

SHIVAJI UNIVERSITY, KOLHAPUR.



Estd 1962

NAAC 'A' Grade

Syllabus For

Bachelor of Commerce

B.Com. Part-I

CBCS Pattern

PRINCIPLES of MARKETING

Sem-I & Sem-II

Introduced from June 2018 and Onwards

(Subject to the modifications will be made from time to time)

Shivaji University Kolhapur
B. Com. (CBCS Pattern)
Part- I (Semester I)
PRINCIPLES of MARKETING Paper I
Generic Elective Course
Introduce from June-2018-19

Credits : 4

Objective : The objective of this course is to provide basic knowledge of concepts, principles , tools and techniques of marketing.

Unit : I Introduction : Nature, Scope and importance of marketing ; Evolution of marketing concepts; marketing environment.

(15 Hours)

Unit : II- a) Consumer Behaviour – An Overview : consumer buying process; factors influencing consumer buying decisions.

b) Market Selection : Market segmentation – concept, importance and bases: Target market selection; positioning concept and importance product differentiation vs. market segmentation. .

(15 Hours)

Unit : III – Rural marketing : Growing importance; Distinguishing characteristics of rural marketing ; Understanding rural consumers and rural markets. marketing mix planning for rural markets .

(15 Hours)

Unit : IV- Recent developments in marketing: Social Marketing, Online marketing, green marketing . Markrting Information System-concept and components: Marketing Research and its process. .

(15 Hours)

Shivaji University Kolhapur
B. Com. (CBCS Pattern)
Part- I (Semester II)
PRINCIPLES of MARKETING Paper II
Generic Elective Course

Credits : 4

Objective : The objective of this course is to provide basic knowledge of 4P's of marketing and retailing

Unit : I – Product : Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support; Product life-cycle; New Product Development. .
(15 Hours)

Unit : II –a) Pricing : Significance. Factors affecting price of a product. Pricing policies and Strategies.

b) Nature and Importance of promotion; promotion tools : advertising, personal selling, public relation & sales promotion -concept and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions. .
(15 Hours)

Unit : III –Distribution : Channels of distribution – meaning and importance; Types of distribution channels ; Wholesaling and retailing ; Factors affecting choice of distribution channel; Physical Distribution. Direct marketing and Services marketing- concept and characteristics.

(15 Hours)

Unit : IV – Retailing ; Types of retailing – store -based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations; an overview; Retailing in India : changing scenario.
(15 Hours)

List of Reference Books -Principles of Marketing Paper-I &II
(Semester I & II)

- 1- Kotler Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UI Haque. Principles of Marketing. 13th edition. Pearson Education.
- 2- Michael, J. Etzel, Bruce J. Walker, William J Stantion and Ajay Pandit. Marketing Concepts and Cases. (Speical Indian Edition)
- 3- McCarthy, E Jerome and William D. Perreault, Basic Markting. Richard D. Irwin.
- 4- Lamb, Charles W, Joseph F. Hair, Dheeraj Sharma and Carl McDaniel Marketing :A South Asian Perspective Cengage Learning.
- 5- Pride William M. , D.C. Ferell. Marketing: Planning, Implementation & Control . Cengage Learning .
- 6- Majaro, Simon. The Essence of Marketing Perentice Hall, New Delhi
- 7- Zikmund William G and Michael D's Amico. Marketing :Creaing and Keeping Customers in an E- Commerce World. Thomson Learning.
- 8- Chhabra, T.N, and S.K. Grover. Marketing Management. Fourth Edition Dhanpat Rai & Company.
- 9- The Consumer Protection Act-1986.
- 10- Iacobucci and Kapoor, Marketing Management : A South Asian Perspective, Cengage Leaening

Note- Latest edition of text books may be used.

Equivalence in accordance with titles and contents of paper

(For CBCS semester pattern of B.Com. (Hons) .new syllabus)

Sr. No.	Title of Old Paper	Title of New Paper
1	PRINCIPLES of MARKETING Paper-I (Sem-I)	PRINCIPLES of MARKETING Paper-I (Sem-I)
2	PRINCIPLES of MARKETING Paper-II (Sem-II)	PRINCIPLES of MARKETING Paper-II (Sem-II)

SHIVAJI UNIVERSITY, KOLHAPUR.



