

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: FINANCIAL ACCOUNTING

Name of the Course: B. Com. I (Sem. – I & II)

(Syllabus to be implemented from w.e.f. June 2022)

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

SYLLABUS OF FINANCIAL ACCOUNTING PAPER – I AND II

NAME OF THE COURSE - B.COM – I

**SEM I AND SEM II – 4 CREDITS EACH SEMESTER WITH EFFECT FROM
JUNE – 2022**



OBJECTIVES

1. The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions. After completing this course, you will have a solid understanding of accounting in today's world.
2. To gain comprehensive understanding of all aspects relating to financial statements, principles, procedures of accounting and their application to different practical situations.
3. To give an insight in to the basics of Accounting Concepts and Principles to Prepare to Students to have the foot hold in Accounts.



COURSE OUTCOME – (CO)

On successful completion of this course learners will be able to:

CO-1. Draw from financial information to construct a debit / credit transaction.

CO-2. Demonstrate knowledge of the business accounting cycle for the corporate form of business.

CO-3. Identify and describe terms associated with financial accounting.

PROGRAMME OUTCOME (PO)

PO-1-After completing three years for Bachelors in Commerce (B.Com) program, students would gain a thorough grounding in the fundamentals of Accountancy.

PO-2 - The commerce and Accountancy focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern-day challenges in commerce and business.

PO-3-The all-inclusive outlook of the course offer a number of value based and job oriented courses ensures that students are trained in to up-to-date. In advanced accounting courses beyond the introductory level, affective development will also progress to the valuing and organization levels.

PO-4- The primary goal of accounting education is to produce competent and ethical professional accountants capable of making a positive contribution over their lifetimes to the profession and society in which they work.

PROGRAM SPECIFIC OUTCOME - (PSO) -

PSO–1: Students will be able to demonstrate progressive learning of various tax issues and tax forms related to individuals. Students will be able to demonstrate knowledge in setting up a computerized set of accounting books

PSO-2: Students will demonstrate progressive affective domain development of values, the role of accounting in society and business.

PSO–3: Students will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.

PSO – 4: Students will learn relevant managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.

PSO – 5: Learners will gain thorough systematic and subject skills within various disciplines of commerce, business, accounting, economics, finance, auditing and marketing.

PSO – 6: Learners will be able to prove proficiency with the ability to engage in competitive exams.

PSO – 7: Learners will involve in various co-curricular activities to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain practical exposure.

PSO – 8: Learners can also acquire practical skills to work as tax consultant, audit assistant and other financial supporting services.

PSO - 09: Learners will be able to do higher education and advance research in the field of commerce and finance.

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

SYLLABUS of B. COM. - I, SEM – I – FINANCIAL ACCOUNTING P - I

Subject Code: - **CC 1**

Total Credit - 4, Each Semester: - Marks - 50

(UNIVERSITY THEORY EXAMINATION = 40 MARKS, INTERNAL = 10 MARKS)

w.e.f. June 2022

Topic No.	DETAILS	No. of Lectures
1. Introduction to Accounting	A. Introduction ,Objective, Origin and Growth of Accounting Meaning of Accounting, Branches of Accounting B. Double Entry System Of Accounting Meaning - System of Accounting - Cash System - Mercantile System – Mixed System – Single Entry System - Double Entry System - Advantages – Factors Common to Every Business; Types Of Accounts - Personal Accounts – Real Accounts- Nominal Accounts; Accounting Rules– Debit Aspect- Credit Aspect- Basic accounting equation - Meaning of Assets, Liabilities & Equity - Revenue and Capital Income & Expenses C. Accounting Concepts And Conventions	15
2. Valuation of Goodwill	Introduction - Need of Valuation of Goodwill – Factors affecting the value of Goodwill – Methods of Valuation of Goodwill – Average Profit Method, Super Profit Method, Capitalization of Profit Method	12
3. Advanced Issues in Partnership Accounts	Conversion of a Partnership Firm into a Limited Company- Meaning and Need of Conversion- Purchase Consideration Theory and Accounting in the Books of Partnership Firm.	15
4. Final Accounts of Co-operative Societies	Final Accounts of Co-Operative Societies [Credit Co-Op Societies and Consumers Co-Op Societies only], Allocation of profit as per Maharashtra Co-Op Societies’ Act, Final accounts of Credit Co-Op. Society and Consumers Co-Op. Society.- Theory and Accounting Problems	18
	TOTAL LECTURES	60

