

॥ शीलं परं भूषणम् ॥

Shri Acharyaratna Deshbhooshan Shikshan Prasarak Mandal, Kolhapur

Mahavir Mahavidyalaya, Kolhapur (Autonomous)

Affiliated to Shivaji University, Kolhapur



Syllabus for Bachelor of Commerce (B.Com.) Programme Under NEP 2

Programme	Bachelor of Commerce Accountancy as a Major Course
Part	I
Semester	I
Course Code	
Course Name	DSC (A) - I
Course Title	Financial Accounting
Paper No.	I

Under the Faculty of Bachelors of Commerce

(To be introduced from Academic Year 2024 – 25 onwards)

Subject to the revisions & modifications made from time to time under
NEP 2 and Autonomous Statues

Mahavir Mahavidyalaya, Kolhapur(Autonomous)

Affiliated to Shivaji University, Kolhapur

(New syllabus under Autonomy to be introduced from June, 2024 onwards)

A) Primary Information:- Commerce (B.Com)			
Programme	Bachelor of Commerce (B.Com.)CBCS-Under NEP 2		
Part	I	Semester	I
Course		Course Code	
Paper No.	I	Course Category	DSC (A) - I
Total Marks	100 Marks	Implementation	2024 - 2025
Total Credits	04	Contact Hours	04 / Week
Course Title	Financial Accounting		

B) Course Objectives:	
i)	To impart the knowledge of Basic Accounting and Introduction of Accounting.
ii)	To acquaint the students about Insurance Claim.
iv)	To know the Single Entry System of Accounting
v)	To know practice of preparing Branch Accounts in the books of Head Office

C) Course Syllabi: (CR = Credits / IH: Instructional Hours)		
Modules 1	CR	IH
Module I : Introduction to Accounting – Basic Accounting Concepts, Accounting Process and Accounting Standard's Needs, Benefits & Procedure	01	15
Module II : Fire Insurance Claim – Loss of Stock Policy and Loss of Profit Policy	01	15
Module II : Single Entry Method – Introduction, Concept of Single Entry System, Features and Limitations of Single Entry System, Conversion Method only	01	15
Module III : Branch Accounts – Introduction, Need of Branch Accounting, Types of Branches, Accounting for Dependent Branches, Preparation of Branch Account, Branch Trading and Profit & Loss Account and Stock & Debtors Method	01	15
D) Reference Materials		
D1) Books for Reference		
1.	Gupta R.L. and Radhaswamy M- 'Financial Accounting' Sultanch and Sons, NewDelhi.	
2.	Shukla M.C. Grewal T.S. and Gupta S.C.-'Advanced Accounts' S. Chandand Company, New Delhi.	
3	Agarwala A. N .Agarwala K.N.- 'Higher Science of Accountancy' Kitab Mahal Allahabad.	
4	Jainand Narang-'Advanced Accountancy' Kalyani Publications, NewDelhi.	
5	S.N. Maheswari-'Advanced Accountancy'	
6	Rajan Chougule, Dhaval Chougule- "Theory and practice of Computer Accounting" Modern Publication, Kolhapur.	

F) Course Outcomes:	
After completion of the course ,student able	
C01	Explain Meaning and Fundamental of Double Entry System, Accounting Procedure, Journal and Ledger, Accounting Standards
C02	Simulate practice of preparing statement of loss of stock admitted to insurance company

C03	Explain Conversion Method of Single Entry System
C04	Simulate practice of preparing Branch Accounts in the books of Head Office

G) Scheme of Course Evaluation		
A.	End Semester Examination (ESE)	
	Theory Paper (Written Examination)	80
B.	Continuous Internal Evaluation (CIE) Any one of the following	
	i) Poster Presentations on Specific Theme ii) Oral Presentation iii) Active participation in Essay writing, Group Discussion and Filed Activities	20
	Total Marks	100

Nature of Question Paper
Mahavir Mahavidyalaya, Kolhapur
(Autonomous)
Affiliated to Shivaji University, Kolhapur
 Programme: B. Com. Semester - I
 Course Code: DSC (A) - I Financial Accountancy Paper- I
 (Introduced from June 2024)
 Time: 3 Hours Total Marks: 80

