

Annual Teaching Plan

Academic Year: 2023-2024

B.Com- I

Semester: I

Department: Commerce

Course Title: Principles Of Marketing. I

Name of the teacher: Mr. Chavan S.N.

SEMESTER-I

Month: July, 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Introduction to Marketing	Meaning & Definition of Marketing- Features of Marketing- Importance of Marketing, Scope of Marketing, Core Concept of Marketing - Need, Want, Demand, Value and Satisfaction, Exchange, transactions, holistic Marketing concept Recent developments in marketing: Social Marketing, Digital Marketing, Green Marketing, Relationship Marketing.
15		15		
Month: August, 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	Consumer Behaviour	Meaning, and Significance of Consumer Behaviour - Factors affecting Consumer Behaviour- The Buying Decision process.
15		15		
Month : September, 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	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.
15		15		
Month : October, 2023			Module/Unit:4	Sub-units planned
Lectures	Practical's	Total	A)Segmentation, Targeting & Positioning	Concept and importance and Bases of market segmentation, Concept of Targeting, Concept of Positioning,
15		15		



Annual Teaching Plan

Academic Year: 2023-2024

B.Com- I

Semester: II


Department: Commerce

Course Title: Principles of Marketing II

Name of the teacher: Mr. Chavan S.N.

SEMESTER-II

Month: January, 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Marketing Mix	Meaning, 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; New Product Development
15		15		
Month: February, 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	A) Price Mix	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
15		15	B) Place Mix	
Month : March, 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	Promotion	Meaning, four elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations,] selling process, sales promotion techniques
15		15		
Month : April, 2023			Module/Unit: 4	Sub-units planned
Lectures	Practical's	Total	A)Retailing	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.
15		15	(B)Rural Marketing:	


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Annual Teaching Plan

Academic Year: 2023-2024

B.Com- I

Semester: I

Department: Commerce

Course Title: Insurance. I

Name of the teacher: Mr. Chavan S.N.

SEMESTER-I

Month: July, 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Introduction to Insurance	Meaning, nature, scope, types of insurance, importance (significance) of insurance, insurance as a social security tool.
15		15		
Month: August, 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	Insurance Contract and Principles of Insurance	Meaning, nature, conditions/ essentials of insurance contract, difference between insurance contract and wagering contract, principles of insurance (primary and secondary).
15		15		
Month : September, 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	Insurance Agent	Meaning, appointment, procedure of becoming an agent, pre-requisite for obtaining license (qualification) - duration – functions of an agent, remuneration, termination of an agent, ethical code of conduct
15		15		
Month : October November, 2023			Module/Unit:4	Sub-units planned
Lectures	Practical's	Total	Privatization of Insurance Business and IRDA Act	Privatization of Insurance Business and IRDA Act: Introduction, merits and demerits of privatization, development of insurance business after privatization, IRDA Act 1999- structure, organizational set-up and functions. FDI in insurance business
15		15		



Annual Teaching Plan

Academic Year: 2023-2024

B.Com- I

Semester: II


Department: Commerce

Course Title: Insurance II

Name of the teacher: Mr. Chavan S.N.

SEMESTER-II

Month: January, 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Life Insurance	Life Insurance: Meaning, nature, significance, procedure of taking life insurance policy, life insurance products- (whole life, endowment, term plans, pension and annuity plans, unit linked insurance plans) , settlement of claims, LIC of India – role and functions, Major Players in Life Insurance.
15		15		
Month: February, 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	Marine Insurance	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		15		
Month : March, 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	Fire Insurance	Fire Insurance: Meaning, procedure of taking fire insurance policy, policy conditions, and kinds of policies, cancellation and forfeiture of policy, renewal of policy and settlement of claims.
15		15		
Month : April, 2023			Module/Unit:4	Sub-units planned
Lectures	Practical's	Total	General Insurance (Accident) And New Insurance schemes:	General Insurance (Accident) And New Insurance schemes: A) General Insurance-personal accident and sickness insurance, health insurance, motor insurance, burglary insurance, cattle insurance, crop insurance, liability insurance, fidelity guarantee insurance, Major Players in General Insurance . B) Government Sponsored Socially Oriented Insurance Schemes- A. Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) B. Pradhan Mantri Suraksha Bima Yojana (PMSBY) C. Life Cover under Pradhan Mantri Jan Dhan Yojana (PMJDY) D. Varishtha Pension Bima Yojana E. Pradhan Mantri Fasal Bima Yojana (PMFBY) F. Pradhan Mantri Vaya Vandana Yojana (PMVVY)
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Annual Teaching Plan

Academic Year: 2023-2024

B.Com- I

Semester: II


Department: Commerce

Course Title: Insurance II

Name of the teacher: Mr. Chavan S.N.

