VIVEKANAND COLLEGE, KOLHAPUR (An Empowered Autonomous Institute)

STATEMENT OF SYLLABUS COVERED

Year- 2025-26 Class- B.Com. Term- I st

Name of teacher- Dr. U. D. Dabade Department- Commerce

Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered	Remark
B.Com- I- Sem-I Group-A Div- B	**Principles of Business Management paper - I**	**Module – I- Introduction to Management:** Introduction, Concept, Characteristics of Management, Importance of Management, Management as an Art, Management as a Science, Management as a Profession, Management and Administration, Levels of Management	**Module – I- Introduction to Management:** Introduction, Concept, Characteristics of Management, Importance of Management, Management as an Art, Management as a Science, Management as a Profession, Management and Administration, Levels of Management	......	
		Module – II- Managerial Functions, Roles, and Skills: Managerial Functions – Functions of Management, **Managerial Roles** - Interpersonal Roles, Informational Roles,Decisional Roles. **Managerial skills-** Technical Skill, Human Skill, Conceptual Skill , Diagnostic skills, communication skills Decision making Skill, Analytical Skill	**Module – II- Managerial Functions, Roles, and Skills: Managerial Functions** –Functions of Management, **Managerial Roles** - Interpersonal Roles, Informational Roles, Decisional Roles. **Managerial skills-** Technical Skill, Human Skill, Conceptual Skill , Diagnostic skills, communication skills Decision making Skill, Analytical Skill	......	
B.Com- I- Sem-I Group-A Div- B	**Principles of Business Management paper - II**	**Module – I- Development of Management Thought: Taylor's Scientific Management:** Principles of Scientific Management,**Fayol's Administrative Management :**14 principles of management, **Max weber's Bureaucratic Management:** Meaning and features of Bureaucracy, **Elton Mayo's Human Relation Management:** Introduction to Hawthorne Experiment	**Module – I- Development of Management Thought: Taylor's Scientific Management:** Principles of Scientific Management,**Fayol's Administrative Management :**14 principles of management, **Max weber's Bureaucratic Management:** Meaning and features of Bureaucracy, **Elton Mayo's Human Relation Management:** Introduction to Hawthorne Experiment	......	

		Module – II- Management in the Twenty-first Century: Human Resource Management, Production Management, Marketing Management, Financial Management and Agri-Business Management	**Module – II- Management in the Twenty-first Century:** Human Resource Management, Production Management, Marketing Management, Financial Management and Agri-Business Management	Vivekanand College, Kolhapur (An Empowered Autonomous Institute) ESTD JUNE 1964	
B. Com- I – Group B- Div –A & B	**IKS Indian Business Management**	**Module –I - Indian Management** (a) Evolution of Indian Management, key ideas of Indian Management, Role of Values in Management, Indian Epics and Management, (b) Dimensions of Vedic Management, Bhagwad Gita, Ramayan, Buddha's Management, Kautilaya's Arthshastra	**Module –I - Indian Management** (a) Evolution of Indian Management, key ideas of Indian Management, Role of Values in Management, Indian Epics and Management, (b) Dimensions of Vedic Management, Bhagwad Gita, Ramayan, Buddha's Management, Kautilaya's Arthshastra		
		Module – II- Indian Business Models- Business Model of Tata, Business Model of Bajaj Group, Business Model of Aditya Birla Group, Business Model of Reliance Industries, Business Model of AMUL	**Module – II- Indian Business Models-** Business Model of Tata, Business Model of Bajaj Group, Business Model of Aditya Birla Group, Business Model of Reliance Industries, Business Model of AMUL		
B. Com- II – Group B- Div –A & B	**Marketing Management Paper –I**	**Module – I- Introduction of Marketing- A-Introduction of Marketing :**Meaning & Definition of Marketing- Features of Marketing- Importance of Marketing, Core Concept of Marketing, Scope of Marketing **B-Marketing Environment:** Meaning, Features, Types and Importance of Marketing Environment	**Module – I- Introduction of Marketing- A-Introduction of Marketing :**Meaning & Definition of Marketing- Features of Marketing- Importance of Marketing, Core Concept of Marketing, Scope of Marketing **B-Marketing Environment:** Meaning, Features, Types and Importance of Marketing Environment		
		Module – II- Consumer Behaviour- Meaning, and Significance of Consumer Behaviour - Factors affecting Consumer Behaviour- The Buying Decision process.	**Module – II- Consumer Behaviour-** Meaning, and Significance of Consumer Behaviour - Factors affecting Consumer Behaviour- The Buying Decision process.		
B. Com- II – Group B- Div –A & B	**Marketing Management Paper –II**	**Module – III- Segmentation, Targeting & Positioning** - Concept and importance and Bases of market segmentation, Concept of Targeting, Concept of Positioning,	**Module – III- Segmentation, Targeting & Positioning** - Concept and importance and Bases of market segmentation, Concept of Targeting, Concept of Positioning,		