Instructions:

1. Question No.1 and Question No.2 are compulsory
2. Attempt any three questions from Question No.3 to Question No.6
3. Use of calculator is allowed

Question No. 1	a) Choose the appropriate alternative	10 Marks
	b) State True or False	06 Marks
Question No. 2	Write Short Notes (Any Four out of Six)	16 Marks
Question No. 3	Practical problem	16 Marks
Question No. 4	Practical problem	16 Marks
Question No. 5	Practical problem	16 Marks
Question No. 6	Practical problem	16 Marks

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**Syllabus for
Bachelor of Commerce (B.Com.) Programme Under
NEP 2**

Programme	Bachelor of Commerce Accountancy as a Major Course
Part	I
Semester	II
Course Code	
Course Name	DSC (A) - I
Course Title	Financial Accounting
Paper No.	II

Under the Faculty of Bachelors of Commerce

(To be introduced from Academic Year 2024 – 25 onwards)

Subject to the revisions & modifications made from time to time under
NEP 2 and Autonomous Statues

Mahavir Mahavidyalaya, Kolhapur(Autonomous)

Affiliated to Shivaji University, Kolhapur

(New syllabus under Autonomy to be introduced from June, 2024 onwards)

A) Primary Information:- Commerce (B.Com)			
Programme	Bachelor of Commerce (B.Com.) CBCS - Under NEP 2		
Part	I	Semester	II
Course		Course Code	
Paper No.	II	Course Category	DSC (A) - I
Total Marks	100 Marks	Implementation	2024 - 2025
Total Credits	04	Contact Hours	04 / Week
Course Title	Financial Accounting		

B) Course Objectives:	
i)	To apply skills of accounting for consignment transactions.
ii)	To make use of knowledge and skill for accounting of professionals.
iii)	To apply skills of accounting for depreciations by various methods.
iv)	To know the capital and revenue items in accounting procedure.

C) Course Syllabi: (CR = Credits / IH: Instructional Hours)		
Modules 1	CR	IH
Module I : Consignment Accounts – Introduction, Concepts and Features of Consignment, Distinction between Sale & Consignment, Important Terms in Consignment, Accounting Procedure in the books of Consignor and Consignee.	01	15
Module II : Accounts of Professionals – Preparation of Receipts and Expenditure Account and Balance Sheet of Medical Practitioners and Professional Accountants.	01	15
Module III: Depreciation – Introduction, Meaning and Definition of Depreciation, Need of Depreciation, Causes of Depreciation, Fixed Instalment Method, Reducing Balance Method, Double Declining Balance Method and Sum of the Years Digit Method, Problems.	01	15
Module IV : Capital and Revenue Items – Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure, Difference between Capital Expenditure and Revenue Expenditure, Capital Receipt and Revenue Receipt.	01	15
D) Reference Materials		
D1) Books for Reference		
1.	Gupta R.L. and Radhaswamy M– ‘Financial Accounting’ Sultanch and Sons, NewDelhi.	
2.	Shukla M.C. Grewal T.S. and Gupta S.C.–‘Advanced Accounts’ S. Chandand Company, New Delhi.	
3	Agarwala A. N .Agarwala K.N.- ‘Higher Science of Accountancy’ Kitab Mahal Allahabad.	
4	Jain and Narang–‘Advanced Accountancy’ Kalyani Publications, NewDelhi.	
5	S.N. Maheswari–‘Advanced Accountancy’	

F) Course Outcomes: After completion of the course ,student able	
C01	Simulate practice of preparing Consignment Accounts in the books of Consignor and Consignee
C02	Explain Accounting Treatment for preparation of Final Accounts of Professionals.

C03	Explain Accounting Treatment for Depreciation on Fixed Assets by various Methods
C04	Explain Capital Expenditure, Revenue Expenditure, Capital Receipt and Revenue Receipt.

