



“Dissemination of Education for Knowledge, Science and Culture”

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Shri Swami Vivekanand Shikshan Sanstha's

VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)



कोल्हापूर
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DEPARTMENT OF COMMERCE

B. Com. Part – I

Semester-I & II

Course Outcome

Under Choice Based Credit System

To Be Implemented From Academic Year 2021 - 2022

CHOICE BASED CREDIT SYSTEM

B Com – I (Semester - I and II)

Course Structure

To Be Implemented From 2021 - 2022

Semester-I

Paper No.	Course Code	Course Title	No. Of Credits
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

Paper No.	Course Code	Course Title	No. Of Credits
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




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Semester-I	
B. Com. Part – I CBCS	
Semester- I	
Financial Accounting Paper- I (CC-1043A)	
Theory: 35	Teaching Hours: 60
Credits - 4	
Course Outcome : After successful completion of this course, the students will be able to	
CO1	Understand accounting concepts and conventions and reading of ledger account.
CO2	Know the accounting for conversion of partnership firm in to limited company.
CO3	Know the procedure and accounting for amalgamation of company.
CO4	Know the accounting for professionals.
B.COM-I CBCS	
Semester-I	
Principles Of Business Management Paper-I (CC1041A)	
Theory: 35	Teaching Hours: 60
Credits - 4	
Course Outcome : After successful completion of this course, the students will be able to	
CO1	Know the functions and importance of management.
CO2	Know the role of manager, functions of manager and managerial skills.
CO3	Understand the various management thoughts.
CO4	Understand the concept of human relation management.
B.Com-I CBCS	
Semester-I	
Principles Of Marketing Paper-I (CC1042A)	
Theory: 35	Teaching Hours: 60
Credits - 4	
Course Outcome : After successful completion of this course, the students will be able to	
CO1	Acquires knowledge of core concepts of marketing and identifies buying behaviour of consumer.
CO2	Understand buying behaviour of consumer.
CO3	Demonstrate strong conceptual knowledge of marketing research and recent trends in marketing development.
CO4	Know The Concept Of Market Segmentation, Market Targeting, And Positioning
B.Com-I CBCS	
Semester-I	
Insurance Paper-I (GEC1046A)	
Theory: 35	Teaching Hours: 60
Credits - 4	
Course Outcome: 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

B. Com. Part – I CBCS

Semester- II

Financial Accounting Paper –II (CC-1043B)

Theory: 35

Teaching Hours: 60

Credits - 4

Course Outcome : After successful completion of this course, the students will be able to

CO1 Know the conversion of single entry in to double entry system.

CO2 Understand the consignment accounting procedure.

CO3 Understanding the departmental accounting.

CO4 Know the financial accounting standard.

B.Com -I CBCS

Semester- II

Principles of Business Management Paper- II (CC1041B)

Theory: 35

Teaching Hours: 60

Credits - 4

Course Outcome : After successful completion of this course, the students will be able to

CO1 Understand the concept of planning, planning process and types of plan.

CO2 Know the concept of organizing and staffing.

CO3 Study the concept directing and importance of directing.

CO4 Understand the concept of controlling and techniques of controlling.

B.Com -I CBCS

Semester-II

Principles of Marketing Paper-II (CC1042B)

Theory: 35

Teaching Hours: 60

Credits - 4

Course Outcome: After successful completion of this course, the students will be able to

CO1 Familiar the students with the recent elements of the marketing mix.

CO2 Acquaint students about product mix, price mix and place mix.

CO3 Learn elements of sales promotion tools and techniques.

CO4 Demonstrate effective understanding of retailing and rural marketing.

B.Com -I CBCS

Semester-II Paper-II

Insurance Paper-II (GEC1046B)

Theory: 35

Teaching Hours: 60

Credits - 4

Course Outcome: 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.

(Signature)
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