		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.	**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.		
B. Com- III –Group-A- Div –A & B	**Advanced Accountancy- Paper -I**	**Module I :- Bank Final Accounts** - (Vertical Format Only)	**Module I :- Bank Final Accounts** - (Vertical Format Only)	......	
		Module II :-Hire purchase system- Meaning and Legal Position, Hire Purchase Agreement, journal Entries and Ledger Accounts in the books of Hire vendor and Hire purchaser	**Module II :-Hire purchase system-** Meaning and Legal Position, Hire Purchase Agreement, journal Entries and Ledger Accounts in the books of Hire vendor and Hire purchaser	......	
		Module III :- Insurance Claim - Loss of Stock and Loss of Profit Policy	**Module III :- Insurance Claim** - Loss of Stock and Loss of Profit Policy	......	
		Module IV :- Farm Accounting- Introduction, objectives, characteristics of Farm Accounting, preparation of final account	**Module IV :- Farm Accounting-** Introduction, objectives, characteristics of Farm Accounting, preparation of final account	......	

Dabade

Dr. U. D. Dabade
(Signature of the Teacher)

Mr. S. S. Kale
(Signature of the Head of Department)

HEAD
DEPARTMENT OF COMMERCE
VIVEKANAND COLLEGE, KOLHAPUR
(EMPOWERED AUTONOMOUS)

Vivekanand College, Kolhapur • (An Empowered Autonomous Institute) ESTD. JUNE 1964

VIVEKANAND COLLEGE, KOLHAPUR (An Empowered Autonomous Institute)

STATEMENT OF SYLLABUS COVERED

Year- 2025-26 **Class – B. Com.** **Term- IInd**

Name of teacher- Dr. U. D. Dabade **Department- Commerce**

Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered	Remark
B. Com- I – (Group –A) Div - B	**Principles of Business Management paper - III**	**Module – I - Planning and Decision Making- A-Planning** -Concept, importance, steps in planning process , types of planning **B-Decision Making** Concept, techniques for decision making and Process of Decision Making	**Module – I - Planning and Decision Making- A-Planning** -Concept, importance, steps in planning process , types of planning **B-Decision Making** Concept, techniques for decision making and Process of Decision Making	……	
		Module – II- Organizing and Staffing- Organizing: A-Organizing: Concept, Steps in organizing. Centralization and Decentralization (Merit and Demerit) Delegation of Authority (Meaning and Elements) **B-Staffing**: Concept, Importance of staffing, Sources of Recruitment, Scientific Selection Process	**Module – II- Organizing and Staffing- Organizing: A-Organizing**: Concept, Steps in organizing. Centralization and Decentralization (Merit and Demerit) Delegation of Authority (Meaning and Elements) **B-Staffing**: Concept, Importance of staffing, Sources of Recruitment, Scientific Selection Process	……	
B. Com- I – (Group –A) Div - B	**Principles of Business Management paper - III**	**Module – I- Motivation and Leadership- A-Motivation**: Concept, Financial and Non - Financial Motivation, Theories of Motivation: Maslow's Need-Hierarchy Theory, Douglas McGregor's Theory X and Y, **B-Leadership**: Concept, Importance, Qualities of Leader, Leadership style	**Module – I- Motivation and Leadership- A-Motivation**: Concept, Financial and Non - Financial Motivation, Theories of Motivation: Maslow's Need-Hierarchy Theory, Douglas McGregor's Theory X and Y, **B-Leadership**: Concept, Importance, Qualities of Leader, Leadership style	……	
		Module – II- Directing, Co-ordination and Controlling- A-Directing – Concept and techniques of directing, B-**Co-ordination**: Concept, Need, Types of Co-ordination **C-Controlling**: Concept , Importance of	**Module – II- Directing, Co-ordination and Controlling- A-Directing** – Concept and techniques of directing, B-**Co-ordination**: Concept, Need, Types of Co-ordination **C-Controlling**: Concept , Importance of	……	