G) Scheme of Course Evaluation

A.	End Semester Examination (ESE)	
	Theory Paper	80
B.	Continuous Internal Evaluation (CIE) Any one of the following	
	i) Poster Presentations on Specific Theme ii) Oral Presentation iii) Active participation in Essay writing, Group Discussion and Filed Activities	10
	Total Marks	100

Nature of Question Paper
Mahavir Mahavidyalaya, Kolhapur
(Autonomous)

Affiliated to Shivaji University, Kolhapur

Programme: B. Com. Semester-II

Course Code: DSC (A) – I Financial Accounting Paper - II
(Introduced from June 2024)

Time: 3 Hours Total Marks 80

Instructions:

1. Question No.1 and Question No.2 are compulsory
2. Attempt any three questions from Question No.3 to Question No.6
3. Use of calculator is allowed

Question No. 1	a) Choose the appropriate alternative	10 Marks
	b) State True or False	06 Marks
Question No. 2	Write Short Notes (Any Four out of Six)	16 Marks
Question No. 3	Practical problem	16 Marks
Question No. 4	Practical problem	16 Marks
Question No. 5	Practical problem	16 Marks
Question No. 6	Practical problem	16 Marks

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Programme	Bachelor of Commerce
Part	I
Semester	I and II
Course Code	DSC II
Course Name	Principles of Management
Course Title	
Paper No.	

Under the Faculty of Bachelors of Commerce

(To be introduced from Academic Year 2024 – 25 onwards)

Subject to the revisions & modifications made from time to time under

NEP 2.0

Mahavir Mahavidyalaya, Kolhapur(Autonomous)

Affiliated to Shivaji University, Kolhapur

A) Primary Information:- Commerce (B.Com)			
Programme	Bachelor of Commerce(B.Com.)CBCS-Under NEP 2.0		
Part	I	Semester	I & II
Course	Management (DSCII)	Course Code	DSC II
Paper No.	I & II	Course Category	DSC II
Total Marks	100 Marks	Implementation	2024 - 2025
Total Credits	04	Contact Hours	04 / Week
Course Title	Principles of Management		

B) Course Objectives:	
i)	To understand the concept and significance of management
ii)	To know various contributors to management theory
iii)	To know managerial functions in the organisation
iv)	To know the concepts of planning and organization
v)	To understand the role of manager
vi)	To understand the management of change
vii)	To know recent trends in management
viii)	To know the importance of communication and co- ordination

C) Course Syllabi: SEMESTER I (CR = Credits / IH: Instructional Hours)		
Modules	CR	IH
Module I : Introduction to Management	01	15
1.1 Meaning, Definition, features & importance of Management		
1.2 Approaches of Management- Scientific, Behavioural , System and Contingency		
1.3 Role & challenges of Management , functions of management		

1.4 Administration & Management, Management Arts or Science		
Module II : Contribution towards Development of Management Theory		
2.1 Henry Fayol	01	15
2.2 Elton Mayo		
2.3 Peter Drucker		
2.4 F.W. Taylor		
Module III : Planning & Decision Making		
3.1 Nature and purpose of Planning- Planning Premises	01	15
3.2 Planning process, types of planning Objectives setting		
3.3 Decision making Meaning and Definition, features, importance		
3.4 Decision making steps and process, techniques of decision making		
Module IV : Organisation		
4.1 Organization Meaning, definition and importance & principles of Organisation	01	15
4.2 Levels of management, Formal and Informal organization- organization chart		
4.3 Delegation of Authority- Centralization and Decentralization		
4.4 Types of Organization		

C) Course Syllabi: SEMESTER II (CR = Credits / IH: Instructional Hours)		
Modules	CR	IH
Module I : Motivation		
1.1 Motivation , concept, Importance	01	15
1.2 Theories of Motivation		
1.3 Maslow's Need Hierarchy theory, Herzberg's two factor theory		
1.4 McGregor's theory X and theory Y, William Ouchi's theory Z		
Module II : Direction and Communication		
2.1 Meaning Elements, Principles , Techniques	01	15
2.2 Communication Meaning, Importance, Types of communication		
2.3 Barriers to Communication		