Estd 1962
NAAC 'A' Grade
Syllabus For
Bachelor of Commerce
B.Com. Part-I
CBCS Pattern
Business Mathematics
Sem-I & Sem-II

Introduced from June 2018 and Onwards

(Subject to the modifications will be made from time to time)

B.Com. Part- I
Semester – I (CBCS Pattern)
Business Mathematics Paper-I
 (Algebra And Commercial Arithmetic)
Generic Elective Course
To be implemented from June - 2018

Unit No.	Title of the unit	No. of Lectures
1	Progression	15
	1.1 Introduction. 1.2 Definition: Sequence, Arithmetic Progression (A.P.). 1.3 General term (n^{th} term) of an A.P., Sum of the first ' n ' terms of an A. P. and simple examples. 1.3.1 Examples based on the application of Arithmetic Progression to Business. 1.4 Definition : Geometric Progression (G.P.). 1.5 General term (n^{th} term) of an G.P., Sum of the first ' n ' terms of an G. P. and simple examples. 1.5.1 Examples based on the application of Geometric Progression to Business.	
2	Matrices and Determinants	15
	2.1 Introduction. 2.2 Definition of Matrix 2.3 Types of matrices : Rectangular matrix, Row matrix, Column matrix, Square matrix, Diagonal	

	<p>matrix, Scalar matrix, Unit matrix(Identity matrix), Upper triangular matrix, Lower triangular matrix, Null matrix (Zero matrix).</p> <p>2.4 Algebra of matrices : Equality of matrices, Addition and Subtraction of matrices. Scalar multiplication of a matrix, Multiplication of matrices Transpose of a matrix and examples.</p> <p>2.5 Minor, cofactor, Adjoint, Inverse of a square matrix. Finding inverse of a matrix by using adjoint method.</p> <p>2.6 Determinants of second and third order. Determinant of a square matrix, Singular and non – singular matrix. Properties of determinants (without proof), Examples.</p> <p>2.6.1 Cramer's rule, Solution of system of linear equations by cramer's rule.</p>	
3	Ratio, Proportion, Percentage and Interest	15
	<p>3.1 Introduction.</p> <p>3.2 Ratio and Proportion.</p> <p>3.2.1 Simple and compound proportion.</p> <p>3.2.2 Simple examples on ratio and proportion.</p> <p>3.3 Percentage, simple examples.</p> <p>3.4 Interest: Simple Interest, Compound Interest</p> <p>3.4.1 Simple examples based on simple and compound interest.</p>	

	3.5 Annuity : Types of annuity, Present value of an annuity, Future value of an annuity. Examples	
4	Linear Programming Problems (L. P. P.)	15
	4.1 Introduction. 4.2 Definition: Linear Programming, Objective function, Decision variables, Constraints. 4.3 Formulation of L.P.P (Two variables only) 4.4 Definition: Solution to L.P.P., Feasible solution, optimal solution. 4.5 Solution of L.P.P. by graphical method. (cases having no solution, multiple solutions, unbounded solution) Examples.	

*** (1) Non – programmable calculator is allowed.

Reference Books

- 1) **Comprehensive Business Mathematics**, Venna G. R. , New Age International (P) Limited Publishers, New Delhi.
- 2) **Text Book of Matrices**, Shantinayakan.
- 3) **Business Mathematics**, . Kumbhojkar G. V.
- 4) **Business Mathematics**, Soni R. S.
- 5) **Business Mathematics**, Kapoor V. K., Sancheti D. C.
- 6) **Operation Research**, J. K. Sharma.
- 7) **Business Mathematics**, B.Com. Part - I Published by Shivaji University, Kolhapur.

B.Com. Part- I
Semester – II (CBCS Pattern)
Business Mathematics Paper-II
(Calculus)
Generic Elective Course

Unit No.	Title of the unit	No. of Lectures
1	Functions Of Real Variables	15
	<p>1.1 Introduction.</p> <p>1.2 Linear, Quadratic, Exponential ($y = a^x$), Inverse functions and their graphs. Illustrative examples.</p> <p>1.3 Limit of Function.</p> <p>1.3.1 Definition of Limit, Standard limits.</p> <p>1.3.2 Algebra of limits: If $f(x)$ and $g(x)$ are two functions of x and k is any scalar, then</p> <p>(i) $\lim_{x \rightarrow a} [f(x) \pm g(x)] = \lim_{x \rightarrow a} f(x) \pm \lim_{x \rightarrow a} g(x).$</p> <p>(ii) $\lim_{x \rightarrow a} k f(x) = k \cdot \lim_{x \rightarrow a} f(x).$</p> <p>(iii) $\lim_{x \rightarrow a} [f(x) \cdot g(x)] = \lim_{x \rightarrow a} f(x) \cdot \lim_{x \rightarrow a} g(x).$</p> <p>(iv) $\lim_{x \rightarrow a} \frac{f(x)}{g(x)} = \frac{\lim_{x \rightarrow a} f(x)}{\lim_{x \rightarrow a} g(x)},$ provided $\lim_{x \rightarrow a} g(x) \neq 0.$</p> <p>(without proof)</p> <p>1.4 Simple examples.</p>	
2	Differentiation	15
	<p>2.1 Definition : Derivative of a function.</p> <p>2.2 Derivative of some standard functions from first</p>	