		controlling, types of Controlling, steps in control Process, Techniques of Control	controlling, types of Controlling, steps in control Process, Techniques of Control		
B. Com- II – Group B- Div –A & B	**Marketing Management Paper –III**	**Module – I- Marketing Mix- A) Product** – Meaning, Types of Product, packaging - Role and functions of packaging, Product life-cycle, **B) Price:** Meaning, Importance of price in the marketing mix, factors affecting price of a product/service.	**Module – I- Marketing Mix- A) Product** – Meaning, Types of Product, packaging - Role and functions of packaging, Product life-cycle, **B) Price:** Meaning, Importance of price in the marketing mix, factors affecting price of a product/service.	Vivekanand College, Kolhapur (An Empowered Autonomous Institute) ESTD. JUNE 1964	
		Module – II- Place and Promotion- A) Place:-Meaning and Importance, types of distribution channels, factors affecting choice of a distribution channel, **B) Promotion:** Meaning, four elements of promotion mix	**Module – II- Place and Promotion- A) Place:**-Meaning and Importance, types of distribution channels, factors affecting choice of a distribution channel, **B) Promotion:** Meaning, four elements of promotion mix		
B. Com- II – Group B- Div –A & B	**Marketing Management Paper –IV**	**Module – I- Recent Trends in Marketing -I Rural Marketing:**- Concept, Problems of rural marketing, Rural marketing strategies. **Service Marketing :** Introduction, definition, features of Service, Types of Service, marketing strategies for Service	**Module – I- Recent Trends in Marketing -I Rural Marketing:**- Concept, Problems of rural marketing, Rural marketing strategies. **Service Marketing :** Introduction, definition, features of Service, Types of Service, marketing strategies for Service		
		Module – II- Recent Trends in Marketing – II- Digital Marketing – Introduction, Scope, nature, Tools of digital marketing, Advantages of digital marketing. **Green Marketing**:- Introduction, Features, Advantages of Green Marketing	**Module – II- Recent Trends in Marketing –II- Digital Marketing** – Introduction, Scope, nature, Tools of digital marketing, Advantages of digital marketing. **Green Marketing**:- Introduction, Features, Advantages of Green Marketing		
B.Com- III, Sem- VI-Div -A, B &C	**Advanced Accountancy - III**	**Module - I :- Analysis of Financial Statements**- Meaning and Types of Financial Statements, Analysis of financial statements: Comparative Statement Analysis, Common-size Statement Analysis, Trend Analysis	**Module - I :- Analysis of Financial Statements**- Meaning and Types of Financial Statements, Analysis of financial statements: Comparative Statement Analysis, Common-size Statement Analysis, Trend Analysis	……	
		Module- II :- Ratio Analysis- Meaning, Advantages and Limitations of Accounting ratios. Classification of Ratios	**Module- II :- Ratio Analysis**- Meaning, Advantages and Limitations of Accounting ratios. Classification of Ratios	……	

		Module- III :- Working Capital- Meaning, Significance and Determinants of Working Capital, Types of Working Capital, Estimation of Working Capital Requirements	**Module- III :- Working Capital-** Meaning, Significance and Determinants of Working Capital, Types of Working Capital, Estimation of Working Capital Requirements	......	
		Module- IV :- Funds Flow Statement- Meaning of Fund and Funds Flow Statement, Preparation of Funds Flow Statement	**Module- IV :- Funds Flow Statement-** Meaning of Fund and Funds Flow Statement, Preparation of Funds Flow Statement	......	

Dr. U. D. Dabade
(Signature of the Teacher)

Mr. S. S. Kale
(Signature of the Head of Department)

VIVEKANAND COLLEGE, KOLHAPUR (An Empowered Autonomous Institute)

STATEMENT OF SYLLABUS COVERED

Year- 2025-26 Class – M. Com Term- I^st^

Name of teacher- Dr. U. D. Dabade Department- Commerce

Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered	Remark
M. Com.- I Sem- I	Advanced Accountancy Paper II (Management Accounting	**Module –I- Introduction: Introduction of Management Accounting:**-Meaning of Management Accounting, Scope and Functions of Management Accounting, Role of Management Accountant in Decision Making, Management Accounting vs. Financial Accounting, Management Accounting vs. Cost Accounting, Tools and Techniques of Management Accounting	**Module –I- Introduction: Introduction of Management Accounting:** Meaning of Management Accounting, Scope and Functions of Management Accounting, Role of Management Accountant in Decision Making, Management Accounting vs. Financial Accounting, Management Accounting vs. Cost Accounting, Tools and Techniques of Management Accounting	---	
		Module –II- Analysis of Financial Statements: Part – I- Meaning and Types of Financial Statements, Analysis of financial statements: Comparative Statement Analysis, Common-size Statement Analysis, Trend Analysis	**Module –II- Analysis of Financial Statements: Part – I-** Meaning and Types of Financial Statements, Analysis of financial statements: Comparative Statement Analysis, Common-size Statement Analysis, Trend Analysis	---	
		Module –III- Analysis of Financial Statements: Part – II- Ratio Analysis- Classification of Ratios, Advantages and Limitations of Accounting ratios, Calculations of ratios and interpretation	**Module –III- Analysis of Financial Statements: Part – II**-Ratio Analysis- Classification of Ratios, Advantages and Limitations of Accounting ratios, Calculations of ratios and interpretation	--	
		Module-IV-Working Capital: Meaning, Significance and Determinants of Working Capital, Operating Cycle, Types of Working Capital, Estimation of Working Capital Requirements	**Module-IV-Working Capital:** Meaning, Significance and Determinants of Working Capital, Operating Cycle, Types of Working Capital, Estimation of Working Capital Requirements	--	