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

SYLLABUS of B. COM. - I, SEM – II – FINANCIAL ACCOUNTING P - II

Subject Code: - CC 1

Total Credit - 4, Each Semester: - Marks - 50

(UNIVERSITY THEORY EXAMINATION = 40 MARKS, INTERNAL = 10 MARKS)

w.e.f. JUNE 2022

Topic No.	Details	No. of Lectures
1. Single entry System	Preparation of accounts from incomplete records. Conversion Method Only – Theory and Accounting Problems	15
2. Accounting for special sales transaction	Consignment: Basic features – Difference with Consignment and sales - Goods sent at cost & at invoice price -Valuation of unsold stock – Commission : Ordinary, Special and Del Credere - Treatment and valuation of normal and abnormal loss.- Accounting in the books of Consignor and Consignee –Theory and Accounting Problems	15
3. Branch Accounting	Concept of Branch - Different types of Branches –Objectives of Branch Accounting. Goods sent at cost & at Invoice Price. – Theory and Accounting Problems – Debtors Accounts Method Only	15
4. Departmental Accounts	Concept – Objective of preparation of Departmental Accounts - Apportionment of common cost - Preparation of Departmental Trading and Profit and Loss Account – Consolidated Trading and Profit and Loss Account – Inter departmental transfer of goods at cost & cost plus - Elimination of unrealized profit. Theory and Accounting Problems	15
TOTAL LECTURES		60

Equivalent Subject for old Syllabus:

Sr. No.	Name of the Old Paper (Pre-revised)	Name of the New Paper (Revised)
01	Financial Accounting Paper I & Paper II	Financial Accounting Paper I & Paper II

Suggested Readings:

1. C.A. Foundation and Intermediate Study Material, ICAI, New Delhi.
2. Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, 13 Ed. 2013.
3. Charles T. Horngren and Donna Phil brick, Introduction to Financial Accounting, Pearson Education.
4. J. R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Books, New Delhi.
5. M. C. Shukla, T. S. Grewal and S. C. Gupta. Advanced Accounts.Vol.-I. S. Chand & Co., New Delhi.
6. S. N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
7. Deepak Sehgal. Financial Accounting. Vikas Publishing House, New Delhi.
8. Bhushan Kumar Goyal and H N Tiwari, Financial Accounting, International Book House
9. Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning.

10. P. C. Tulsian, Financial Accounting, Pearson Education.
11. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi
12. T. S. Reddy & A. Murthy, "Financial Accounting", Margham Publications, Sixth Revision Edition, 2011.
13. P. C. Tulsian, "Financial Accounting", Tata McGraw Hill Ltd.

PunyashlokAhilyadeviHolkar Solapur University, Solapur



NAAC Accredited-2022

'B++' Grade (CGPA 2.96)

Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: Business Micro Economics

Name of the Course: B.Com. I (Sem.-I & II)

(CC1 & CC2)

Total Credits: 8 (4+4)

(Syllabus to be implemented from June 2022)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Choice Based Credit System Syllabus

B. Com. Part – I

Business Micro Economics- I (CC 1)

Semester – I (4 Credits)

(w.e.f. June 2022)

Total Theory Lectures-(60 per Semester)

Introduction:

The subject economics demands a peculiar style of thinking than what we experience on other subjects. So it is a big need to make aware the student of economics about the distinctions between economics and business economics, the importance of factors of business economics, consumer behavior and demand forecasting etc.

Course Objectives:

- 1) To create the ability among the students about the economic concepts and theories to the behavior of economic agents and markets.*
- 2) To make students able to apply the basic feature of consumer behavior in economics.*
- 3) To create ability among the students to forecast situation on the basis of present market situation and changes.*

Course Outcomes:

At the end of this course, student can...

- 1) Apply the knowledge of market economy and price mechanism, demand elasticity, indifference curve analysis in price fixing.*
- 2) Versed in the concepts, tools and principles in the field of business economics.*
- 3) Apply the knowledge of demand forecasting analysis in their business.*

Unit – 1	Introduction to Business Micro Economics	15
1.1. Meaning, Nature and Scope of Business Micro Economics. 1.2. Distinctions between Economics and Business Economics. 1.3. Importance of Business Micro Economics. 1.4. Basic Problems of an Economy and Role of Price Mechanism. 1.5. Features of Free Market Economy.		