	<p>principle ($y = x^n$, $y = e^x$, $y = a^x$. $y = c$, where c is a constant function.</p> <p>2.3 Rules of Differentiation : Sum, Difference, Product and Quotient of two functions.</p> <p>2.3.1 Simple examples.</p> <p>2.4 Second order derivative and examples.</p>	
3	Integration	15
	<p>3.1 Integration - An antiderivative process.</p> <p>3.2 Standard Integrals.</p> <p>3.3 Algebra of integrals : If $f(x)$ and $g(x)$ are two integrable functions and k is any constant, then</p> <p>(i) $\int k \cdot f(x) dx = k \cdot \int f(x) dx$.</p> <p>(ii) $\int [f(x) \pm g(x)] dx = \int f(x) dx \pm \int g(x) dx$.</p> <p>3.3 Methods of integration : (i) Substitution method (ii) Integration by parts.</p> <p>3.3.1 Examples.</p> <p>3.4 Definite integrals and their properties, examples.</p>	
4	Application of Calculus in Business	15
	<p>4.1 Maxima and minima, Case of one variable involving second order derivative.</p> <p>4.2 Cost function, Average cost, Marginal cost, Revenue function, Profit function , Elasticity of demand.</p> <p>4.3 Consumer's surplus and producer's surplus.</p>	

	4.4 Examples based on (4.1), (4.2) and (4.3)	
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- *** (1) Non – programmable calculator is allowed.
 (2) For limit, derivative and integration – trigonometric functions should be omitted.

Reference Books

- 1) **Business Mathematics**, Venna G. R. , New Age International (P) Limited Publishers, New Delhi.
- 2) **Elements of Calculus**, Bhagvat and Pawate.
- 3) **Business Mathematics**, . Kumbhojkar G. V.
- 4) **Business Mathematics**, Soni R. S.
- 5) **Business Mathematics**, Kapoor V. K., Sancheti D. C.
- 6) **Differential Calculus** - Shantinakaran
- 7) **Integral Calculus** – Shantinakaran
- 8) **Business Mathematics** – Agarwal B. M.
- 9) **Business Mathematics**, B.Com. Part - I Published by Shivaji University, Kolhapur.

Equivalence in accordance with titles and contents of paper
(For CBCS pattern – Revised Syllabus)

Sr. No.	Title of old paper	Title of New paper
1.	Business Mathematics Paper- I (Sem I)	Business Mathematics Paper- I (Sem I) (Algebra And Commercial Arithmetic)
2.	Business Mathematics Paper- II (Sem II)	Business Mathematics Paper- II (Sem II) (Calculus)



Estd. 1962
NAAC 'A' Grade
MHRD NIRF - 28th Rank

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शिवाजी वि./अ.मं/3069

दि. 14/07/2017

प्रति,

मा. प्राचार्य/संचालक/समन्वयक/अधिविभागप्रमुख,
सर्व संलग्नित महाविद्यालये/मान्यताप्राप्त संस्था/संबंधित अधिविभाग,
शिवाजी विद्यापीठ, कोल्हापूर

विषय - सर्व विद्याशाखेअंतर्गत भाग-1 पदवी अभ्यासक्रमांमध्ये 'लोकशाही, निवडणूक व सुशासन' हया सक्तीच्या विषयाचा अभ्यासक्रमाचा समावेश केल्याबाबत.

महोदय/महोदया,

उपरोक्त विषयसंदर्भात आपणास आदेशान्वये कळविण्यात येते की, राज्य निवडणूक आयोगाच्या दिनांक 13-06-2017 च्या पत्रास अनुसरून शैक्षणिक वर्ष 2017-18 पासून विद्यापीठ अधिकार मंडळाने सर्व विद्याशाखेअंतर्गत भाग-1 पदवी अभ्यासक्रमांमध्ये 'लोकशाही, निवडणूक व सुशासन' हया सक्तीच्या विषयाचा समावेश केला आहे. सदर अभ्यासक्रम सोबत (Soft Copy)जोडला असून तो विद्यापीठाच्या www.unishivaji.ac.in हया संकेत स्थळावर उपलब्ध करण्यात आला आहे.

