

VIVEKANAND COLLEGE, KOLHAPUR (Empowered Autonomous)

STATEMENT OF SYLLABUS COVERED

Year- 2023-24

Class- B.Com.

Term- 1st

Name of teacher- Mr. U. D. Dabade

Department- Commerce



Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered	Remark
B.Com - II- Sem-III Div-A	Fundamentals of Entrepreneurship Paper - I	<p>Module – I- Entrepreneur: Concept- classification- functions- qualities of successful entrepreneurs- <i>concept of Sociopreneur, Edupreneur, Ecopreneur</i>, Intrapreneur and Netpreneur- Obstacles to become an entrepreneur- Challenges before an entrepreneur in modern era.</p> <p>Module – II- 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>Module – III- Entrepreneurship Development: 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>Module – IV- Stories of Successful Entrepreneurs: Male: <i>Chitale Brothers (Chitale Dairy), Vijay Menon (Menon & Menon Ltd), Hanmantrao</i></p>	<p>Module – I- Entrepreneur: Concept- classification- functions- qualities of successful entrepreneurs- <i>concept of Sociopreneur, Edupreneur, Ecopreneur</i>, Intrapreneur and Netpreneur- Obstacles to become an entrepreneur- Challenges before an entrepreneur in modern era.</p> <p>Module – II- 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>Module – III- Entrepreneurship Development: 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>Module – IV- Stories of Successful Entrepreneurs: Male: <i>Chitale Brothers (Chitale Dairy), Vijay Menon (Menon & Menon Ltd),</i></p>	



<p>B.Com - III, Sem-V- Div- A</p>	<p>Business Regulatory Framework Paper - I</p>	<p>Gaikwad (BVG), Sachin Bansal & Binny Bansal (Flipkart). 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>.....</p>	
	<p>Module -I- 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</p> <p>Module -II - 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-1986- Definitions- Consumer, Complaint, Complainant, Unfair Trade Practices, Restrictive Trade Practices, Rights of Consumer, Consumer Redressal Agencies- Composition and Jurisdiction.</p>	<p>Hammantrao Gaikwad (BVG), Sachin Bansal & Binny Bansal (Flipkart). 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>Module -I- 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</p> <p>Module -II - 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-1986- Definitions- Consumer, Complaint, Complainant, Unfair Trade Practices, Restrictive Trade Practices, Rights of Consumer, Consumer Redressal Agencies- Composition and Jurisdiction.</p>	<p>.....</p>	
	<p>Module -III - 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</p>	<p>Module -III - 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</p>	<p>.....</p>	

		compliances	Non compliances		
		Module -IV - 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.	Module -IV - 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.	
B.Com - III- Sem-V Div- A, B & C	Advanced Accountancy- Paper -I	Module I :- Bank Final Accounts - (Vertical Format Only) Module II :- a) Farm Accounting b) Hire purchase system-Excluding Hire purchase Trading Account Module III :- Insurance Claim - Loss of Stock and Loss of Profit Policy Module IV :- Introduction to Management Accounting and Cost Accounting -Meaning, Advantages, Objectives and Limitations,	Module I :- Bank Final Accounts - (Vertical Format Only) Module II :- a) Farm Accounting b) Hire purchase system-Excluding Hire purchase Trading Account Module III :- Insurance Claim - Loss of Stock and Loss of Profit Policy Module IV :- Introduction to Management Accounting and Cost Accounting -Meaning, Advantages, Objectives and Limitations,	
				

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Term- IInd

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Class	Subject	Syllabus assigned	Syllabus Covered	Syllabus not to Covered	Remark
B.Com- II- Sem-IV Div-A	Fundamentals of Entrepreneurship Paper - II	<p>Module – I- 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.</p> <p>Module – II- 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>Module – III- Rural & Agro Entrepreneurship - Rural Entrepreneurship – Concept - Problems of rural entrepreneurship in agricultural sector and village industry - Strategies for rural entrepreneurship development. Agro entrepreneurship- meaning and concept, Importance, entrepreneurial</p>	<p>Module – I- 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.</p> <p>Module – II- 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>Module – III- Rural & Agro Entrepreneurship - Rural Entrepreneurship – Concept - Problems of rural entrepreneurship in agricultural sector and village industry - Strategies for rural entrepreneurship development. Agro entrepreneurship- meaning and concept, Importance, entrepreneurial</p>	