SEMESTER-II

Month: January, 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Life Insurance	Life Insurance: Meaning, nature, significance, procedure of taking life insurance policy, life insurance products- (whole life, endowment, term plans, pension and annuity plans, unit linked insurance plans) , settlement of claims, LIC of India – role and functions, Major Players in Life Insurance.
15		15		
Month: February, 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	Marine Insurance	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		15		
Month : March, 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	Fire Insurance	Fire Insurance: Meaning, procedure of taking fire insurance policy, policy conditions, and kinds of policies, cancellation and forfeiture of policy, renewal of policy and settlement of claims.
15		15		
Month : April, 2023			Module/Unit:4	Sub-units planned
Lectures	Practical's	Total	General Insurance (Accident) And New Insurance schemes:	General Insurance (Accident) And New Insurance schemes: A) General Insurance- personal accident and sickness insurance, health insurance, motor insurance, burglary insurance, cattle insurance, crop insurance, liability insurance, fidelity guarantee insurance, Major Players in General Insurance . B) Government Sponsored Socially Oriented Insurance Schemes- A. Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) B. Pradhan Mantri Suraksha Bima Yojana (PMSBY) C. Life Cover under Pradhan Mantri Jan Dhan Yojana (PMJDY) D. Varishtha Pension Bima Yojana E. Pradhan Mantri Fasal Bima Yojana (PMFBY) F. Pradhan Mantri Vaya Vandana Yojana (PMVVY)
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Academic Year: 2023-2024

B.Com- II Semester: III

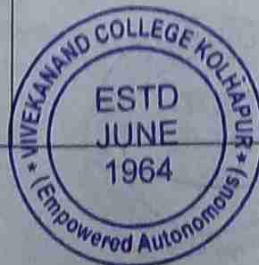
Department: Commerce

Course Title: Fundamentals of Entrepreneurship I

Name of the teacher: Mr. Chavan S.N.

SEMESTER-III

Month: July, August 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Entrepreneur	<p>Entrepreneur: Concept- classification- functions- qualities of successful entrepreneurs- <i>concept of Sociopreneur, Edupreneur, Ecopreneur</i>, Intrapreneur and Netpreneurs- Obstacles to become an entrepreneur- Challenges before an entrepreneur in modern era.</p> <p><i>Practical: Group discussion on various types of entrepreneurs.</i></p>
15		15		
Month: September 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	Entrepreneurship:	<p>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.</p> <p><i>Practical: Power point presentation on opportunities of service industry.</i></p>
15		15		
Month : October 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	Entrepreneurship Development	<p>Concept – Process of EDP in India - Institutional support for Entrepreneurship development - EDI, NIESBUD, MCED, DIC – Recent trends – Start up, Stand up, Skill India, Make in India- Incubation Centre- concept and importance.</p> <p><i>Practical: Prepare wallpaper on any concept of recent trends or institutional support.</i></p>
15		15		
Month : November 2023			Module/Unit:4	Sub-units planned
Lectures	Practicals	Total	Stories of Successful Entrepreneurs	<p>Male: <i>Chitale Brothers (Chitale Dairy), Vijay Menon (Menon & Menon Ltd.)</i>, Hanmantrao Gaikwad (BVG), Sachin Bansal & Binny Bansal (Flipkart).</p> <p>Female: Aditi Gupta (Whisper Girl), Veena Patil (Veena World), Vandana Luthra (VLCC), <i>Sima Shaha (Mohak Lassi center and dairy)</i> -their entrepreneurial sketch and qualities.</p> <p><i>Practical: Take interview of local entrepreneur and write assignment on its entrepreneurial journey.</i></p>
15		15		



Annual Teaching Plan

Academic Year: 2023-2024

B.Com- II Semester: IV

Department: Commerce

Course Title: Fundamentals of Entrepreneurship II

Name of the teacher: Mr. Chavan S.N.