- 1) उपरोक्त विषयाचा अभ्यासक्रम हा सर्व विद्याशाखेअंतर्गत पदवी अभ्यासक्रमाच्या भाग-1 साठी सक्तीचा असून तो सर्व विद्यार्थ्यांनी स्वयं अध्ययन पद्धतीने शिकायचा आहे.
- 2) सदर विषयाची परीक्षा एकूण 25 प्रश्नांची 50 गुणांची MCQ पद्धतीची असेल परीक्षा उत्तीर्ण होण्यासाठी संबंधित विद्यार्थ्यांना किमान 40 टक्के गुण(20 गुण) प्राप्त करावे लागतील.
- 3) त्याची परीक्षा ही महाविद्यालयीन स्तरावर घ्यावयाची असून त्याचे प्रमाणपत्र संबंधित महाविद्यालयीन स्तरावर द्यावयाचे आहे व उत्तीर्ण विद्यार्थ्यांची यादी संबंधित अधिविभागप्रमुख/प्राचार्यांनी विद्यापीठाच्या संबंधित परीक्षा विभागास सादर करावयाची आहे.
- 4) संबंधित विद्यार्थी ही परीक्षा उत्तीर्ण झाल्याशिवाय तो पदवी प्रमाणपत्रासाठी पात्र होणार नाही.

तेव्हा उपरोक्त बाब सर्व संबंधित विद्यार्थी व शिक्षकांच्या निदर्शनास आणावी.

कळावे,

आपला विश्वासू,


उपकुलसचिव

प्रत:-

1. स्वीय सहाय्यक, मा.कुलगुरु, मा.प्रभारी प्र.कुलगुरु,
मा.कुलसचिव व मा.परीक्षा नियंत्रक संचालक, परीक्षा व मूल्यांकन मंडळ
2. प्रभारी अधिष्ठाता सर्व विद्याशाखा व अध्यक्ष, विशय समन्वय समिती यांना माहितीसाठी
3. बी.ए., बी.कॉम, बी.एस्सी,
4. इतर परीक्षा 1, 2, 3, 4 विभाग
4. परीक्षक नियुक्ती विभाग
5. संलग्नता विभाग
6. दूरशिक्षण केंद्र
7. पात्रता विभाग
8. आय.टी.सेल
9. सभा विभाग
10. पी.जी.बी.यु.टी.आर. विभाग
11. पी.जी.प्रवेश विभाग
12. पी.जी.सेमिनार

यांना माहितीसाठी व पुढील योग्य त्या कार्यवाहीसाठी

SHIVAJI UNIVERSITY, KOLHAPUR.



Estd 1962
NAAC 'A' Grade
Syllabus For

Bachelor of Commerce
B.Com. Part-I
CBCS Pattern
Sem-I & Sem-II

Introduced from June 2018 and Onwards

(Subject to the modifications will be made from time to time)

Shivaji University, Kolhapur
B.Com. Part I – Ability Enhancement Compulsory Course
(Compulsory English) (CBCS)
English for Business Communication

Detailed Syllabus
June 2018 onwards

Course Objectives:

1. To acquaint students with communication skills.
2. To inculcate human values among the students through poems and prose.
3. To improve the language and business competence of the students.

Semester –I (Paper-A)

Module - I

- A) Developing Vocabulary
- B) On Smiles – A. G. Gardiner**

Module - II

- A) Description
- B) The Unknown Citizen - W. H. Auden**

Module - III

- A) Narration
- B) Panch Parameshvar - Premchand**

Module - IV

- A) **Kabuliwala** - Rabindranath Tagore
- B) Offering in the Temple** - Desika Pillai
- C) Felling of the Bunyan Tree** - Dilip Chitre

Division of Teaching hours (Total 60 Periods)

1. Communication Skills: 3 X 12 = 36 periods
2. Reading Comprehension: 6X4 = 24 periods

Pattern of Question Paper

SEMESTER I (Paper – A)

Total Marks: 50

Que. No.	Sub. Que.	Type of Question	Based on Unit	Marks
Q.1	A	Four multiple choice questions with four alternatives to be set.	Prose and poetry units.	04
	B	Answer in one word/phrase/sentence each. (Skimming and scanning questions to be set).	Prose and poetry units.	04
Q.2	A	Answer the following questions in 3 to 4 sentences each (4 out of 6)	Prose and poetry units.	08
	B	Write short notes on the following in about 7 to 8 sentences each (3 out of 5)	Prose and poetry units.	09
Q.3	---	Do as directed. 4 different exercises to be set for 2 marks each.	Module I - A	08
Q.4	A	I) Describing places/daily routine II) Describing objects / persons (5 marks each).	Module II - A Description	10
	B	Question to be set on Narration	Module III - A	07

Shivaji University, Kolhapur
B.Com. Part I – Ability Enhancement Compulsory Course
(Compulsory English) (CBCS)
English for Business Communication

Detailed Syllabus
June 2018 onwards
Semester –II (Paper – B)