		opportunities in Agro sector, Challenges before Agro entrepreneurship.	opportunities in Agro sector, Challenges before Agro entrepreneurship.		
		<p>Module – IV - Project Management Project Management - Concept of Project, <i>Project management-</i> Stages of project management - Project appraisal & feasibility study - <i>Introduction of company- Types of company, LLP, Concept of Business Plan, Key elements of Business Plan – Project Report-</i> Project for Dairy, Retail stores, Beauty Parlor and ecofriendly bag production.</p>	<p>Module – IV - Project Management Project Management - Concept of Project, <i>Project management-</i> Stages of project management - Project appraisal & feasibility study - <i>Introduction of company- Types of company, LLP, Concept of Business Plan, Key elements of Business Plan – Project Report-</i> Project for Dairy, Retail stores, Beauty Parlor and ecofriendly bag production.</p>	
B.Com - III, Sem-VI- Div- A	Business Regulatory Framework Paper - II	<p>Module –I- 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 Shareholders, Company meetings and Resolutions Winding up of Company</p> <p>Module -II - Security Exchange Board of India Act-1992, and Competition Act-2002 A) Security Exchange Board of India Act-1992(SEBI)- Role, Powers and Functions of SEBI, Listing and Trading of Securities B) Competition Act-2002- Objectives, Powers and duties of Competition Commission</p>	<p>Module –I- 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 Shareholders, Company meetings and Resolutions Winding up of Company</p> <p>Module -II - Security Exchange Board of India Act-1992, and Competition Act-2002 A) Security Exchange Board of India Act-1992(SEBI)- Role, Powers and Functions of SEBI, Listing and Trading of Securities B) Competition Act-2002- Objectives, Powers and duties of Competition Commission</p>		
		<p>Module -III - 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</p>	<p>Module -III - 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</p>		



		Signature d) Cyber-crimes and offences, Penalties for cyber crimes	Signature d) Cyber-crimes and offences, Penalties for cyber crimes		
		Module - IV - 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	Module - IV - 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		
B.Com - III, Sem - VI-Div -A, B & C	Advanced Accountancy - III	Module - I :- Elements of Cost - Material, Labour, & Overheads, Preparation of Cost Sheet, Quotation	Module - I :- Elements of Cost - Material, Labour, & Overheads, Preparation of Cost Sheet, Quotation	
		Module- II :- Marginal (Variable) Costing-Concept, Advantages limitations, Cost -Volume-Profit (CVP) Analysis and Decision Making.	Module -II :- Marginal (Variable) Costing-Concept, Advantages limitations, Cost - Volume-Profit (CVP) Analysis and Decision Making.	
		Module- III :- Working Capital- Meaning, Significance and calculation of requirement of working capital, preparation of funds flow statement	Module -III :- Working Capital- Meaning, Significance and calculation of requirement of working capital, preparation of funds flow statement	
		Module- IV :- Ratio Analysis- Meaning, Advantages and limitations classifications of ratios- Profitability ratios, turnover ratios, solvency ratios, liquidity ratio	Module- IV :- Ratio Analysis- Meaning, Advantages and limitations classifications of ratios- Profitability ratios, turnover ratios, solvency ratios, liquidity ratio	

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M. Com- I Sem- I	Advanced Accountancy Paper II (Management Accounting	<p>Module -I- Introduction: Introduction of Management Accounting: Meaning of Management Accounting, Scope and Functions of Management Accounting, Role of Management Accountant in Decision Making, Management Accounting vs. Financial Accounting, Management Accounting vs. Cost Accounting, Tools and Techniques of Management Accounting</p> <p>Module -II- Analysis of Financial Statements: Part - I Meaning and Types of Financial Statements, Analysis of financial statements: Comparative Statement Analysis, Common-size Statement Analysis, Trend Analysis</p> <p>Module -III- Analysis of Financial Statements: Part - II Ratio Analysis- Classification of Ratios, Advantages and Limitations of Accounting ratios, Calculations of ratios and interpretation</p> <p>Module-IV-Working Capital: Meaning, Significance and Determinants of Working Capital, Operating Cycle, Types of Working Capital, Estimation of Working Capital Requirements</p>	<p>Module -I- Introduction: Introduction of Management Accounting: Meaning of Management Accounting, Scope and Functions of Management Accounting, Role of Management Accountant in Decision Making, Management Accounting vs. Financial Accounting, Management Accounting vs. Cost Accounting, Tools and Techniques of Management Accounting</p> <p>Module -II- Analysis of Financial Statements: Part - I Meaning and Types of Financial Statements, Analysis of financial statements: Comparative Statement Analysis, Common-size Statement Analysis, Trend Analysis</p> <p>Module -III- Analysis of Financial Statements: Part - II Ratio Analysis- Classification of Ratios, Advantages and Limitations of Accounting ratios, Calculations of ratios and interpretation</p> <p>Module-IV-Working Capital: Meaning, Significance and Determinants of Working Capital, Operating Cycle, Types of Working Capital, Estimation of Working Capital Requirements</p>		

