

# **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**

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

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**B.Com. Part I – Ability Enhancement Compulsory Course**  
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**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**

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

# **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**

<b>Pre-Revised Course</b>	<b>Revised Course</b>
1-PRINCIPLES OF BUSINESS MANAGEMENT Paper –I	1- <b>Management Principles &amp; Application</b> Paper –I
2-PRINCIPLES OF BUSINESS MANAGEMENT Paper –II	2- <b>Management Principles &amp; Application</b> Paper -II

## UNITS & PERIODS ALLOTTED

Units No. of Periods

**Unit - 1. 15**

**Unit - 2. 15**

**Unit - 3. 15**

**Unit - 4. 15**

**Total Periods 60**

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**Estd 1962**  
**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. Burglary Insurance
- 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)**

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

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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