Module - V

- A) Business Correspondence
- B) Why does the child Cry – Mulk Raj Anand**

Module - VI

- A) Telephonic Communication
- B) The Necklace - Guy de Maupassant**

Module - VII

- A) English for Specific Purposes
- B) I Thank You God – Bernard Dadie**

Module - VIII

- A) **War** - Luigi Pirandello
- B) **The Cuckoo** - William Wordsworth
- C) **Let Me Not....** - William Shakespeare

Division of Teaching (Total 60 Periods)

1. Communication Skills: 3 X 12 = 36 periods
2. Reading Comprehension: 6X4 = 24 periods

Pattern of Question Paper

SEMESTER II (Paper – B)

Total Marks: 50

Que. No	Sub. Que	Type of Question	Based on Unit	Marks
Q.1	A	Four multiple choice questions with four alternatives to be set.	Prose and poetry units.	04
	B	Answer in one word/phrase/sentence each. (Skimming and scanning questions to be set).	Prose and poetry units.	04
Q.2	A	Answer the following questions in 3 to 4 sentences each (4 out of 6)	Prose and poetry units.	08
	B	Write short notes on the following in about 7 to 8 sentences each (3 out of 5)	Prose and poetry units.	09
Q.3		Questions to be set on Business Correspondence	Module V - A	10
	A	Question on Business / Mass Communication letters (5 marks)		
	B	Question on Social Communication letters. (5 marks)		
Q.4	A	Question to be set on Telephonic Communication	Module VI -A	08
	B	Question to be set on English for Specific Purposes	Module VII-A	07

SHIVAJI UNIVERSITY, KOLHAPUR.



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NAAC 'A' Grade
Syllabus For
Bachelor of Commerce
B.Com. Part-I
CBCS Pattern
Financial Accounting
Sem-I & Sem-II

Introduced from June 2018 and Onwards
(Subject to the modifications will be made from time to time)

B. Com. (CBCS Pattern)
Part- I (Semester I)
Financial Accounting Paper I
Core Course

Introduce from June-2018-19

Credits : 4

Course Inputs :

Unit I : Basic Accounting Concepts and Conventions, Accounting Process.
Accounting Standards-Need & Procedure, Concept of IFRS **(15 Hours)**

Unit II : Amalgamation of Partnership Firms **(15 Hours)**

Unit III : Consignment Accounts-Important Terms and Accounting in the books of
Consignor and Consignee. **(15 Hours)**

Unit IV : Accounts of Professionals –preparation of Receipts and Expenditure
Account and Balance sheet of Medical Practitioners and Professional Accountants.
(15 Hours)

B. Com.(CBCS Pattern)
Part- I (Semester- II)
Financial Accounting Paper- II
Core Course

Introduce from June-2018-19

Credits : 4

Unit I : Single Entry System - Conversion Method only

(15 Hours)

Unit II : Conversion of Partnership Firm into a Limited Company-Accounting in the books of partnership Firm only.

(15 Hours)

Unit III : Branch Accounts - Dependent Branch- preparation of Branch Account, Branch Trading and Profit and Loss Account and Stock and Debtors Method

(15 Hours)

Unit IV : Computerized Accounting System :

Introduction to Computerized Accounting. Accounting softwares 'Tally'- preparation of Vouchers, Feeding of Data and Generating of various Reports

(15 Hours)

Suggested Readings :

1. Gupta R.L. and Radhaswamy M – 'Financial Accounting' Sultanchand and Sons, New Delhi.
2. Shukla M.C. Grewal T.S. and Gupta S.C. – 'Advanced Accounts' S.Chand and 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, New Delhi.
5. S.N. Mheswari – 'Advanced Accountancy'
6. Compendium of statement and standard of Accounting. The institute of Chartered Accounts of India.
7. Rajan Chougule, Dhaval chougule –“ Theory and practice of Computer Accounting” Modern Publication, Kolhapur.

Note-

- 1- Practical Questions on unit no-2 to 4 from Sem. I and 1 to 3 from sem. II
- 2- Nature of Question paper will remain same as before

Note- College should make a provision of necessary computers for commerce department to train the students in computer Accounting as prescribed in the syllabus.

Equivalence

1	Financial Accounting Paper I Sem-I	1- Financial Accounting Paper I Sem-I
2	Financial Accounting Paper II Sem-II	2- Financial Accounting Paper II Sem-II

SHIVAJI UNIVERSITY, KOLHAPUR.



Estd 1962
NAAC 'A' Grade
Syllabus For
Bachelor of Commerce
B.Com. Part-I
CBCS Pattern
INSURANCE
Sem-I & Sem-II

Introduced from June 2018 and Onwards

(Subject to the modifications will be made from time to time)

B. Com. (CBCS Pattern)
Part- I (Semester I)
INSURANCE Paper I
Generic Elective Course
Introduce from June-2018-19

Credits : 4

Objective : The objective of this course is to provide basic knowledge of principles and practice of insurance and life insurance.