Unit –2	Demand and Supply Analysis	15
2.1. Concept of Demand and Law of Demand. 2.2. Elasticity of Demand - Meaning, Types (Price, Income, Cross and Advertising), Measurement, Determinants and Importance of Elasticity of Demand. 2.3. Concept of Supply and Law of Supply. 2.4. Elasticity of Supply - Meaning and Determinants of elasticity of Supply. 2.5. Determination of Equilibrium Price and Quantity through Demand and Supply.		
Unit –3	The Indifference Curve Approach	15
3.1. Utility Analysis and its Limitations. 3.2. Meaning and Properties of Indifference Curve. 3.3. Marginal Rate of Substitution and Price Income line. 3.4. Consumer's Equilibrium. 3.5. Price, Income and Substitution effect.		
Unit –4	Demand Forecasting	15
4.1. Concept of Demand Forecasting. 4.2. Objectives of Demand Forecasting. 4.3. Types of Demand Forecasting. 4.4. Methods of Demand Forecasting. 4.5. Importance of Demand Forecasting.		

List of Reference Books

1. Economics - Lipsey, R.G. and A.K. Chrystal, Oxford Univ. Press
2. Economics: Principles and Applications - Mankiw, N.G., Cengage Learning.
3. Business Economics - H.L. Ahuja, S. Chand Publication
4. Managerial Economics - Suma Damodaran, Oxford University Press
5. Managerial Economics - Geetika, Ghosh & Choudhury, Cengage Learning, New Delhi
6. Managerial Economics - Moyer & Harris, Tata McGraw-Hill, New Delhi.
7. Modern Microeconomics - Koutsoyiannis, A., MacMillan Press.

8. Microeconomics: Theory and Applications - Salvatore, D.L., Oxford Univ. Press
9. Managerial Economics - D N Dwivedi, Vikas Publishing House.
10. Managerial Economics - D M Mithani
11. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; Microeconomics, Pearson Education.
12. N. Gregory Mankiw, Principles of Micro Economics, Cengage Learning
13. Maddala G.S. and E. Miller; Microeconomics: Theory and Applications, McGraw-Hill Education.
14. Salvatore, D. Schaum's Outline: Microeconomic Theory, McGraw-Hill, Education.
15. H.L. Ahuja, Advanced Economic Theory: Microeconomic Analysis (English) 20th Edition, S Chand Publications. 5. Case and Fair, Principles of Micro Economics, Pearson Education
16. Koutsiyannis, Modern Micro Economic Theory.
17. C Snyder, Microeconomic Theory: Basic Principles and Extensions, Cengage Learning
18. Bilas, Richard A., Microeconomics Theory: A Graphical Analysis, McGraw-Hill Education.
19. Paul A Samuelson, William D Nordhaus, Microeconomics, McGraw-Hill Education.
20. Amit Sachdeva, Micro Economics, KusumLata Publishers
२१. पिंपरकर ग्र प्र : मूल्य व वितरण- सैध्दांतिक विवेचन
२२. दोशी रविंद्र व भानुशाली दुगल: सुक्ष्मलक्षी अर्थशास्त्र
२३. •आंदेवाले श्रीनिवास: मूल्य सिध्दांत
२४. Damaji, kadam, Patil, Chavan: व्यवसायिक अर्थशास्त्र Phadke
Prakashan

PunyashlokAhilyadeviHolkar Solapur University, Solapur

Choice Based Credit System Syllabus B. Com. Part – I Business Micro Economics- II (CC 2) Semester – II (4 Credits) (w.e.f. June 2022) Total Theory Lectures-(60 per Semester)

Introduction:

Application of various concepts, theories and laws of economics for solving business problems derives us the use of assumption to break down complex problems in to simple analytically manageable parts. Analytical style is more demanding in business economics than in any other discipline. The study of business economics enables the commerce student to understand and solve the complex problems of today's corporate world.

Course objectives:

- 1) To create the ability among the students about the economic concepts and theories of the production and cost, market, industry and firm structure.
- 2) To make student evaluate the consequences of economic activities and institutions for individual and society.
- 3) To make student understand the determination level of various production factors.
- 4) To create ability among the students about the level of determination of breakeven point.

Course outcomes:

At the end of this course, student can...

