

Vivekanand College (Autonomous), Kolhapur



Teacher Name: Mr. Sunny. S. Kale

Department: Commerce

Teaching Plan

2023-2024

First Term

Month	Class	Course	Topic
June	B.Com-I		Admission
	B.Com-II		Admission
	B.Com-III		Admission
July	B.Com-I	Financial Accounting-I	Introduction to Accounting: -Meaning nature and advantages of accounting – branches of accounting- accounting concepts and conventions, reading of ledger account
		Principles of Marketing-I	A. Introduction of Marketing Meaning & Definition of Marketing- Features of Marketing- Importance of Marketing, Scope of Marketing, Core Concept of Marketing, holistic Marketing concept B. Recent developments in marketing: Social Marketing, Digital Marketing, Green Marketing, Relationship Marketing.
	B.Com-II	Fundamental of Entrepreneurship	Entrepreneur: Concept- classification- functions- qualities of successful entrepreneurs- Types of an Entrepreneur- Sociopreneur, Edupreneur, Ecopreneur, Netpreneu, Intrapreneur (Only concept and characteristics) , Obstacles to become an entrepreneur- Challenges before an entrepreneur in modern era. Practical: Group discussion on various types of entrepreneurs.
	B.Com-III	Industrial Management-II	Introduction to Human Resource Management (HRM) and Human Resource Management (HRP)

			Nature, Scope, Objectives, Functions of HRM, Strategic Human Resource Management, Skills and Proficiency of HR managers. Objectives of HRP, Requirements of effective HRP, HRP Process, Manpower Demand Forecasting Techniques. Job Analysis: Concept, Job Description, Job Specification and Job Analysis Process.
August	B.Com-I	Financial Accounting-I	Conversion of Partnership Firm in to Limited Company : Meaning , Objectives of conversion, Methods of ascertainment of purchase consideration, Conversion Accounting In the Books of Partnership Firm and Limited Company
		Principles of Marketing-I	Consumer Behavior: Meaning, and Significance of Consumer Behavior - Factors affecting Consumer Behavior- The Buying Decision process.
	B.Com-II	Fundamental of Entrepreneurship	Entrepreneurship : Concept- Importance- Theories of entrepreneurship- Joseph Schumpeter's Innovation theory, Knight's risk-taking theory - Entrepreneurship in service Industry- Role of service sector in national economy- opportunities in service sector. <i>Practical: Power point presentation on opportunities of service industry.</i>
	B.Com-III	Industrial Management-II	Employee Talent acquisition: Introduction to Recruitment--Sources of Recruitment, Recruitment Process, Types of Recruitment. Introduction to Selection--- Selection Process, Tests of Selection, Orientation and Induction Process.
September	B.Com-I	Financial Accounting-I	Amalgamation of Partnership Firm : Meaning, Need, Objectives Calculation of Purchase consideration, Accounting for Amalgamation of Partnership firm
		Principles of Marketing-I	A. Marketing Research – Meaning, objectives, importance and Process of marketing research



			B. Marketing Information System (MIS): Concept, Importance and components of MIS.
	B.Com-II	Fundamental of Entrepreneurship	Entrepreneurship Development and Recent Trends in Entrepreneurship: Institutional support for Entrepreneurship development - MCED, DIC – Recent trends – Start up, Stand up, Skill India, Make in India- Incubation Centre- concept and importance. <i>Practical: Prepare wallpaper on any concept of recent trends or institutional support.</i>
	B.Com-III	Industrial Management-II	Employee Training and Development: Employee Training: Difference Between Training and Development, Need for Training, Training Process, Evaluation of Training, Types of Training, Selection of Training Methods. Employee Development: Introduction To Executive Development. Objectives of Executive Development, Methods of Executive Development.
October	B.Com-I	Financial Accounting-I	Accounts of Professionals: Introduction , Meaning Systems of keeping accounts by Professionals Books of Accounts maintained by professionals Preparation of receipts and expenditure accounts and Balance sheet of medical practitioners and professional accountants
		Principles of Marketing-I	A. Segmentation- Meaning, Definition, importance, Bases of market segmentation B. Targeting: Meaning, Definition, strategies Positioning: Meaning, Definition, strategies
	B.Com-II	Fundamental of Entrepreneurship	Stories of Successful Entrepreneurs: Male: Chitale Brothers (Chitale Dairy), Vijay Menon (Menon & Menon Ltd.), Hanmantrao Gaikwad (BVG), Sachin Bansal & Binny Bansal (Flipkart). Female: Aditi Gupta (Whisper Girl), Veena Patil (Veena World), Vandana Luthra (VLCC), Sima Shaha (Mohak Lassi center

			and dairy) -their entrepreneurial sketch and qualities. <i>Practical: Take interview of local entrepreneur and write assignment on its entrepreneurial journey.</i>
	B.Com-III	Industrial Management-II	Employee Performance Appraisal and Merit Rating : Employee Performance Appraisal – Meaning and purpose of Employee Performance, Job evaluation Vs performance appraisal, Basis of Performance Appraisal, Performance Appraisal Process, Methods of Performance Appraisal, Essentials of Effective Performance Appraisal - Ethics in Performance Appraisal, Problems of Performance Appraisal. Merit Rating – Meaning, Benefits of Merit Rating – Difference between performance appraisal and merit rating