Unit-1: **Introduction to Insurance** - Definition, characteristics and need of insurance. Economic and commercial significance of insurance. Insurance as a social security tool. Types of insurance in brief. Principles of insurance. Insurance contract and wagering contract. (15 Hours)

Unit-2: **Life Insurance** – Meaning and Nature of life insurance. Life insurance products, - whole life, endowment, term plans, pension and annuity plans , unit linked Insurance plans. (15 Hours)

Unit-3: **Life Insurance Policy** – Meaning, Procedure of taking life insurance policy-policy conditions –settlement of claims. (15 Hours)

Unit-4: **Life Insurance Business in India** – Growth of life insurance business after privatization. Evaluation of performance of LIC of India and private companies. Insurance Regulatory and Development Authority Act, 1999- structure. organizational set up and functions. (15 Hours)

Note- visit to Life Insurance Company &/or Guest lecturers may be arranged .

Shivaji University Kolhapur
B. Com. (CBCS Pattern)
Part- I (Semester II)
INSURANCE Paper- II
Generic Elective Course

Credits : 4

Objective :

The objective of this course is to enable students to know the fundamentals of general insurance.

Unit - 1 : **Fire Insurance** - Meaning - Procedure of taking fire Insurance policy - policy conditions- kinds of policies - cancellation and forfeiture of policy - Renewal of policy - settlement of claims. . (15 Hours)

Unit-2 : **Marine Insurance** - 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 (15 Hours)

Unit - 3 : **Miscellaneous Insurance (only nature & cover)**

- a. Personal Accident insurance
- b. Health insurance
- c. Motor Insurance
- d BurglaryInsurance
- e Liability Insurance
- d. Fidelity guarantee Insurance
- e. Cattle Insurance
- f. Crop Insurance

Unit - 4 : **General Insurance Business in India** : Growth of general insurance business after privatization . Evaluation of performance of public and private companies- Foreign Direct Investment (FDI) in insurance business- merits and demerits, current scenario - Bancassurance . (15 Hours)

Note:- Visit to general insurance company and /or a Guest lectures may be arranged.

List of Reference books (Paper I & II)

1. G.S. Panda-' Principles and Practices of Insurance' Kalyani Publishers , Ludhiana
2. M. Arifkhan -'Theory and Practice of Insurance' Educational Book House, Aligarh.
3. M.N. Mishra-'Insurance Principles and Practice' S. Chand & Company Ltd. New Delhi.
4. Kothari & Bahl, 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.

Note- Latest edition of text books may be used.

Equivalence in accordance with titles and contents of paper

(For CBCS semester pattern of new syllabus)

Sr. No.	Title of Old Paper	Title of New Paper
1	Insurance Paper-I (Sem-I)	Insurance Paper- I (Sem-I)
2	Insurance Paper-II (Sem-II)	Insurance Paper- II (Sem-II)

SHIVAJI UNIVERSITY, KOLHAPUR.



Estd 1962
NAAC 'A' Grade
Syllabus For
Bachelor of Commerce
B.Com. Part-I
CBCS Pattern
Management Principles and Applications
Sem-I & Sem-II

Introduced from June 2018 and Onwards

(Subject to the modifications will be made from time to time)

B.Com. Part-I
Semester I
As per CBCS Pattern
Introduced from June 2018-19
Management Principles and Applications -Paper-I
Core Course

Duration: 2 hrs.

Marks: 50

Lectures : 60

Objective:

1. To provide the student with an understanding of basic management concepts, principles and practices.
2. To provide the student with detailed understanding of basic management functions.

Unit 1: Introduction to the Management:

Lectures-15

Meaning, Definition and Need for Study

- Contribution towards development of Management Theory

- Elton Mayo- Hawthorne Experiment- its implications and limitations
- Peter Drucker – M.B.O

Different Approaches to Management its use and limitations-Behavioral Approach, Systems Approach, Contingency Approach

Unit 2: Planning and Decision Making

Lectures-15

Meaning and Definition of Planning - Types of Planning – Steps in Planning Process

Environmental Analysis and diagnosis (Internal and external environment) –Definition, Importance and SWOC Analysis.

Decision Making- concept- importance; Decision-making Process, Perfect Rationality and bounded rationality, Techniques of Decision making -qualitative and quantitative

Unit 3: Organizing

Lectures- 15

Organizing – Meaning -The Process/steps of organization – Principles of organizing– Organization Chart

Delegation of Authority – Meaning - Elements –Difficulties in delegation – Guidelines for making delegation effective.

Centralization and Decentralization - Meaning, Merits and Demerits

Organization Structure -line, line and staff, and functional, Network organization structure.