- 1) Apply the knowledge of market economy and price mechanism, production cost analysis, market structure, distribution and breakeven analysis in price fixing, market competitors, profit level etc.
- 2) Apply marginal analysis to the firm under different market condition.
- 3) Compare and evaluate different market structures.
- 4) Analyze the meaning of various cost and their relevance for firm profitability.

Unit - 1	Production Analysis	15
1.1. Concept of Production. 1.2. Factors of Production and Its Features. 1.3. The Law of Variable Proportions. 1.4. The Law of Returns to Scale.		

1.5. Economies and Diseconomies of Scale – Internal and External.		
Unit -2	Revenue and Cost Analysis	15
2.1. Revenue Concepts: Total Revenue, Average Revenue and Marginal Revenue. 2.2. Behavior of Revenue Curves under Perfect and Imperfect Competition. 2.3. Meaning and Types of Cost (Fixed, Variable, Opportunity, Explicate & Implicate Cost) 2.4. Behavior of Cost Curves in Short Run and Long Run. 2.5. Types of Profit (Accounting and Economic).		
Unit - 3	Market Structure	15
3.1. Introduction and Classification of Market 3.2. Perfect Competition – Meaning, Characteristics and Price Determination. 3.3. Monopoly –Meaning, Characteristics, Price determination and Price Discrimination. 3.4. Monopolistic Competition – Meaning, Characteristics, Price Determination and Product Differentiations. 3.5. Oligopoly- Meaning, Characteristics and Types of Oligopoly.		
Unit - 4	Break - Even Analysis	15
4.1. Meaning and Concept of Break – Even Point. 4.2. Assumptions of Break - Even Analysis. 4.3. Determination of Break - Even point. 4.4. Importance of Break - Even Analysis. 4.5. Limitations of Break Even Analysis.		

List of Reference Books:

1. Economics - Lipsey, R.G. and A.K. Chrystal, Oxford Univ. Press
2. Economics: Principles and Applications - Mankiw, N.G., Cengage Learning.
3. Business Economics - H.L. Ahuja, S. Chand Publication
4. Managerial Economics - Suma Damodaran, Oxford University Press
5. Managerial Economics - Geetika, Ghosh & Choudhury, Cengage Learning, New Delhi
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8. Microeconomics: Theory and Applications - Salvatore, D.L., Oxford Univ. Press
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20. Amit Sachdeva, Micro Economics, KusumLata Publishers
२१. पिंपरकर ग्र प्र : मूल्य व वितरण- सैध्दांतिक विवेचन
२२. दोशी रविंद्र व भानुशाली दुगल: सुक्ष्मलक्षी अर्थशास्त्र
२३. •ांदेवाले श्रीनिवास: मूल्य सिध्दांत
24. Damaji, kadam, Patil, Chavan: व्यवसायिक अर्थशास्त्र Phadke Prakashan

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: INSURANCE

Name of the Course: B.Com. I (Sem–I & II)

(Syllabus to be implemented from w.e.f. June 2022)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
Revised Semester Pattern Syllabus
B.Com. Part-I
INSURANCE
(w. e. f. June-2022)

1. Title of the Course: - B.COM. PART – I

2. Name of the Paper: - INSURANCE

3. OBJECTIVES:

1. To facilitate the students to acquire knowledge of fundamentals of Insurance.
2. To create awareness about procedure of taking life and General Insurance.
3. To build cognizance among the students to become a Life Insurance Agent.
4. To enhance the students' knowledge of Life and General Insurance.
5. To make aware the students about recent trends in Insurance Sector.

4. LEARNING OUTCOMES: After completion of this course, learners will be able to:

1. Define the meaning, scope, functions and Principles of Insurance.
2. Recognize and recall the knowledge of Life and General insurance
3. Interpret the procedural part of Life and general Insurance.
4. Assess the operations of life and general insurance business.
5. Describe the operations of life insurance Agent.