M. Com.- I Sem- I	**Business Administration Paper -III (Marketing Management)**	**Module -I** **A. Basics of Marketing:** Introduction, Nature & scope of marketing, the core concepts of marketing, marketing in 21st century, Introduction to Services Marketing. **B. Marketing Environment:** Micro and Macro marketing environment, Marketing Planning and Marketing Planning process, Differentiation between Sales and Marketing. **C. Consumer Behaviour-** Meaning and definition of Consumer behaviour, importance, Different buying roles, Consumer buying decision process, factors influencing consumer behaviour.	**Module -I** **A. Basics of Marketing:** Introduction, Nature & scope of marketing, the core concepts of marketing, marketing in 21st century, Introduction to Services Marketing. **B. Marketing Environment:** Micro and Macro marketing environment, Marketing Planning and Marketing Planning process, Differentiation between Sales and Marketing. **C.Consumer Behaviour** Meaning and definition of Consumer behaviour, importance, Different buying roles,Consumer buying decision process, factors influencing consumer behaviour.	---	
		Module –II Market segmentation- Meaning and concept, benefits of segmentation, Bases for market segmentation consumer goods market segmentation; industrial goods market segmentation, Market targeting- Selection of segments, Product positioning.	**Module –II Market segmentation-** Meaning and concept, benefits of segmentation, Bases for market segmentation consumer goods market segmentation; industrial goods market segmentation, Market targeting- Selection of segments, Product positioning.	---	
		Module –III- Marketing Mix- Introduction, Meaning, Scope and importance, 4P's to 4 C's. **A. Product Mix**: concept of product, difference between product and services, product life cycle (PLC) concept of new product development. **B. Price mix:** Meaning, elements, importance of price mix, Factors influencing pricing, pricing methods and recent trends in pricing. **C. Place mix:** meaning and concept of channel of distribution. Types of channel of distribution or intermediaries, factors influencing selection of intermediaries, types of distribution strategies. Concept channels, types of distribution strategies. Concept	**Module –III- Marketing Mix-** Introduction, Meaning, Scope and importance, 4P's to 4 C's. **A. Product Mix**: concept of product, difference between product and services, product life cycle (PLC) concept of new product development. **B. Price mix:** Meaning, elements, importance of price mix, Factors influencing pricing, pricing methods and recent trends in pricing. **C. Place mix:** meaning and concept of channel of distribution. Types of channel of distribution or intermediaries, factors influencing selection of channels, types of distribution strategies. Concept of logistics and supply chain	---	

		D. Promotion mix: meaning, elements of promotion mix, advertising: definition, importance, limitations, types of media, 5 M's of advertising.	management. **D. Promotion mix:** meaning, elements of promotion mix, advertising: definition, importance, limitations, types of media, 5 M's of advertising.		
		Module -IV **A. Branding decisions** – concept of branding advantages and disadvantages of branding. Types of Branding. **B. Packaging decision** – Concept, Packaging advantages and disadvantages. Features and functions of packaging. C. Digital Marketing – Introduction, scope, nature. Tools of digital marketing. Advantages of digital marketing.	**Module -IV** **A. Branding decisions** – concept of branding advantages and disadvantages of branding. Types of Branding. **B. Packaging decision** – Concept, Packaging advantages and disadvantages. Features and functions of packaging. C. Digital Marketing – Introduction, scope, nature. Tools of digital marketing. Advantages of digital marketing.		
M.Com Part – II- Sem – III (NEP)	**Business Administration Paper -IX (International Business) I**	**Module-I- International Business :-** Introduction, Scope, Reasons for International Trade, Theories of International Trade (Only Concept, Features, Limitations), Non-Tariff Barriers, Balance of Payment, Disequilibrium of Balance of Payment and its Remedial Measures, Balance of Trade, Orientation in Overseas Business, India's New Foreign Trade Policy.	**Module-I- International Business :-** Introduction, Scope, Reasons for International Trade, Theories of International Trade (Only Concept, Features, Limitations), Non-Tariff Barriers, Balance of Payment, Disequilibrium of Balance of Payment and its Remedial Measures, Balance of Trade, Orientation in Overseas Business, India's New Foreign Trade Policy.	......	
		Module-II-International Business Environment : - Introduction, Components Of International Business Environment, Opportunities and threats of Indian Companies in International Market, Different Modes of Entry in International Market, Ethical Issues in International Business, Foreign Direct Investment (FDI)- Concept, Recent Trends of Foreign Direct Investment In India.	**Module-II-International Business Environment : -** Introduction, Components Of International Business Environment, Opportunities and threats of Indian Companies in International Market, Different Modes of Entry in International Market, Ethical Issues in International Business, Foreign Direct Investment (FDI)- Concept, Recent Trends of Foreign Direct Investment In India.	......	
		Module-III- Strategy Development in	**Module-III- Strategy Development in**	......	