4: Direction and Communication

Lectures- 15

Direction- Meaning, Elements, Principles & Techniques

Communication-Meaning, Importance /Process of Communication, Types of communication, Barriers to Communication.Overcoming Barriers to Communication

Suggested Readings:

1. Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education.
2. Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.
3. George Terry, Principles of Management, Richard D. Irwin
4. Newman, Summer, and Gilbert, Management, PHI
5. James H. Donnelly, Fundamentals of Management, Pearson Education.
6. B.P. Singh and A.K.Singh, Essentials of Management, Excel Books
7. Griffin, Management Principles and Application, Cengage Learning
8. Robert Kreitner, Management Theory and Application, Cengage Learning
9. TN Chhabra, Management Concepts and Practice, DhanpatRai& Co. (Pvt. Ltd.), New Delhi
10. Peter F Drucker, Practice of Management, Mercury Books, London
11. Organisation and Management- Dr. C.B. Gupta
12. Business Organisation and Management –M.C.Shukla
13. Essentials of Management- Koontz and O' Donnell
14. Management: Stoner
16. Management: Moshal
17. Principles of Management- P.C. Tripathi and P.H.Reddy
18. Management- Principles and practice- Shriniwas & Chunawala
19. Principles of management: Terry,G.R.and Stephen Franklin

Syllabus For
B.Com. Part-I
Semester II
As per CBCS Pattern
Introduced from June 2018-19
Management Principles & Application -Paper-II
Core Course

Duration: 2 hrs.

Marks: 50

Lectures : 60

Objective:

1. To provide the student with an understanding of basic management concepts, principles and practices.
2. To provide the student with detailed understanding of basic management functions

Unit 1: Motivation -

Lectures: 20

Motivation: Concept, Importance, extrinsic and intrinsic motivation; Theories of Motivation - Maslow's Need-Hierarchy Theory; Herzberg's Two-factor theory, Douglas McGregor's Theory X and Theory Y and William Ouchi's theory Z.

Unit 2: Leadership

Lectures: 20

Leadership - Concept, Importance, Theories of Leadership -Likert's scale theory, Blake and Mouten's Managerial Grid theory, House's Path Goal theory. Leadership Styles- Autocratic, Democratic and Free rein. Leadership styles of Shivaji Maharaj, Mahatma Gandhi, Dr. Babasaheb Ambedkar.

Unit 3 :Co-ordination and Control: Lectures :10

Co-ordination – Concept – Need – Techniques of establishing co-ordination. Control-Concept, Process, Limitations .Principles of Effective Control. Techniques of Control –Traditional Modern.

Unit 4 :Emerging issues in Management:

Lectures: 10

Social and Ethical Issues in Management - Corporate Social Responsibility-Meaning and Importance. Concept & Social Responsibility – Corporate Social Responsibility – Meaning – Importance. Green Management – Management & Change – Concept, Need for Change –Lewins Kurtz's three Stages& Plane Change. Resistance to Change – Overcoming Resistance to Change.

Suggested Readings:

1. Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education.
2. Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.
3. George Terry, Principles of Management, Richard D. Irwin
4. Newman, Summer, and Gilbert, Management, PHI
5. James H. Donnelly, Fundamentals of Management, Pearson Education.
6. B.P. Singh and A.K.Singh, Essentials of Management, Excel Books
7. Griffin, Management Principles and Application, Cengage Learning
8. Robert Kreitner, Management Theory and Application, Cengage Learning
9. TN Chhabra, Management Concepts and Practice, DhanpatRai& Co. (Pvt. Ltd.), New Delhi
10. Peter F Drucker, Practice of Management, Mercury Books, London
11. SharuRanganekar–In the World of Corporate Managers.
12. Organisation and Management- Dr. C.B. Gupta
13. Business Organisation and Management –M.C.Shukla
14. Essentials of Management- Koontz and O’ Donnell
15. Management: Stoner
16. Principles and Practice of Management- L.M. Prasad
17. Management: Moshal
18. Principles of Management- P.C. Tripathi and P.H.Reddy
19. Management- Principles and practice- Shriniwas&Chunawala
20. Principles of management: Terry,G.R.and Stephen Franklin

Equivalence

B. Com. Part-I – Semester I and II

Pre-Revised Course	Revised Course
1-PRINCIPLES OF BUSINESS MANAGEMENT Paper –I	1- Management Principles & Application Paper –I
2-PRINCIPLES OF BUSINESS MANAGEMENT Paper –II	2- Management Principles & Application Paper -II

UNITS & PERIODS ALLOTTED

Units No. of Periods

Unit - 1. 15

Unit - 2. 15

Unit - 3. 15

Unit - 4. 15

Total Periods 60

SHIVAJI UNIVERSITY, KOLHAPUR.