SEMESTER-IV

Month: January 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Micro, Small and Medium Enterprises (MSME)	Micro, Small and Medium Enterprises (MSME) - Definition -Importance - Problems & remedies of MSME- - <i>Steps involved in the formation of small and medium enterprises</i> - 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>
15		15		
Month: February, 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	Women Entrepreneurship	Women Entrepreneurship - definition, characteristics - causes of limited growth in India - remedies for women entrepreneurship development in India - Story of Chetana Gala-Sinha (Manadeshi Foundation) <i>Practical: Visit any woman entrepreneur and prepare assignment on her interview.</i>
15		15		
Month : March, 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	Rural & Agro Entrepreneurship	- Concept - Problems of rural entrepreneurship in agricultural sector and village industry - Strategies for rural entrepreneurship development. Agro entrepreneurship - meaning and concept, Importance, entrepreneurial opportunities in Agro sector, Challenges before Agro entrepreneurship. <i>Practical: Prepare power point presentation on self-employment opportunities in rural and agro entrepreneurship.</i>
15		15		
Month : April, 2023			Module/Unit:4	Sub-units planned
Lectures	Practical's	Total	Project Management	Concept of Project, Project management - Stages of project management - Project appraisal & feasibility study - Introduction of company- Types of company, LLP , Concept of Business Plan, Key elements of Business Plan – Project Report - Project for Dairy, Retail stores, Beauty Parlor and ecofriendly bag production. <i>Practical: Visit any business entity and prepare project report.</i>
15		15		


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Annual Teaching Plan

Academic Year: 2023-2024

B.Com- III

Semester: V

Department: Commerce

Course Title: Business Regulatory Framework I

Name of the teacher: Mr. Chavan S.N.

SEMESTER-V

Month: July, 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Law of Contract- 1872	Law of Contract- 1872 Definition of Business Law and its sources Definition of contract, Essential element and Kinds of Contract, Offer and Acceptance, Capacity of Parties, Consideration, Free Consent and Legality of objectives, Void Contracts ,Discharge of Contract. Remedies for breach of contract Special Contracts : Bailment Pledge and Agency (only Concepts)
15		15		
Month: August, 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	Labour Laws	A) Employees Provident Fund Act- 1952- Meaning and its applicability criteria B) Employees State Insurance Act-1948- Meaning and its applicability criteria. C) Payment of Gratuity (Amendment) Act-2018- Meaning and its applicability criteria. Consumer Protection Act-2019- Definitions- Consumer, Complaint, Complainant, Unfair Trade Practices, Restrictive Trade Practices, Rights of Consumer, Consumer Redressal Agencies- Composition and Jurisdiction.
15		15		
Month : September, 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	Sale of Goods Act,1932 and Goods and Services Tax(GST)	A) Sale of Goods Act- Contract of Sale of goods concept and essentials, Sale and Agreement to sell, Conditions and Warranties, Performance of Contract of Sale B) Goods and Services Tax- Basic framework of GST, Applicability criteria, General understandings of legal provisions regarding invoices, GST Returns, Consequences of Non compliances.
15		15		
Month : October- November, 2023			Module/Unit:4	Sub-units planned
Lectures	Practical's	Total	Indian Partnership Act- 1932 and Limited Liability Partnership Act 2008	A) Indian Partnership Act-1932- Partnership Deed meaning and general terms and conditions, Role and Responsibilities of Partners. B) Limited Liability Partnership Act- 2008- Nature and Silent features of LLP, Incorporation of LLP, Limitations of liability of LLP and Partners, Difference between Partnership and LLP.
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Annual Teaching Plan

Academic Year: 2023-2024

B.Com- III Semester: VI


Department: Commerce

Course Title: Business Regulatory Framework II

Name of the teacher: Mr. Chavan S.N.