5. Eligibility of Course: - Higher secondary Examination Pass

6. Duration of the Course: - 01 Year

Sem I - Six months

Sem II – Six months

7. Medium of Instructions:-

- i) Marathi
- ii) English

8. Structure of the Course:-

Total Marks : 100

Sem.I : UA : 40 + CA: 10 = 50 marks

Sem. II: UA : 40 + CA: 10 = 50 marks

(Total Credit - 4+4 = 8)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Revised Semester Pattern Syllabus
Choice Based Credit System w. e. f. June-2022

B.COM. PART-I

SEMESTER- I

INSURANCE – PAPER-I DSC - 1 – D (CREDIT - 4)

Total Periods = 60, Marks Allotted 40 (University Exam) +10 (College Assessment) =50

Unit No.	Name of the Topic	Details	Lectures / Periods
1	Introduction to Insurance	• Concept of Insurance • History of Insurance • Need of Insurance • Significance of Insurance • Principles of Insurance – Primary Principles and Secondary Principles • Reinsurance- Concept and Features • Coinsurance: Concept	15
2	Life Insurance	• Concept of Life Insurance • Significance of Life Insurance • Procedure of Taking Life Insurance Policy • Conditions of Life Insurance Policy • Types of Life Insurance Policies- i) Whole Life Policy-Meaning, Features, Types ii) Endowment Policy- Meaning, Feature and Types • Surrender Value- Only Concept • Paid up Value- Only Concept • Settlement of Life Insurance Claim	15
3	Life Insurance Agent	• Definition of Insurance Agent • Procedure of Appointment of an Insurance Agent • Code of Conduct for Insurance Agent • Functions of Insurance Agent • Challenges before Insurance Agent	15
4	Term and Group Insurance	A) Term Insurance • Concept of Term Insurance • Need of Term Insurance • Importance of Term Insurance B) Group Insurance • Concept of Group Insurance • Importance of Group Insurance • Types of Group Insurance	15

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
Revised Semester Pattern Syllabus
Choice Based Credit System w. e. f. June-2022
B.COM. PART-I
SEMESTER - II

INSURANCE - PAPER-II DSC - 2 – D (CREDIT - 4)

Total Periods = 60, Marks Allotted 40 (University Exam) +10 (College Assessment) =50

Unit No.	Name of the Topic	Details	Lectures / Periods
1	Fire Insurance	• Concept of Fire Insurance • Features and Significance of Fire Insurance • Procedure of Taking Fire Insurance • Types of Fire Insurance Policies • Conditions of Fire Insurance Policy • Procedure of Settlement of Claims	15
2	Marine Insurance	• Concept of Marine Insurance • Features and Significance of Marine Insurance • Marine Perils • Procedure of taking Marine Insurance • Types of Marine Insurance Policies • Clauses of Marine Insurance Policy	15
3	Miscellaneous Insurance	• Motor Insurance- Concept, Nature, and Cover • Agricultural Insurance- Concept, History, Features, Pradhan Mantri Fasal Bima Yojana (PMFBY)- Origin, Objectives, Nature, and Cover • Health Insurance: Concept, Nature and Cover, Procedure of taking Health Insurance, Claim Settlement Procedure of Health Insurance	15
4	Insurance Organizations and IRDA	• LIC- Introduction, Objectives and Function • GIC- Introduction, Objectives and Function • IRDA- Introduction, Objectives, Structure and Functions • Private Insurance Sector: Need of Privatization of Insurance Business in India	15

Reference Books

1. Mishra M. N., Insurance Principles and Practice, S Chand and Co, New Delhi.
2. Gupta O.S, Life Insurance, Frank Brothers, New Delhi.
3. M. Arif Khan, Theory and Practice of Insurance, Educational Book House.
4. Mishra M N- Life Insurance Corporation of India. Vol I. II. III.
5. Insurance Regulatory Development Act 1999.
6. Vinayakan N. Radhaswamy and Vasudevan S. V., Insurance Principles and Practice – S. Chand & Com. New Delhi.
7. Agarwal, O. P. (2011). Banking and Insurance. New Delhi: Himalaya Publishing.
8. Black, K. J., & Skipper, H. J. (2000). Life and Health Insurance. London: Pearson Education.
9. Gupta, P. K. (2011). Insurance and Risk Management. New Delhi: Himalaya Publishing.
10. Mishra, M. N., & Mishra, S. B. (2007). Insurance Principles and Practice. New Delhi: S. Chand Publishing.
11. H. Sadhak, Life Insurance in India - Opportunities, Challenges and Strategic Perspective, SAGE publications, New Delhi.
12. M. L. Lunawat, P. S. Palande, and R. S. Shah, Insurance in India: Changing Policies and Emerging Opportunities, SAGE, Publications, New Delhi.
13. Uma Narang,(2013) Insurance Industry in India: Features, Reforms and Outlook, New Century Publications, New Delhi.
14. <http://krishi.maharashtra.gov.in/1237/Pradhanmantri-Pik-Vima-Yojana>
15. [Agriculture Insurance - AIC OF INDIA LTD. https://www.aicofindia.com](https://www.aicofindia.com)
16. [Life Insurance Corporation of India – Home https://licindia.in](https://licindia.in)
17. [GIC | Home Page http://gicofindia.com](http://gicofindia.com)
18. [IRDAI- https://www.irdai.gov.in](https://www.irdai.gov.in)