Estd 1962
NAAC 'A' Grade
Syllabus For
Bachelor of Commerce
B.Com. Part-I
CBCS Pattern
MICRO ECONOMICS
Sem-I & Sem-II

Introduced from June 2018 and Onwards

(Subject to the modifications will be made from time to time)

Shivaji University Kolhapur
B. Com. (CBCS Pattern)
Part- I (Semester I)
MICRO ECONOMICS Paper I
Core Course
Introduce from June-2018-19

Credits : 4

Objective- Objective of the course is to acquaint students with the concepts of micro economics dealing with consumer behaviour. The course also makes the student understand the supply side of the market through the production and the cost behaviour of firm.

Learning Outcomes – The student should be able to apply tools of consumer behaviour and firm theory to business situation.

Unit I: Demand and Consumer behaviour (15 Hours)

Concept of demand.

Indifference Curve Analysis – Meaning, indifference curve map, Characteristics, Marginal rate of substitution (MRS) - Consumer's equilibrium-Income effect, Substitution effect, Price effect. Application of indifference curve.
Engle curve.

Unit II: Demand forecasting: (15 Hours)

Meaning- Importance of demand forecasting in Business decision making.
Methods of Demand Forecasting – Market Survey, Time series and Graphical method.

Unit III: Production function- (15 Hours)

Concept of production function - fixed and variable inputs. – Law of variable proportions and Law of Returns to scale- Internal and External economies of scale.
Isoquants- Concept, Marginal Rate of Technical Substitution (MRTS), Economic region of production, Optimal combination of resources, Expansion path.

Unit IV: Cost of production and Revenue: (15 Hours)

Cost of production – Money and Real cost, Private and Social cost, Opportunity cost.
Short and long run cost curves. Modern approach of cost curves.
Revenue – Total, Average and Marginal revenue - Revenue curves in perfect competition and imperfect competition.

Shivaji University Kolhapur
B. Com. (CBCS Pattern)
Part- I (Semester II)
MICRO ECONOMICS Paper II
Core Course

Credits : 4

Objective- Objective of the course is to acquaint students with the concepts of micro economics dealing with consumer behaviour. The course also makes the student understand the supply side of the market through the production and the cost behaviour of firm.

Learning Outcomes – The student should be able to apply tools of consumer behaviour and firm theory to business situation.

Unit I: Perfect competition: (15 Hours)

Meaning -Equilibrium of firm in short run and long run.
Equilibrium of industry in short run and long run.
Measuring producer's surplus under perfect competition.

Unit II: Monopoly : (15 Hours)

Meaning. Price determination under monopoly.
Concept and types of price discrimination.
Measurement of monopoly power.

Unit III : Monopolistic competition and Oligopoly (15 Hours)

Monopolistic competition – Characteristics- Equilibrium of firm in short run and long run.
Oligopoly market- Characteristics. Price determination in Oligopoly market - Price war, Price leadership and kinky demand curve.

Unit IV: Factor Pricing (15 Hours)

Rent- Meaning - Ricardo's & Modern theory of rent
Wage- Meaning -Money and Real wage. Wage differentials.
Interest –Meaning. Liquidity preference theory of interest
Profit – Meaning. Gross and Net profit – Risks –Bearing and Uncertainty theories of profit.

Reference Books:

Sem. I and II

1 Lipsey R.G. and K. A. Criystal ; ‘Economics’ ,Oxford University perss.

2 Bilas,Richard A, ‘Micro Economic Theory,A Graphical Analysis’ McGraw HillBook Co.Kogakusha co ltd.

3 Amita Sachdeva, ‘Micro Economics’ Kusum Lata Publishers.

4 Alfred Marshall, ‘Principals of Economics’

5 Boulding E. K. ‘Economic analysis’

6 A W Stonier and D C Hague ‘A Textbook of Economics’

7 Chamberlin E.H. ‘Economic Theory of Monopolistic Competition’

8 Baumol W. L. ‘Economic Theory and Operation Analysis’

9 M. L. Jhingan, ‘Advanced Economic Theory’

10 K. K. Dewett ‘ Modern Economic Theory’

11 K. P. M. Sundaram and M. C. Vaish, ‘Principles of Economics’

12 Samuelsson, ‘Economics’

13 Mrs. Joan Robinson, ‘Economics of Imperfect Competition’

14 J.S.Stigler , ‘Theory of Price’

15 H.L.Ahuja, ‘Advanced Economic Theory’

16 M.L.Seth, ‘Micro Economics’

Note: Latest edition of text books shall be used

Note: 60 lectures including tutorial work.

Equivalence

Sr. No	Old paper	New paper
1	Business Economics Paper I	Micro Economics Paper I
2	Business Economics Paper II	Micro Economics Paper II