<p>M. Com.- I Sem-I</p> <p>Business Administration Paper-III (Marketing Management)</p>	<p>Module -I <u>A. Basics of Marketing:</u> Introduction, Nature & scope of marketing, the core concepts of marketing, marketing in 21st century, Introduction to Services Marketing. <u>B. Marketing Environment:</u> Micro and Macro marketing environment, Marketing Planning and Marketing Planning process, Differentiation between Sales and Marketing. <u>C. Consumer Behaviour-</u> Meaning and definition of Consumer behaviour, importance, Different buying roles, Consumer buying decision process, factors influencing consumer behaviour.</p>	<p>Module -I <u>A. Basics of Marketing:</u> Introduction, Nature & scope of marketing, the core concepts of marketing, marketing in 21st century, Introduction to Services Marketing. <u>B. Marketing Environment:</u> Micro and Macro marketing environment, Marketing Planning and Marketing Planning process, Differentiation between Sales and Marketing. <u>C. Consumer Behaviour</u> Meaning and definition of Consumer behaviour, importance, Different buying roles, Consumer buying decision process, factors influencing consumer behaviour.</p>	
	<p>Module -II Market segmentation- Meaning and concept, benefits of segmentation, Bases for market segmentation consumer goods market segmentation; industrial goods market segmentation, Market targeting- Selection of segments, Product positioning.</p>	<p>Module -II Market segmentation- Meaning and concept, benefits of segmentation, Bases for market segmentation; industrial goods market segmentation, Market targeting- Selection of segments, Product positioning.</p>	
	<p>Module -III- Marketing Mix- Introduction, Meaning, Scope and importance, 4P's to 4 C's. <u>A. Product Mix:</u> concept of product, difference between product and services, product life cycle (PLC) concept of new product development. <u>B. Price mix:</u> Meaning, elements, importance of price mix, Factors influencing pricing, pricing methods and recent trends in pricing. <u>C. Place mix:</u> meaning and concept of channel of distribution. Types of channel of distribution or intermediaries, factors influencing selection of channels, types of distribution strategies. Concept of logistics and supply chain management. <u>D. Promotion mix:</u> meaning, elements of promotion mix, advertising: definition, importance, limitations, types of media, 5 M's of advertising.</p>	<p>Module -III- Marketing Mix- Introduction, Meaning, Scope and importance, 4P's to 4 C's. <u>A. Product Mix:</u> concept of product, difference between product and services, product life cycle (PLC) concept of new product development. <u>B. Price mix:</u> Meaning, elements, importance of price mix, Factors influencing pricing, pricing methods and recent trends in pricing. <u>C. Place mix:</u> meaning and concept of channel of distribution. Types of channel of distribution or intermediaries, factors influencing selection of channels, types of distribution strategies. Concept of logistics and supply chain management. <u>D. Promotion mix:</u> meaning, elements of promotion mix, advertising: definition, importance, limitations, types of media, 5 M's</p>	



			of advertising.		
		<p>Module-IV</p> <p>A. Branding decisions – concept of branding advantages and disadvantages of branding. Types of Branding.</p> <p>B. Packaging decision – Concept, Packaging advantages and disadvantages. Features and functions of packaging.</p> <p>C. Digital Marketing – Introduction, scope, nature. Tools of digital marketing. Advantages of digital marketing.</p>	<p>A. Branding decisions – concept of branding advantages and disadvantages of branding. Types of Branding.</p> <p>B. Packaging decision – Concept, Packaging advantages and disadvantages. Features and functions of packaging.</p> <p>C. Digital Marketing – Introduction, scope, nature. Tools of digital marketing. Advantages of digital marketing.</p>		
M.Com II Sem -III	Management Accounting Paper I	<p>Unit - I: Introduction-Meaning of Management Accounting, Nature, Tools and techniques of management accounting.</p> <p>Unit - II: Financial Statement – Meaning and Types of Financial Statements. Ratio Analysis Classification of Ratios advantages and limitations of accounting ratios.</p> <p>Unit - III: Working Capital -Meaning Significance and determinants of working capital, operating cycle, Type of working capital, Estimation of working capital.</p> <p>Unit - IV: Funds flow Statement & Case flow Statement:- a) Preparation of Funds Flow Statement.</p> <p>b) Preparation of Cash Flow Statement. (AS-3)</p>	<p>Unit - I: Introduction- Meaning of Management Accounting, Nature, Tools and techniques of management accounting.</p> <p>Unit - II: Financial Statement – Meaning and Types of Financial Statements. Ratio Analysis Classification of Ratios advantages and limitations of accounting ratios.</p> <p>Unit - III: Working Capital - Meaning Significance and determinants of working capital, operating cycle, Type of working capital, Estimation of working capital.</p> <p>Unit - IV: Funds flow Statement & Case flow Statement:- a) Preparation of Funds Flow Statement.</p> <p>b) Preparation of Cash Flow Statement. (AS-3)</p>
M.Com II Sem -III	Advanced Accountancy Paper- VI	<p>Project report can be prepared on any subject or compulsory or respective optional subject incorporated in the M.com Program based on field work 2. Panel of viva-voce examination will be of three experts (one expert is internal and two are external chairman will be external experts and have to submit final marks 3. Viva –voce will be conducted at the end of academic year but before the commencement of theory examination. It will be conducted by the internal & external examiners</p>	<p>Guide to students as per Syllabus</p>