2.4 Overcoming Barriers to communication		
Module III : Co-Ordination & Control		
3.1 Co ordination Concept, Need techniques of co ordination	01	15
3.2 Control- Concept, Process, Limitations		
3.3 Principles of effective control		
3.4 techniques of control		
Module IV: Current Issues in Management		
4.1 Corporate Social Responsibility	01	15
4.2 Green Management		
4.3 Change Management- Concept, Need for Change		
4.4 Resistance to Change, Overcoming Resistance to Change		

D) Reference Materials	
D) Books for Reference	
1.	Drucker. F. Peter- Tasks, Responsibilities & Practices
2.	Koontz' O'Donnel Wehrich- Elements of Management
3.	Koontz' O'Donnel C- Management a Book of Reading
E) Suggested methods of Teaching:	
i)	Lecture
ii)	Presentations
iii)	Role play
iv)	Study visits

F) Course Outcomes:		Blooms Taxonomy
CO1	To understand concept of motivation. Theories of motivation	
CO2	To understand the functions of direction and communication in organization	
CO3	To understand the role of co ordination and control in organizations	
CO4	To know the recent trend in management	
CO5	To understand the concept of management, characteristics of management and significance of management	
CO6	To know the theories of management and management scientists	

CO7	To understand planning types of planning, decision making and importance of it in management	
CO8	To know the concept of organization, importance of Delegation	

G) Scheme of Course Evaluation

1.	End Semester Examination (ESE)	80
2.	Continuous Internal Evaluation (CIE)	20
3.	Total Marks	100

H) Suggested techniques for Continuous Internal Evaluation (10 Marks)

1.	Home Assignment	10
2.	Oral, Activity, games	10
3.		
4.		
5.	Total Marks	20

I) Question Paper Pattern (80 Marks)

Q. No.	Nature / Type of Question	Marks
1.	MCQ	20
2.	SHORT NOTES (any 3 out of 4)	15
3.	BROAD QUESTIONS (any 2 out of 3)	20
4.	ESSAY TYPE QUESTION (any 1 out of 2)	15
5.	SHORT ANSWERS (any 2 out of 3)	10
6.	Total Marks	80

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Syllabus for Choice Based Credit System (CBCS) Bachelor of Arts ,Bachelor of Commerce , Bachelor of Science (B. A. , B.Com. ,B. Sc. Programmes) NEP-2.0

Programme	B. A. , B.Com. ,B. Sc.
Part	I
Semester	I
Course Code	
Course Name	Indian Knowledge System(IKS) Generic
Course Title	Introduction to Indian Philosophy
Paper No.	

Under the Faculty of Interdisciplinary Studies

(To be introduced from Academic Year 2024 – 25 onwards)

Subject to the revisions& modifications made from time to time

Mahavir Mahavidyalaya, Kolhapur(Autonomous)

Affiliated to Shivaji University, Kolhapur

(New syllabus under Autonomy to be introduced from June, 2021 onwards)

A) Primary Information:			
Programme	Bachelor of Arts & Bachelor of Commerce, Bachelor of Science- CBCS		
Part	I	Semester	I
Course	Undergraduate -B.A.,B.Com.,B. Sc.	Course Code	
Paper No.		Course Type	Semester
Total Marks	50 Marks	Implementation	2024 - 25
Total Credits	02	Contact Hours	02/ Week
Course Title	IKS Generic -Introduction to Indian Philosophy		

B) Course Objectives: To enable the student to	
i)	Understand ancient Indian Knowledge, philosophy and values
ii)	Understand the rich and diverse contribution of Indians to various disciplines/ fields of study especially Philosophy
iii)	Develop appreciation for the vast corpus of Indian philosophical Knowledge
iv)	To apply philosophical knowledge to solve daily problems

C) Course Syllabi:

(CR = Credits / IH: Instructional Hours)(Each module carries 1 credit and 15 Instructional hours)