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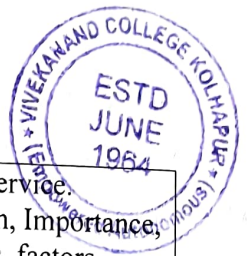
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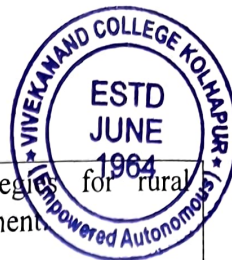
Second Term



Month	Class	Course	Topic
December	B.Com-I	Financial Accounting-II	Single Entry: Conversion of single entry in to double entry system
		Principles of Marketing-II	A. Introduction of Marketing Mix: Meaning, Definition, 7 'P's of marketing mix- Product, Price, Place (Distribution) and Promotion, People, Process, Physical Evidence. B. Product –Meaning, Types of Product, product quality, product design, Brand name and Trade Mark, after sales service, packaging - Role and functions of packaging, Product life-cycle
	B.Com-II	Fundamental of Entrepreneurship-II	Micro, Small and Medium Enterprises (MSME) - Definition -Importance - Problems & remedies of MSME- Steps involved in the formation of small enterprises- location, clearances, permits required, formalities, licensing and registration procedure, E-commerce, Franchising - concept, characteristics & importance. <i>Practical: Group discussion on various concepts in this module.</i>
	B.Com-III	Industrial Management-IV	Compensation Management: Objectives of compensation planning, factors influencing compensation planning, types of compensation, characteristics of a desirable wage plan,, methods of wage payment, wage theories, wage structure and wage policy , state regulation of wages. Incentive Plans--- individual based incentive plans, group or team based incentive plan. Bonus, fringe benefits---need and types
January	B.Com-I	Financial Accounting-II	Consignment Accounts: Important terms and accounting procedure in the books of consignor and consignee
		Principles of Marketing-II	A. Price: Meaning, Definition, Importance of price in the marketing mix, factors



			<p>affecting price of a product/service.</p> <p>B. Place: Meaning, Definition, Importance, types of distribution channels, factors affecting choice of a distribution channel</p>
	B.Com-II	Fundamental of Entrepreneurship-II	<p>Family Business- Meaning, Types, Advantages and Disadvantages of Family Business, Challenges before family business in India, Business Succession Planning, Making family business more effective.</p> <p>Women Entrepreneurship - definition, characteristics - causes of limited growth in India - remedies for women entrepreneurship development in India - Story of Chetana Gala-Sinha (Manadeshi Foundation)</p> <p><i>Practical: Visit any woman entrepreneur under family business and prepare assignment on her interview.</i></p>
	B.Com-III	Industrial Management-IV	<p>Employee Discipline And Grievances: Types of Discipline, Causes of Indiscipline, In Disciplinary Actions, Steps In Disciplinary Actions Causes of Grievance, Effects, of Grievances, Elements Required For An Effective Grievances Handling, Steps In Grievances Handling, Benefits of Grievances Handling, Industrial Disputes Meaning, Indian Industry: Grievance Management.</p>
February	B.Com-I	Financial Accounting-II	<p>Departmental Accounting: Meaning of Department & Departmental Accounting, Basics of Allocation of Expenses and Incomes/ Receipts, InterDepartmental Transfer: at cost price and invoice price stock reserve, Departmental trading and profit & Loss account and balancesheet</p>
		Principles of Marketing-II	<p>Promotion: Meaning, elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations,] selling process, sales promotion techniques</p>
	B.Com-II	Fundamental of Entrepreneurship-II	<p>Rural & Agro Entrepreneurship - Concept - Problems of rural entrepreneurship in agricultural sector and</p>



			<p>village industry - Strategy for rural entrepreneurship development</p> <p>Agro entrepreneurship- meaning and concept, Importance, entrepreneurial opportunities in Agro sector, Challenges before Agro entrepreneurship.</p> <p><i>Practical: Prepare power point presentation on self-employment opportunities in rural and agro entrepreneurship.</i></p>
	B.Com-III	Industrial Management-IV	<p>Human Resource Accounting, Audit and Human Resource Information System: Concept of Human Resource Accounting (HRA) objectives, advantages. Methods of Human Resource Accounting. Concept of HR Audit, objectives of HR Audit, HR Audit Process. Concept of Human Resource Information System (HRIS) objectives, advantages, limitations of HRIS, significance of HRIS. Significance of HRIS in today's Corporate World.</p>
March	B.Com-I	Financial Accounting-II	<p>Financial Accounting Standard Concept, Benefits, Salient Features of first-time adoption of Indian Accounting Standards (Ind-AS), International Financial Reporting Standards (IFRS): Need and procedures</p>
		Principles of Marketing-II	<p>A) Retailing: Nature and Importance of Retailing- Classification of Retailers by form of ownership, by key marketing strategies- non-store Retailing. (B) Rural Marketing: Concept, Problems of rural marketing, Rural marketing strategies.</p>
	B.Com-II	Fundamental of Entrepreneurship-II	<p>Business Plan and Project Report - Meaning and Concept of Business Plan, Key elements of Business Plan- Concept and classification of Project- Project Report- Project for Oil Mill, Retail stores, Beauty Parlor and Ecofriendly bag production.</p>

			<i>Practical: Visit any business entity and prepare project report.</i>
	B.Com-III	Industrial Management-IV	International HRM: Concept Of IHRM, Difference Between Domestic HRM And IHRM, External Factors Impacting IHRM, IHRM Activities.




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