		International Business :Introduction, Global Expansions Plans, Value Chain analysis – Concept, Porter's Value Chain Framework, Green Field **Investment** – Concept, Advantages, Disadvantages, **Strategic Alliance-** Concept, Advantages, Disadvantages, Use of Computers in Management Applications- MIS	**International Business** :Introduction, Global Expansions Plans, Value Chain analysis – Concept, Porter's Value Chain Framework, Green Field **Investment**– Concept, Advantages, Disadvantages, **Strategic Alliance-** Concept, Advantages, Disadvantages, Use of Computers in Management Applications- MIS		
		Module-IV- International Economics Institutions and Integrations :- Economic Integration – Meaning, Levels of Economic Integrations, ASEAN, SAARC, NAFTA, IFC World Trade Organisation (WTO)- Principles, Agreements, TRIPs (Trade Related intellectual Property Rights) , Indian Patent Law (Only Meaning),Indian Patent Act (Only Meaning)	**Module-IV- International Economics Institutions and Integrations :-** Economic Integration – Meaning, Levels of Economic Integrations, ASEAN, SAARC, NAFTA, IFC World Trade Organisation (WTO)- Principles, Agreements, TRIPs (Trade Related intellectual Property Rights) , Indian Patent Law (Only Meaning),Indian Patent Act (Only Meaning)	......	
M. Com Part – II- Sem – III (NEP)	**Business Administration Paper -X (Accounting for Management)**	**Module-I- Accounting as an information system** (a) Business activity: (b) Financial Accounting- (c) Double entry system, Accounting equation, Branches of Accounts and Types of Accounts .Golden rules of accounting. **Accounting Fundamentals** (a) Accounting Principles, Concepts and Conventions (b) Capital and Revenue transactions - (c) Double entry system (d) Journal, Ledger, Accounting cycle	**Module-I- Accounting as an information system** (a) Business activity: (b) Financial Accounting- (c) Double entry system, Accounting equation, Branches of Accounts and Types of Accounts .Golden rules of accounting. **Accounting Fundamentals** (a) Accounting Principles, Concepts and Conventions (b) Capital and Revenue transactions - (c) Double entry system (d) Journal, Ledger, Accounting cycle	......	
		Module-II- Accounting Equation (a) Definition of balance sheet (b) components of balance sheet (c) Assets, Liabilities, Stockholders equity, (d) Companies Wealth **Trial Balance and Final Accounts** (a) Preparation of trial balance (b) Preparation of Final Accounts for Sole Proprietors(c) Final Accounts of Partnership Firms	**Module-II- Accounting Equation** (a) Definition of balance sheet (b) components of balance sheet (c) Assets, Liabilities, Stockholders equity, (d) Companies Wealth **Trial Balance and Final Accounts** (a) Preparation of trial balance (b) Preparation of Final Accounts for Sole Proprietors(c) Final Accounts of Partnership Firms	......	