Modules

Module I : Indian Philosophy -Nature

1.1 **Indian Philosophy** –Characteristics, Kinds of Darshanas , Brief introduction to the six systems of philosophy(Shad darshan),theory of knowledge and ethical values

1.2 Advait Vedanta-Nature of Brhman,Mayavad,Nature of Moksha,jiva and jagat ,Philosophy of Charvaka-jadvada and dehatmavada

Module II : Jain Darshan and Buddhism

2.1 **Jain Darshan**-Principles of Ahimsa,Anekantvad ,Jain Metaphysics-Jiva and

Ajiva
2.2 Buddhism-Four Noble Truths,Ashtangmarg ,Concept of Nirvana

D) Reference Materials	
D1) Text Books for Reading	
1	Dikshit Shrinivas <i>Bharatiya Tatvadnyan</i> (Marathi), Phadke Publication
2	Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavan RN. (2022), <i>Introduction to Indian Knowledge System: Concepts and Applications</i> . PHI Learning Private Ltd.
3	H.Hiriyana(1980) <i>Outline of Indian Philosophy</i> ,Blackie and Son Publications
4	Radhakrishnan Sarvepalli (1989) <i>Indian Philosophy Vol I&II</i> ,Oxford University Press
5	<i>Rathod Ashwinkumar Prachin Bharatiya Dnyan Parampara (प्राचीन भारतीय ज्ञान परंपरा) (2023)</i> Nagpur:: Saianath Prakashan
	https://nios.ac.in/media/documents/bgp/347_Bharatiya_Darshan/Hindi_Medium/L5.pdf
D2) Books for Reference	
1	S. Balachandra Rao, <i>Indian Mathematics and Astronomy: Some Landmarks</i> , 3rd Ed. Bhavan's Gandhi Centre, Bangalore, 2004.
2	S.N. Sen and K. S. Shukla, Eds., <i>History of Astronomy in India</i> , 2nd Ed., INSA, New Delhi, 2001
3	Āryabhaṭīya of Āryabhaṭa, Edited with translation and notes, K. S. Shukla and K. V. Sarma, Indian National Science Academy, New Delhi, New Delhi, 1976.

E) Suggested methods of Teaching:	
i)	Lecture
ii)	Seminar
iii)	discussion
iv)	Dialogue Method

F) Course Outcomes: After completion of the Course,the student will be able to		Blooms Taxonomy
CO1	Recall the rich heritage of Indian knowledge	Knowledge

	systems	
CO2	Describe the contribution of Indian philosophical knowledge systems to the world	Comprehension
CO3	Demonstrate knowledge of philosophical diversity that constitutes the soul of Bharatvarsha	Comprehension
CO4	Apply traditional knowledge and techniques in day-to-day life	Application

G) Scheme of Course Evaluation

1.	End Semester Examination (ESE)	40
2.	Continuous Internal Evaluation (CIE)	10
3.	Total Marks	50

H) Suggested techniques for Continuous Internal Evaluation (Any one /10 Marks/)

1.	Seminar	
2.	Power point presentation	
	Total Marks	10

I) Question Paper Pattern (30 Marks)

Q. No.	Nature / Type of Question	Marks
1. A.	Choose the correct alternative and rewrite sentence/MCQ(5 Qns * 1 mark)	05
1. B.	Answer in one sentence (5 Qns * 1 mark)	05
3.	Answer in brief/Short notes(Any4 out of 6)(4*5 marks)	20
4.	Answer in detail/Essay type(with internal option)	10
	Total Marks	40

Mahavir Mahavidyalaya ,Kolhapur (Autonomous)

B.Com. Part-I Semester-I

Skill Enhancement Course (SEC – I)

Insurance Skills - I

Syllabus (w.e.f. June 2024) As per NEP 2.0

Semester	I	Total credits	2
Course code	SEC I	Credit pattern	L- 30 hrs, T - 40 Marks
Course title	Insurance Skills – I		

Course Objectives:

1	To learn the concept of insurance and various types of insurance.
2	To impart conceptual knowledge of insurance contract and principles of insurance.

