I CBCS</b>	
<b>Semester- II</b>	
<b>Financial Accounting Paper –II (CC-1043B)</b>	
<b>Theory: 40 Marks</b>	<b>Teaching Hours: 60</b>
<b>Credits - 4</b>	
<b>Course Outcome:</b> After successful completion of this course, the students will be able to	
CO1	Understand process of single entry system.
CO2	Estimate Consignment Account.
CO3	Understand the process of accounting for branches.
CO4	Understand theoretical background of financial accounting standard.
<b>B.Com-I CBCS</b>	
<b>Semester-II</b>	
<b>Principles of Business Management Paper-II (CC1041B)</b>	
<b>Theory: 40 Marks</b>	<b>Teaching Hours: 60</b>
<b>Credits - 4</b>	
<b>Course Outcome :</b> After Successful Completion Of This Course, The Students Will Be Able To	
CO1	Understand concept theories of direction.
CO2	Know different sources of recruitment.
CO3	Know the need and process of change in management.
CO4	Understand recent trends in management.
<b>B.Com-I CBCS</b>	
<b>Semester-II</b>	
<b>Principles of Marketing Paper-II (CC1042B)</b>	
<b>Theory: 40 Marks</b>	<b>Teaching Hours: 60 hours</b>
<b>Credits - 4</b>	
<b>Course Outcome :</b> After successful completion of this course, the students will be able To	
CO1	Enlighten students with recent trends in marketing mix.
CO2	Impart conceptual knowledge product mix.
CO3	Acquaint students about price mix and place mix.
CO4	Learn elements of sales promotion tools and techniques.
<b>B.Com-I CBCS</b>	
<b>Semester-II</b>	
<b>Insurance Paper-II (GEC1046B)</b>	
<b>Theory: 40 Teaching Hours Credits - 4</b>	
<b>Course Outcome:</b> After successful completion of this course, the students will be able to	
CO1	Learn and understand the life insurance.
CO2	Acquaint students about marine insurance, fire insurance and general insurance.
CO3	Study the procedure for taking various insurance policies.
CO4	Enlighten students with recent new insurance schemes.



  
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