		Module-III- Subsidiary Books: (a) All subsidiary books: Sales books, sales return book, purchase book, purchase return book, bills receivable book, bills payable book, cash book (b) Cash book (Single column double column, and three column cash book), petty cash book and journal proper. Depreciation Accounting – Brief of various Methods, Computation and Accounting Treatment of Depreciation (Straight line and Diminishing Balance Method); Change in Depreciation Methods	**Module-III- Subsidiary Books:** (a) All subsidiary books: Sales books, sales return book, purchase book, purchase return book, bills receivable book, bills payable book, cash book (b) Cash book (Single column double column, and three column cash book), petty cash book and journal proper. Depreciation Accounting – Brief of various Methods, Computation and Accounting Treatment of Depreciation (Straight line and Diminishing Balance Method); Change in Depreciation Methods	ESTD. JUNE 1964 (An Empowered Autonomous Institute) Kolhapur	
		Module-IV-Computerized accounting: (a) Concept, features, importance, components of Computerized Accounting Software (b) Overview of Tally ERP 9: Features of Tally ERP 9, Advanced Accounting & Inventory Features, F11 Features, F 12 Features, (c) Functions with Tally ERP 9: Recording Transactions, Adv. Accounting Vouchers, Adv. Inventory Vouchers, Cost Categories (d) Introduction to GST, Objectives of GST	**Module-IV**-Computerized accounting: (a) Concept, features, importance, components of Computerized Accounting Software (b) Overview of Tally ERP 9: Features of Tally ERP 9, Advanced Accounting & Inventory Features, F11 Features, F 12 Features, (c) Functions with Tally ERP 9: Recording Transactions, Adv. Accounting Vouchers, Adv. Inventory Vouchers, Cost Categories (d) Introduction to GST, Objectives of GST		

Dabade

Dr. U. D. Dabade

(Signature of the Teacher)

Mr. S. S. Kale

(Signature of the Head of Department)

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VIVEKANAND COLLEGE, KOLHAPUR (Am Empowered Autonomous Institute)

STATEMENT OF SYLLABUS COVERED

Year- 2025-26 Class - M. Com Term- IInd

Name of teacher- Dr. U. D. Dabade Department- Commerce

Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered	Remark
M.Com.-I Sem-II	**Business Administration Paper -VII (International Marketing)**	**Module –I- International Marketing:** International Dimensions of Marketing, Benefits of International Marketing, Challenges And Opportunities In International Marketing, Quality Considerations In International Marketing, Underlying Forces Of International Marketing, Global Vs. International Marketing Management, Internationalization Stages, International Marketing Decisions. Alternative Market Entry Strategies. International Marketing Research: Breadth and scope of international marketing research. Global Marketing Information System. Careers in International Marketing.	**Module –I- International Marketing:** International Dimensions of Marketing, Benefits of International Marketing, Challenges And Opportunities In International Marketing, Quality Considerations In International Marketing, Underlying Forces Of International Marketing, Global Vs. International Marketing Management, Internationalization Stages, International Marketing Decisions. Alternative Market Entry Strategies. International Marketing Research: Breadth and scope of international marketing research. Global Marketing Information System. Careers in International Marketing.	......	
		Module –II- Planning For International Marketing: The Planning Process. Global Marketing Environment: Demographic Environment, Economic Environment, Socio-Cultural Environment, Legal and Statutory Environment, Political Environment, Global segmentation, Targeting and Positioning. Global E- Marketing, E-Marketing technology and environment, global e-marketing communication, models, services.	**Module –II- Planning For International Marketing:** The Planning Process. Global Marketing Environment: Demographic Environment, Economic Environment, Socio-Cultural Environment, Legal and Statutory Environment, Political Environment, Global segmentation, Targeting and Positioning. Global E- Marketing, E-Marketing technology and environment, global e-marketing communication, models, services.	......	

		Module –III- International Marketing Mix. **Product Decision:** Product characteristics, product design, Geographic Expansion strategic alternatives, new product development. Product life cycle in International market. **Pricing decisions:** Global pricing strategies, environmental influences on pricing, transfer pricing. Global pricing policy alternatives. Approaches to international pricing. Price Escalation. **International Marketing Channels:** Channel objectives and constraints, Channel Structure, Channel strategy for new market entry. **Integrated Marketing Communication and international advertising:** Sales promotions in international markets. International Advertising and strategy. Media planning and analysis. Campaign execution and advertising agency.	**Module –III- International Marketing Mix.** **Product Decision:** Product characteristics, product design,Geographic Expansion strategic alternatives, new product development. Product life cycle in International market. **Pricing decisions:** Global pricing strategies, environmental influences on pricing, transfer pricing. Global pricing policy alternatives. Approaches to international pricing. Price Escalation. **International Marketing Channels:** Channel objectives and constraints, Channel Structure, Channel strategy for new market entry. **Integrated Marketing Communication and international advertising:** Sales promotions in international markets. International Advertising and strategy. Media planning and analysis. Campaign execution and advertising agency.	......	
		Module –IV- EXIM Policy Government of India (in force at the time): Export Promotion. Export Promotion councils. Bilateral treaties and international marketing. EXIM Bank. Export Financing. Managing Exchange rate fluctuations. Foreign trade policy of Government of India. (The policy in force is applicable) Settlement of International Disputes.	**Module –IV- EXIM Policy Government of India (in force at the time):**Export Promotion. Export Promotion councils. Bilateral treaties and international marketing. EXIM Bank. Export Financing. Managing Exchange rate fluctuations. Foreign trade policy of Government of India. (The policy in force is applicable) Settlement ofInternational Disputes.	......	
M.Com Part – I- Sem – II (NEP)	**Advanced Accountancy Paper VI (Cost Accounting)**	**Module –I- Introduction and Elements of Cost:** a) Meaning, scope, objectives and advantages of cost accounting b) Elements of Cost – Material Cost, Labour Cost and Overheads; Classification of cost, preparation of cost sheet and quotation.	**Module –I- Introduction and Elements of Cost:** a) Meaning, scope, objectives and advantages of cost accounting b) Elements of Cost – Material Cost, Labour Cost and Overheads; Classification of cost, preparation of cost sheet and quotation.	......	