Course Outcomes: By the end of this course it is expected that the students will be able-

1	To understand concept of insurance, types of insurance and significance of insurance
2	To know the insurance contract and principles of insurance
3	To understand the procedure of becoming insurance agent, functions of insurance agent, ethical code of conduct, qualification of insurance agent and remuneration of insurance agent.
4	To know the merits and demerits of privatization of insurance business and IRDA Act.

Module	Content	Teaching Hours
I	Introduction to Insurance: 1.1 Meaning, nature, scope, 1.2 Types of insurance, 1.3 Importance (significance) of insurance, 1.4 Insurance as a social security tool Insurance Contract and Principles of Insurance: 1.5 Meaning, nature, 1.6 Conditions/ essentials of insurance contract, 1.7 Difference between insurance contract and wagering contract, 1.8 Principles of insurance (primary and secondary).	(15)
II	Insurance Agent 2.1 Meaning, appointment, procedure of becoming an agent. 2.2 Pre-requisite for obtaining license (qualification) – duration 2.3 Functions of an agent, remuneration, termination of an agent. 2.4 Ethical code of conduct. Privatization of Insurance Business and IRDA Act 2.5 Introduction, merits and demerits of privatization. 2.6 Development of insurance business after privatization 2.7 IRDA Act 1999- structure, organizational set-up. 2.8 Functions. FDI in insurance business.	15

Marking Scheme

CA (Written examination)	40
CIE (Online Test + Assignments)	10
Toatl	50

Duration: 1.30 Hrs

Total Marks: 40

Instructions: - 1. All Questions are Compulsory

2. Figures to the right indicates full marks

Question	Nature of Question	Marks
Question No.1	Write short answers (Any Two)	10
Question No. 2	Long Answer / Long Answer	10
Question No. 3	Long Answer / Long Answer	10
Question No. 4	Write short Note (Any Two)	10
Total		40

Mahavir Mahavidyalaya, Kolhapur (Autonomous)

B.Com. Part-I Semester-II

Skill Enhancement Course (SEC - II)

Insurance Skills - II

Syllabus (w.e.f. June 2024) As per NEP 2.0

Semester	II	Total credits	2
Course code	SEC – II	Credit pattern	L- 30 hrs, T - 40 Marks
Course title	Insurance Skills – II		

Course Objectives:	
1	To learn and understand the concept of life insurance.
2	To acquaint the students about marine insurance.

Course Outcomes: By the end of this course it is expected that the students will be able-	
1	To know the importance and types of life insurance.
2	To understand about marine insurance, marine perils and its clauses.
3	To understand the concept and procedure of taking fire insurance policy.

Module	Content	Teaching Hours
I	Life Insurance: 1.1 Meaning, nature, 1.2 Significance, 1.3 Procedure of taking life insurance policy, 1.4 Life insurance products- (whole life, endowment, term plans, pension and annuity plans, unit linked insurance plans), 1.5 Settlement of claims, 1.6 LIC of India – role and functions.	(15)
II	Marine Insurance & Fire Insurance: 2.1 Meaning, procedure of taking marine insurance policy, 2.2 Difference between fire and marine insurance, 2.3 Clauses of marine insurance policy, 2.4 Marine losses and perils, 2.5 Types of policies. 2.6 Meaning, procedure of taking fire insurance policy, 2.7 Settlement of claims.	(15)

Learning Recourses		
1	Reference Books	1. G.S. Panda-' Principles and Practices of Insurance' Kalyani Publishers Ludhiana. 2. M. Aribkhan -'Theory and practice of Insurance' Educational Book House, Aligarh. 3. M. Mishra-'Insurance principles and practice' S. Chand & company Ltd. New Delhi. 4. Kothari & Bahi, principles and practice of Insurance' Sahitya Bhawan, Agra. 5. S. Balachandran, General Insurance, Insurance Institute of India, Mumbai. 6. S. Balachandran, Life Insurance, Insurance Institute of India, Mumbai. 7. Insurance Regulatory & Development Authority Act-1999.