(Suggested to prefer Latest editions of books.)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
Nature of Question Paper for Semester Pattern
Faculty of Commerce
Model Question Paper
(w.e.f. June 2022)

Time: - 2 hrs.

Total Marks-40

Q. 1 A) Multiple choice questions
(four alternatives should be given) **08**

1 -----

(a) (b) (c) (d)

2

3

4

5

6

7

8

Q. 1 B) Explain the following concepts **04**

1

2

Q. 2 Write short note/Short answer/Short problem (any two) **06**

1

2

3

Q. 3 Long answer/Problem **10**

Q. 4 Answer any one of the following (Long answer/Problem) **12**

1

2

College Can conduct Internal Examination of 10 marks as under (Any One)

1) Class Assignment

2) Home Assignment

3) Tutorial

4) Unit Test

5) Seminar

6) PPT Presentation

7) Project Report

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: PRINCIPLES OF MARKETING

Name of the Course: B.Com. I (Sem–I & II)

(Syllabus to be implemented from w.e.f. June 2022)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
Revised Semester Pattern Syllabus
B.Com. Part-I
PRINCIPLES OF MARKETING
(w. e. f. June-2022)

1. Title of the Course: - B.COM. PART – I

2. Name of the Paper: - PRINCIPLES OF MARKETING

3. OBJECTIVES:

1. To provide basic knowledge of concepts, functions of marketing and to provide knowledge about various developments in the marketing.
2. To facilitate the students to acquire knowledge of Marketing Mix i.e. Product, Price, place and Promotion.
3. To enhance the students' knowledge of recent marketing trends in changing global scenario.
4. To make aware the students about MIS and Marketing Research process

4. LEARNING OUTCOMES: After completion of this course, learners will be able to:

1. Define the basic concepts, Nature and scope and functions of Marketing.
2. Recognize and recall the knowledge of Marketing Mix
3. Analyze the process of marketing decisions involving product pricing and its distribution, and assess the impact on buying behavior
4. Learn the MIS and Marketing Research Process and areas of marketing research.

5. Eligibility of Course: - Higher secondary Examination Pass

6. Duration of the Course: - 01 Year

Sem I - Six months

Sem II – Six months

7. Medium of Instructions: -

- i) Marathi
- ii) English

8. Structure of the Course: -

Total Marks: 100

Sem I : UA : 40 + CA: 10 = 50 marks

Sem II: UA: 40 + CA: 10 = 50 marks

(Total Credit - 4+4 = 8)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Revised Semester Pattern Syllabus

Choice Based Credit System w. e. f. June-2022

B.COM. PART-I

SEMESTER- I

PRINCIPLES OF MARKETING Subject Code- GE2 (CREDIT - 4)

Total Periods = 60, Marks Allotted 40 (University Exam) +10 (College Assessment) =50

Unit No.	Name of the Topic	Details	Lectures / Periods
1	Introduction to Marketing	• Meaning and Definitions • Core Concepts of Marketing • Nature and Scope of Marketing • Significance of Marketing • Functions of Marketing • Selling v/s Marketing	15
2	Market and Market Segmentation	• Meaning and Definition of Market • Concepts of Market • Types of Markets • Market Segmentation - Concept • Importance of Market Segmentation • Bases for Market Segmentation	15
3	Marketing Mix- Product	• Concept of Product • New Product Development- Concept and Process • Consumer & Industrial goods • Product Life Cycle- Meaning and Stages • Packaging- Concept, Attributes of Good Package • Brand- Concept • Trademark- Concept • Distinguish Between Brand and Trademark	15
4	Marketing Mix- Price	• Price – Meaning and Definition • Pricing Decisions- Objectives • Importance of Price • Factors Affecting Price of Product and Service • Pricing Strategies in Modern Marketing Practices • Pricing Methods	15