		Module –II- Job Costing and Unit Costing Theory- Meaning, Features, Practical Applications of Job Costing and Unit Costing, Preparation of Job Cost Sheet.	**Module –II- Job Costing and Unit Costing Theory-** Meaning, Features, Practical Applications of Job Costing and Unit Costing, Preparation of Job Cost Sheet.	……
		Module –III- Process Costing- Process Costing: Meaning and its Applications, Concept of Equivalent Production, Preparation of Process Accounts, Concepts of Joint Products and By Products.	**Module –III- Process Costing-** Process Costing: Meaning and its Applications, Concept of Equivalent Production, Preparation of Process Accounts, Concepts of Joint Products and By Products.	……
		Module –IV- Contract Costing- Contract Costing- Contract Costing: Meaning, Features, Accounting Procedure, Retention money, Escalation Clause, Work in Progress, Cost Plus Contract. Preparation of Contract Account	**Module –IV- Contract Costing-** Contract Costing- Contract Costing: Meaning, Features, Accounting Procedure, Retention money, Escalation Clause, Work in Progress, Cost Plus Contract. Preparation of Contract Account	……
M.Com Part – II- Sem – IV (NEP)	**Business Administration Paper -XIV (Professional Skills for Management)**	**Module –I- Soft Skills:** Meaning & its Importance; Its Types: Interpersonal Skills, Assertiveness for Resolving Conflicts, Negotiation Skills, Time Management, Motivation, Building Successful Teams, Excel as a Leader, Stress Management Digital Body Language- Meaning, role and its 4 Laws	**Module –I- Soft Skills:** Meaning & its Importance; Its Types: Interpersonal Skills, Assertiveness for Resolving Conflicts, Negotiation Skills, Time Management, Motivation, Building Successful Teams, Excel as a Leader, Stress Management Digital Body Language- Meaning, role and its 4 Laws	
		Module –II- Fundamentals of Communication: Meaning &; its Significance; Communication Based on Types of Audience: Internal- Formal &; Informal (Grapevine) communication &;External Communication; Communication Based on medium of Communication: Verbal & Non-Verbal Communication, Communication Challenges (Barriers) &; Overcoming them.	**Module –II- Fundamentals of Communication:** Meaning &; its Significance; Communication Based on Types of Audience: Internal- Formal &; Informal (Grapevine) communication &;External Communication; Communication Based on medium of Communication: Verbal & Non-Verbal Communication, Communication Challenges (Barriers) &; Overcoming them.	

		Module–III- Oral Communication: Listening- Active and Passive, Listening, Barriers &; Guidelines for Effective Listening, Public Speaking, Making Effective Presentations, Conduct Effective Meetings, Meeting Documentation- Notice, Agenda &; Minutes	**Module–III-OralCommunication:** Listening- Active and Passive, Listening, Barriers &; Guidelines for Effective Listening, Public Speaking, Making Effective Presentations, Conduct Effective Meetings, Meeting Documentation- Notice, Agenda &; Minutes		
		Module –IV- Written Communication: Principles of Effective Writing, Business Letters- Structure, Format & Types, Email Etiquette, Report Writing- Meaning, Format and Structure	**Module –IV- Written Communication:** Principles of Effective Writing, Business Letters- Structure, Format & Types, Email Etiquette, Report Writing- Meaning, Format and Structure		
M.Com Part – II- Sem – IV (NEP)	**Business Administration Paper -XV** (Operation Management)	**Module –I- Introduction to Operations Management:-** Introduction to the Operations management, operations functions, operations objectives – operations management decisions, significance of operations management in manufacturing & service environment, Interface of operations function with other functional areas- Productivity, factors affecting productivity, types of productivity. Future challenges in operations management	**Module –I- Introduction to Operations Management:-** Introduction to the Operations management, operations functions, operations objectives – operations management decisions, significance of operations management in manufacturing & service environment, Interface of operations function with other functional areas- Productivity, factors affecting productivity, types of productivity. Future challenges in operations management		
		Module –II- Facilities & Technology Management:- Facilities management (location of facilities, layout of facilities, maintenance of facilities) plant layout & materials handling - Manufacturing technology management emerging technology options- automation & flexible automation, CAD/CAM, Group Technology, Just–in-time, flexible Manufacturing system, lean manufacturing system.	**Module –II- Facilities & Technology Management:-** Facilities management (location of facilities, layout of facilities, maintenance of facilities) plant layout & materials handling - Manufacturing technology management emerging technology options- automation & flexible automation, CAD/CAM, Group Technology, Just–in-time, flexible Manufacturing system, lean manufacturing system.		