Marking Scheme

CA (Written examination)	40
CIE (Online Test + Assignments)	10
Toatl	50

Duration:1.30 Hrs

Total Marks: 40

Instructions: - All Questions are Compulsory

2. Figures to the right indicates full marks

Question	Nature of Question	Marks
Question No.1	Write short answers (Any Two)	10
Question No. 2	Long Answer/ Long Answer	10
Question No. 3	Long Answer/ Long Answer	10
Question No. 4	Write short Note (Any Two)	10
Total		40

B.Com. Part-I (Semester – I & II) (Marketing Skills Paper - I & II)

(New Syllabus to be implemented from June, 2024-25 onwards)

i) Paper : I & II

ii) Title of paper : MARKETING SKILLS

iii) Specific Objectives:

The objective of the course is to help the students to learn and understand Core Concepts of Marketing, Consumer Behaviour, market Segmentation in order to apply them to business.

:

iv) Learning Outcomes:

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

1: To understand Core Concepts of Marketing, Importance of Marketing.

2: To know Consumer Behavior.

3: To understand market Segmentation

v. Module

No. of credits 02

Module1: **Introduction to Marketing** 01

Module2: **Consumer Behaviour and buying decision ,
Market Segmentation** 01

B.Com. Part-I (Semester - I) SEC

MARKETING SKILLS Paper - I

(New Syllabus to be implemented from June, 2024-25 onwards under NEP 2.0)

Module	Title	Teaching Hours	Credit
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Module I	Introduction to Marketing: Meaning & Definition of Marketing- Features of Marketing- Importance of Marketing. Core Concept of Marketing - Need, Want, Demand, Value and Satisfaction, Exchange, transactions & Relationship Company Orientation towards market place:- Production, Concept, Product concept, selling concept Marketingconcept, holistic Marketing concept	(15)	1
Module II	A)Consumer Behaviour and buying decision : Meaning, and Significance of Consumer Behaviour- Factors affecting Consumer Behaviour- The Buying Decision process. B) Segmentation Concept and importance of Market Segmentation-Bases of market segmentation	(15)	1

ii) Title of paper : MARKETING SKILLS Sem II

iii) Specific Objectives: The objective of the course is to help the students to learn and understand Concept of Marketing Mix, 7 Ps of Marketing in detail.

iv) Learning OUTCOMES: By the end of this course it is expected that the student will be able:

1: To know the Concept of Marketing Mix.

2: To know the 7 Ps of Marketing.

v. Module

No. of credits 02

Module1: **Marketing Mix & Product Mix** 01

Module2: **Price ,Place & Promotion Mix** 01

Module	Title	Teaching Hours	Credit
Module I	Marketing Mix: Meaning, 7 'P's of marketing mix 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)	1
Module II	(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. C) Promotion: Meaning, four elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations,] selling process, sales promotion techniques	(15)	1

vi. Equivalence

Shivaji University, Kolhapur	Mahavir Mahavidyalaya (Autonomous Institute) , Kolhapur
B.Com.: Part-I (Semester – I & II) (NEP 2.0)	B.Com. Part-I (Semester – I & II) (NEP 2.0)
Principles of Marketing Paper – I & II	Principles of Marketing Paper – I & II

vii. Recommended Reading

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 to Marketing, 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.

viii) Pattern of Semester Examination:

Theory Paper: 40 Marks

Internal Assessment: 10 Marks

Total Examination Marks: 50 Marks

ix) Nature of Question Paper:

Written Examination

Total Marks = 40 Time=1.5 hours

* All Questions are compulsory (Based on all Modules)

Question	Nature of Question	Marks	Total
Question No1	Short Answers (Any 2 out of 3)	10	40
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	
Internal Evaluation	Home Assignment	5	10
	Oral	5	
Grand Total			50

a) Internal Assessment (10 Marks):

It will be carried out by concerned teachers. The attendance, classroom behaviour, Participation in classroom activities (group discussion, poster presentation, field visit, project work, seminar etc.), classroom test performance and/or submission of assignment by student will be considered for internal assessment.