<p>M.Com II Sem -III</p>	<p>Advanced Costing Paper- VI</p>	<p>appointed by the college. 4. 100 Marks of project work will be given collectively by the internal & external examiners and the average of these marks will be taken as final marks by external examiners after via-voce submitted to college 5. Project work will be done by the students individually 6. The project work will be consisting at least typed 50 pages. 7. Two copies of typed project reports should be submitted to the college 8. Students are required to prepare the project report based on the field work and studying the current trends in commerce and management under the guidance of the project guide. Project report can be prepared by using primary and secondary data.</p> <p>Project report can be prepared on any subject or compulsory or respective optional subject incorporated in the M.com Program based on field work 2. Panel of viva-voce examination will be of three experts (one expert is internal and two are external chairman will be external experts and have to submit final marks 3. Viva –voce will be conducted at the end of academic year but before the commencement of theory examination. It will be conducted by the internal & external examiners appointed by the college. 4. 100 Marks of project work will be given collectively by the internal & external examiners and the average of these marks will be taken as final marks by external examiners after via-voce submitted to college 5. Project work will be done by the students individually 6. The project work will be consisting at least typed 50 pages. 7. Two copies of typed project reports should be submitted to the college 8. Students are required to prepare the project report based on the field work and studying the current trends in commerce and management under the guidance of the project guide. Project report can be prepared by using primary and secondary data.</p>	<p>Guide to students as per Syllabus</p> <p>.....</p>	
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<p>M.Com II Sem -III</p>	<p>Business Administration Paper- VI</p>	<p>Project report can be prepared on any subject or compulsory or respective optional subject incorporated in the M.com Program based on field work 2. Panel of viva-voce examination will be of three experts (one expert is internal and two are external chairman will be external experts and have to submit final marks 3. Viva –voce will be conducted at the end of academic year but before the commencement of theory examination. It will be conducted by the internal & external examiners appointed by the college. 4. 100 Marks of project work will be given collectively by the internal & external examiners and the average of these marks will be taken as final marks by external examiners after via-voce submitted to college 5. Project work will be done by the students individually 6. The project work will be consisting at least typed 50 pages. 7. Two copies of typed project reports should be submitted to the college 8. Students are required to prepare the project report based on the field work and studying the current trends in commerce and management under the guidance of the project guide. Project report can be prepared by using primary and secondary data.</p>	<p>Guide to students as per Syllabus</p>	<p>.....</p>
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M.Com.-I Sem-II	Business Administration Paper - VIII (International Marketing)	<p><u>Module -I- International Marketing:</u> International Dimensions of Marketing, Benefits of International Marketing, Challenges And Opportunities In International Marketing, Quality Considerations In International Marketing, Underlying Forces Of International Marketing, Global Vs. International Marketing Management, Internationalization Stages, International Marketing Decisions. Alternative Market Entry Strategies. International Marketing Research: Breadth and scope of international marketing research. Global Marketing Information System. Careers in International Marketing.</p> <p><u>Module -II- Planning For International Marketing:</u> The Planning Process. Global Marketing Environment: Demographic Environment, Economic Environment, Socio-Cultural Environment, Legal and Statutory Environment, Political Environment, Global segmentation, Targeting and Positioning. Global E- Marketing, E-Marketing technology and environment, global e-marketing communication, models, services.</p>	<p><u>Module -I- International Marketing:</u> International Dimensions of Marketing, Benefits of International Marketing, Challenges And Opportunities In International Marketing, Quality Considerations In International Marketing, Underlying Forces Of International Marketing, Global Vs. International Marketing Management, Internationalization Stages, International Marketing Decisions. Alternative Market Entry Strategies. International Marketing Research: Breadth and scope of international marketing research. Global Marketing Information System. Careers in International Marketing.</p> <p><u>Module -II- Planning For International Marketing:</u> The Planning Process. Global Marketing Environment: Demographic Environment, Economic Environment, Socio-Cultural Environment, Legal and Statutory Environment, Political Environment, Global segmentation, Targeting and Positioning. Global E- Marketing, E-Marketing technology and environment, global e-marketing communication, models, services.</p>