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Revised Semester Pattern Syllabus
Choice Based Credit System w. e. f. June-2022
B.COM. PART-I
SEMESTER- II

PRINCIPLES OF MARKETING Subject Code- GE2 (CREDIT - 4)
Total Periods = 60, Marks Allotted 40 (University Exam) +10 (College Assessment) =50

Unit No.	Name of the Topic	Details	Lectures / Periods
1	Marketing Mix- Place and Promotion	A) Place: • Distribution- Meaning and Definition • Types of Distribution Channels • Factors Affecting the Choice of Distribution Channels B) Promotion: • Promotion Mix- Meaning and Definition • Importance of Promotion • Promotion Mix Tools- Advertising, Personal Selling, Sales Promotion, Public Relations, and Publicity	15
2	Consumer Behavior	• Consumer Behavior - Meaning and Definition • Importance of Consumer Behavior • Factors Affecting Consumer Behavior • Consumer Buying Decision Process • Customer Relationship Management (CRM)- Concept • Importance of CRM	15
3	Recent Trends in Marketing	A) Digital Marketing • Concept of Digital Marketing • Importance of Digital Marketing • Tools of Digital Marketing • Traditional Marketing v/s Digital Marketing B) Green Marketing • Concept of Green Marketing • Importance of Green Marketing C) Viral Marketing • Concept of Viral Marketing. • Advantages of Viral Marketing.	15
4	Marketing Information System	A) Marketing Information System (MIS): • Concept of Marketing Information System • Components of Marketing Information System- Internal Reporting System, Marketing Research System, Marketing Intelligence System and Marketing Decision Support System B) Marketing Research: • Meaning and Definitions of Marketing Research • Areas of Marketing Research	15

	• Stages in Marketing Research Process	
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B.Com. Part-I Equivalent Subject for Old Syllabus

Sr.No.	Name of the Old Paper w.e.f. 2019	Name of the New Paper w.e.f.2022
1	Principles of Marketing	Principles of Marketing

Suggested Readings

- 1) William J Stanton, Fundamentals of Marketing, McGraw-Hill Publications, New York.
- 2) D. Amarchand and B. Vardharajan , An Introduction to Marketing, Vikas Publishing House, S. Ansari Road, New Delhi.
- 3) Mohammad Amanatnallh, Principles of Modern Marketing, Kalyani, Publications - New Delhi.
- 4) Dr. C. N. Sontakki :- Marketing Management, Kalyani Publications – New Delhi.
- 5) S. A. Sherlekar, Marketing Management, Himalayan Publishing House, New Delhi
- 6) Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). Marketing. New York: McGraw Hill.
- 7) Grewal, D., & Levy, M. (2017). Marketing. New York: McGraw Hill Education.
- 8) Kotler, P., Armstrong, G., & Agnihotri, P. (2018). Principles of Marketing. London: Pearson Education.
- 9) Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). Principles of Marketing: A South Asian Perspective. London: Pearson Education.
- 10) Mahajan, J. P., & Mahajan, A. (2014). Principles of Marketing. Delhi: Vikas Publications.
- 11) Saxena, R. (2006). Marketing Management. Delhi: Tata McGraw Hill Education.
- 12) Sharma, K., & Aggarwal, S. (2018). Principles of Marketing. Delhi: Taxmann Publication.
- 13) Digital Marketing: 4.0 Moving from Traditional to Digital. New Jersey: John Wiley & Sons.
- 14) Ryan, D., & Calvin, J. (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. London: Kogan page.
- 15) Blanchard, O. A. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. Indianapolis: Que Publishing.
- 16) <https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf>
- 17) <https://www.businessmanagementideas.com/marketing/green-marketing/20101>
- 18) <https://www.invitereferrals.com/blog/viral-marketing/>
- 19) <https://www.fao.org/3/w3241e/w3241e0a.htm>
- 20) https://josephscollege.ac.in/lms/Uploads/pdf/material/DigitalMarketing_Notes.pdf

(Suggested to prefer Latest editions of books.)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
Nature of Question Paper for Semester Pattern
Faculty of Commerce
Model Question Paper
(w.e.f. June 2022)

Time: - 2 hrs.