SEMESTER-VI

Month: January, 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Company Act, 2013	Meaning, Features and Types of Company, Process of Incorporation of Company, Role, Responsibilities and Powers of Directors, Auditors and Company Secretary. Rights of Share holders, Company meetings and Resolutions Winding up of Company.
15		15		
Month: February, 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	Security Exchange Board of India Act-1992, Competition Act-2002.	A) Security Exchange Board of India Act, 1992(SEBI)- Role , Powers and Functions of SEBI, Listing and Trading of Securities C) Competition Act, 2002- Objectives, Powers and duties of Competition Commission
15		15		
Month : March, 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	Business Transactions and Cyber Laws a) E-commerce	Nature, formation, legality and recognition. b) Intellectual Property Rights: Patent, Copy Right, Trademark and Industrial Design (only concepts) c) Digital Signature: Need, formation, functions, Digital Significance Certificate and Revocation of Digital Signature d) Cyber crimes and offences, Penalties for cyber crimes
15		15		
Month : April, 2023			Module/Unit:4	Sub-units planned
Lectures	Practical's	Total	Negotiable Instrument (Amendment) Act-2015	Meaning and Features of Negotiable instrument, Kinds of Negotiable instrument, Promissory Note, Bill of Exchange and Cheque, Crossing of Cheque and Its kinds, Dishonour of Negotiable instrument and its consequences and Remedies thereon
15		15		


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Annual Teaching Plan

Academic Year: 2023-2024

B.Com- III

Semester: V

Department: Commerce

Course Title: Modern Management Practices. I

Name of the teacher: Mr. Chavan S.N.

SEMESTER-V

Month: July, 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Contribution To Modern Management Practices	a. Modern Management: Concept and Importance of Modern Management in Changing Environment. b. Contribution of Peter Drucker: Management By Objectives (MBO) Concept, Characteristics, Importance, Merits and Demerits. c. Contribution of C.K.Prahlad : Core Competencies, Factors of affecting Core Competencies, Identifying Core Competencies, d. Contribution of Michael Porter: 5 Forces model, Competitive Advantage- Cost Leadership, Differentiation and Focused.
15		15		
Month: August, 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	Introduction to Strategic Management	a. Strategic Management: Concept of Vision, Mission, , Objectives ,Concept of Strategy, Importance of Strategy, Levels of Strategy. Environmental Analysis and SWOC Analysis, strategic management, meaning, characteristic, need, Strategic Management Process – Different Phases b. Levels &Types of Strategies: Corporate level strategy, Business level strategy, Functional level strategy, Operational level strategy.
15		15		
Month : September, 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	Corporate Governance and CSR	Corporate Governance and CSR: a. Corporate Governance: concept, definition, role of board of directors in corporate Governance. Role of shareholders and auditors in corporate Governance concept of ethics, ethical issues in management. b. Corporate Social Responsibility: concept of social responsibility, Areas of social responsibilities. CSR Trends
15		15		
Month : October- November, 23			Module/Unit:4	Sub-units planned
Lectures	Practical's	Total	Knowledge Management and Outsourcing	a. Knowledge Management: Concept, Process and Parameters of Knowledge Management., Knowledge Management Trends. b. Outsourcing: Concept, features, advantages, limitations, Types of outsourcing, Outsourcing Trends c. Knowledge Process Outsourcing (KPO) - concept, advantages and process of Knowledge Process Outsourcing d. Business process outsourcing-(BPO) concept, benefit and risk of Business process outsourcing. e. Legal Process Outsourcing (LPO) concept, benefit and risk of Business process outsourcing.
15		15		



Annual Teaching Plan

Academic Year: 2023-2024

B.Com- III Semester: VI


Department: Commerce

Course Title: Modern Management Practices II

Name of the teacher: Mr. Chavan S.N.

SEMESTER-VI

Month: January, 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Total Quality Management (TQM)	a. TQM: Concept of Quality, Meaning Of TQM. Elements of TQM, Contribution of Deming, Juran and Crosby b. Benchmarking: Concept and Types of Benchmarking. Advantages and limitations. c. Six sigma: meaning, characteristics, and importance of six sigma, levels of six sigma, steps in implementing six sigma, d. Quality Certification: ISO-9000 Series Meaning and Importance of ISO Quality Standards, 20 Elements of ISO 9000
15		15		
Month: February, 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	Event Management:	Concept, Types and Importance. Procedure of event management, Media Management and Public Relations- sponsorship and news release writing, the role and impact of PR in an event environment, Emergency Planning in Events.
15		15		
Month : March, 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	Change Management:	Change Management: Forces of Change, Response To Change, Management of Planned Change. Model. Managing Resistance To Change, Lewin's Three Step Model, Managing Resistance To Change, Trends in Change Management.
15		15		
Month : April, 2023			Module/Unit: 4	Sub-units planned
Lectures	Practical's	Total	International Management:	International Management and Multinational Companies (MNC's)- Advantages and Challenges. Japanese Management and Theory Z, Role of Global Managers. Trends in International Management.
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Annual Teaching Plan

Academic Year: 2023-2024

M.Com- II

Semester: III

Department: Commerce

Course Title: Business Finance I

Name of the teacher: Mr. Chavan S.N.