		Module –III- Production Planning and Materials Management:– Objectives of PPC, functions of PPC, aggregate planning, planning for batch production, job production, continuous production – project scheduling- introduction to PERT/CPM -Introduction to materials management, objectives, scope and activities of materials management, procedures for inventory management, Selective Inventory Controlling techniques and Problems on basic model of EOQ and ABC Analysis. Supply chain management.	**Module –III- Production Planning and Materials Management:–** Objectives of PPC, functions of PPC, aggregate planning, planning for batch production, job production, continuous production – project scheduling- introduction to PERT/CPM -Introduction to materials management, objectives, scope and activities of materials management, procedures for inventory management, Selective Inventory Controlling techniques and Problems on basic model of EOQ and ABC Analysis. Supply chain management.		
		Module –IV- Quality Management System: Quality concept, Introduction to Quality dimensions, Quality philosophies, Quality Assurance, Quality Control, Inspection, Cost of Quality, Quality Circle, TQM, ISO Certifications.	**Module –IV- Quality Management System:** Quality concept, Introduction to Quality dimensions, Quality philosophies, Quality Assurance, Quality Control, Inspection, Cost of Quality, Quality Circle, TQM, ISO Certifications.		
M.Com Part – II- Sem –IV (NEP)	**Advanced Cost Accounting Paper-XIV (Cost and Management Audit)**	**Module –I- Cost Audit-** Nature, Scope, utility and advantages of cost audit. Companies (Cost records and audit) Rules 2014. Professional Ethics, misconduct, offences and penalties. Cost Auditing and Assurance Standards, format of Cost Audit Report- XBRL-Salient Features.	**Module –I- Cost Audit-** Nature, Scope, utility and advantages of cost audit. Companies (Cost records and audit) Rules 2014. Professional Ethics, misconduct, offences and penalties. Cost Auditing and Assurance Standards, format of Cost Audit Report- XBRL-Salient Features.		
		Module –II- Management Audit -Meaning, nature and Scope of Management Audit, Audit of Management Process and Functions. Management Auditing Different functions- Corporate Objective and Culture, Corporate Service Audit, Consumer Service Audit, Energy Audit, Productivity Audit Efficiency Audit, Corporate Social Responsibility Audit,.	**Module –II- Management Audit** -Meaning, nature and Scope of Management Audit, Audit of Management Process and Functions. Management Auditing Different functions- Corporate Objective and Culture, Corporate Service Audit, Consumer Service Audit, Energy Audit, Productivity Audit Efficiency Audit, Corporate Social Responsibility Audit,.		

		Module –III- Internal Control, Internal Audit and Operational Audit - Internal Control- concept, objectives, scope, structure, limitation, Evaluation of Internal Control **Internal Auditing-** Meaning, Evaluation of profession, Internal Audit Under Companies Act,2013, Preparation for an audit, Internal Audit in Different sector (Audit of Hospital, Audit of Hotels, Audit of Self Help Groups) **Operational Audit-** Meaning, salient features of Internal Audit and Operation Audit	**Module –III- Internal Control, Internal Audit and Operational Audit - Internal Control-** concept, objectives, scope, structure, limitation, Evaluation of Internal Control **Internal Auditing-** Meaning, Evaluation of profession, Internal Audit Under Companies Act,2013, Preparation for an audit, Internal Audit in Different sector (Audit of Hospital, Audit of Hotels, Audit of Self Help Groups) **Operational Audit-** Meaning, salient features of Internal Audit and Operation Audit	Vivekanand College, Kolhapur • (An Empowered Autonomous Institute) • ESTD. JUNE 1964	
		Module –IV- Case Study on Performance Analysis- Assessment of Performance, Utility Consumption, Value Addition, Inventory Valuation	**Module –IV- Case Study on Performance Analysis-** Assessment of Performance, Utility Consumption, Value Addition, Inventory Valuation		

Dr. U. D. Dabade
(Signature of the Teacher)

Mr. S. S. Kale
(Signature of the Head of Department)

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