		<p>Module –III- International Marketing Mix. Product Decision: Product characteristics, product design, Geographic Expansion strategic alternatives, new product development. Product life cycle in International market. Pricing decisions: Global pricing strategies, environmental influences on pricing, transfer pricing. Global pricing policy alternatives. Approaches to international pricing. Price Escalation. International Marketing Channels: Channel objectives and constraints, Channel Structure, Channel strategy for new market entry. Integrated Marketing Communication and international advertising: Sales promotions in international markets. International Advertising and strategy. Media planning and analysis. Campaign execution and advertising agency.</p>		
		<p>Module –IV- EXIM Policy Government of India (in force at the time): Export Promotion. Export Promotion councils. Bilateral treaties and international marketing. EXIM Bank. Export Financing. Managing Exchange rate fluctuations. Foreign trade policy of Government of India. (The policy in force is applicable) Settlement of International Disputes.</p>		
		<p>Module –III- International Marketing Mix. Product Decision: Product characteristics, product design, Geographic Expansion strategic alternatives, new product development. Product life cycle in International market. Pricing decisions: Global pricing strategies, environmental influences on pricing, transfer pricing. Global pricing policy alternatives. Approaches to international pricing. Price Escalation. International Marketing Channels: Channel objectives and constraints, Channel Structure, Channel strategy for new market entry. Integrated Marketing Communication and international advertising: Sales promotions in international markets. International Advertising and strategy. Media planning and analysis. Campaign execution and advertising agency.</p>		
		<p>Module –IV- EXIM Policy Government of India (in force at the time): Export Promotion. Export Promotion councils. Bilateral treaties and international marketing. EXIM Bank. Export Financing. Managing Exchange rate fluctuations. Foreign trade policy of Government of India. (The policy in force is applicable) Settlement of International Disputes.</p>		
M.Com II Sem IV	Management Accounting Paper II	<p>Unit - I: Management Control System Meaning, Need, Importance and Scope of Management Control System, Management Control Process. b) Management Information System (MIS) – Meaning & Characteristics c) Reporting to Management – Types of Reports and Characteristics of good report.</p>	<p>Unit - I: Management Control System Meaning, Need, Importance and Scope of Management Control System, Management Control Process. b) Management Information System (MIS) – Meaning & Characteristics c) Reporting to Management – Types of Reports and Characteristics of good report.</p>

		<p>Unit II: Marginal Costing: Meaning and application of marginal costing, Break, even analysis, Cost Volume-Profit analysis, Decision making by using marginal costing – Make or buy decisions, shut down or continue decisions, shut down or continue decisions, Alternative course of action etc.</p> <p>Unit -III: Budgetary Control : Meaning of Budget & Budgetary Control, Objectives, Advantages & Limitations, Types of Budgets – Production, Sales, Cash, Master Budget, Fixed and Flexible budget, Capital Expenditure Budgeting, (Note: problems should be asked on cash budget, Flexible budget and capital budget)</p> <p>Unit –IV: Standard Costing and Variance Analysis : a) Meaning of Standard Cost and Standard Costing, Advantages and limitations b) Variance Analysis – Material, Labour and Overheads.</p>	<p>Unit II: Marginal Costing: Meaning and application of marginal costing, Break, even analysis, Cost Volume-Profit analysis, Decision making by using marginal costing – Make or buy decisions, shut down or continue decisions, shut down or continue decisions, Alternative course of action etc.</p> <p>Unit -III: Budgetary Control : Meaning of Budget & Budgetary Control, Objectives, Advantages & Limitations, Types of Budgets – Production, Sales, Cash, Master Budget, Fixed and Flexible budget, Capital Expenditure Budgeting, (Note: problems should be asked on cash budget, Flexible budget and capital budget)</p> <p>Unit –IV: Standard Costing and Variance Analysis : a) Meaning of Standard Cost and Standard Costing, Advantages and limitations b) Variance Analysis – Material, Labour and Overheads.</p>	<p>.....</p>	<p>.....</p>
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