SEMESTER-III

Month: July, 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Introduction of Business Finance	Business Finance: Concept, scope and significance of business finance. Financial Goal: Wealth maximization and profit maximization. Relationship of finance with other areas of management. Finance Function: Investment decision, finance decision, dividend decision, liquidity decision and routine function.
15		15		
Month: August, 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	Capital Structure and Capitalization	Capital Structure: Meaning, needs of appropriate capital structure and factors influencing the capital structure. Cardinal Principles of Capital Structure: Cost, risk, control, flexibility and timing. Capitalization: Concept and theories of capitalization. Over-capitalization: Concept, causes, effects and remedies. Under-capitalization: Concept, causes, effects and remedies.
15		15		
Month : Sept., 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	Sources of Finance	Equity Shares, Sweat Shares, Preference Shares, Debentures and Term Loans: Meaning, features, merits, demerits and legal provisions. Venture Capital: Concept, process, advantages and limitations. Lease Finance: Concept, Parties and types. Project Finance: Concept, features and main parties
15		15		
Month : Oct- Nov , 2023			Module/Unit: 4	Sub-units planned
Lectures	Practical's	Total	Capital Budgeting	Capital Budgeting: Meaning, importance of capital budgeting. Principles of capital budgeting. Process of capital budgeting. Types of Budget: Production, purchases, sales, Cash, Master Budget, Fixed and Flexible budget.
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Annual Teaching Plan

Academic Year: 2023-2024

M.Com- II

Semester: IV

Department: Commerce

Course Title: Business Finance II

Name of the teacher: Mr. Chavan S.N.

SEMESTER-IV

Month: January, 2023			Module/Unit: 1	Sub-units planned
Lectures	Practicals	Total	Capital Structure	Primary Capital Market: Meaning, role, functions and methods of selling corporate securities in primary capital market. Secondary Capital Market: Meaning, evolution of stock market in India, role and functions of stock exchange, trading mechanism in stock market. SEBI: Role of SEBI in regulating capital markets in India. Depository: Meaning, role, benefits and present position in India. National Securities Depository Limited (NSDL) and Central Depository Services India Limited (CDSL).
15		15		
Month: February, 2023			Module/Unit: 2	Sub-units planned
Lectures	Practicals	Total	Mutual Funds, Portfolio Management and Micro Finance and Credit Rating	Mutual Funds: Meaning and importance and various types of mutual funds - Money Market Funds, Income Funds, Bond Funds, Balanced Funds, Equity Funds, International Funds and Index Funds. Portfolio Management: Meaning, importance, objectives and various issues in portfolio construction. Financial Inclusion: Meaning, needs and government policies. Micro Finance: Concept, features, needs and present position in India. Credit Rating: Meaning, need, credit rating agencies in India and methodology of credit rating
15		15		
Month : March, 2023			Module/Unit: 3	Sub-units planned
Lectures	Practicals	Total	Corporate Failure and Restructuring	Corporate Failure: Meaning, causes and remedies. Corporate Restructuring: Meaning, benefits, legal procedure and forms of restructuring - mergers, amalgamation, acquisition, demerger, divesture and buy out.
15		15		
Month : April, 2023			Module/Unit:4	Sub-units planned
Lectures	Practical's	Total	International Business	International Finance: Concept and importance. Foreign Institutional Investors (FIIs) and Foreign Direct Investment 15 (FDI): Concept, importance, government policy and difference between FII and FDI. Instruments of International Finance: Introduction of various instruments like American Depository Receipts (ADR), Global Depository Receipts (GDR), Indian Depository Receipts (IDR), Foreign Currency Convertible Bonds (FCCB) and Euro Convertible Bonds (ECB).
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