Total Marks-40

Q. 1 A) Multiple choice questions
(four alternatives should be given) **08**

1 -----

(a) (b) (c) (d)

2

3

4

5

6

7

8

Q. 1 B) Explain the following concepts **04**

A

B

Q. 2 Write short note/Short answer/Short problem (any two) **06**

A

B

C

Q. 3 Long answer/Problem **10**

Q. 4 Answer any one of the following (Long answer/Problem) **12**

A

B

College Can conduct Internal Examination of 10 marks as under (Any One)

1) Class Assignment

2) Home Assignment

3) Tutorial

4) Unit Test

5) Seminar

6) PPT Presentation

7) Project Report

PUNYSHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty Syllabus

Name of the Course:

B.A., B.Com, B. Sc.&All Under Graduate Courses Part I

Compulsory English

With effect from June 2022-23, 23-24, 24-25

Preamble :

English is the secondary language introduced as the compulsory subject at B.A., B.com and B. Sc. Part I. The text prescribed for the syllabus is divided into four sections. It includes prose, poetry, grammar and communication skills. The prose and poetry section aim to strengthen students' reading as well as comprehension skills and give them an opportunity to develop literary sensibility and taste. The section on grammar and vocabulary provides brief, useful guidelines on the form and the function of language. The section on communication skills includes topics on useful oral and written communication necessary in the present global scenario.

1) Objectives of the Course:

- To introduce to the students various forms of communication.
- To make the teaching of English more practical and student centric.
- To introduce to the students poems from across the globe.
- To acquaint the students with different forms of prose.
- To acquaint the students with different language skills.

2) Outcome : At the end of the course students will

- Understand the concepts of communication.
- Expand their vocabulary after reading the prescribed texts.
- Attain writing, speaking, reading, & listening competence.
- Be aware of the correct usage of English grammar
- Become familiar with selected literary forms, develop and strengthen their imaginative ability and the ability to analyze different literary forms.

Title of the Course/Paper
LITERARY VOYAGE
(Compulsory English)
Semester I
[Credits:4]

Unit no: 1 Prose (Credit 01)

- 1. The Birth of Khadi – M. K. Gandhi** **(15)**
- 2. The Portrait of a Lady – Khushwant Singh**

Unit no: 2 Poetry

- 1. Let Me Not Pray to be Sheltered from Dangers – Rabindranath Tagore**
- 2. The Lotus – Toru Dutt**
- 3. The Toys – Coventry Patmore**

Unit no: 3 Grammar & Vocabulary (Credit for Unit 2 and 3: 01) **(15)**

- 1. Word Formation – Prefixes & Suffixes**
- 2. Parts of Speech**

Unit no. 4 Communication & Other Skills (Credit for Unit 4: 02)
(30)

- 1. What is Communication?**
- 2. Communicating Effectively**
- 3. Intrapersonal Skills (Soft Skills)**

List of Reference Books:

- 1. LITERARY VOYAGE (Prescribed Text Book)**
- 2. “A Student”s Introduction to English Grammar” by Rodney Huddleston and Geoffrey K. Pullum. 2002.**

Equivalent Subject for Old Syllabus

Sr. No.	Name of the Old Paper	Name of the New Paper
1)	Compulsory English	Compulsory English

Title of the Course/Paper
LITERARY VOYAGE
(Compulsory English)
Semester II
[Credits: 4]

Unit no: 1	Prose	(Credit 01)	(15)
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- 1. Does Education Do Harm? – Bertrand Russell**
- 2. The Spirit of Freedom – Rabindranath Tagore**

Unit no: 2 Poetry

- 1. Our Earth Will Not Die – Niyi Osundare**
- 2. Ode on Solitude – Alexander Pope**
- 3. Remember – Christian Rossetti**

Unit no: 3 **Grammar & Vocabulary** (Credit for Unit 2 and 3: 01)
(15)

- ## 1. Synonyms & Antonyms
- ## 2. Tenses

Unit no. 4 Communication & Other Skills (Credit for Unit 4: 02)
(30)

- ## 1. Letter Writing (Formal & Informal)
- ## 2. Interpersonal Intelligence (Soft Skills)

**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY,
SOLAPUR**

Question Paper pattern (for B. A, B. Com and B. Sc. I)

B. A. –I (Semester I & II)

ENGLISH (Compulsory) Revised Syllabus (CBCS)

(Introduced from June 2022)

Que.1 Rewrite the following by choosing the correct alternative. (08)

(Poems, Prose and Grammar)

Que.2 Write the answers in short. (Any Four out Six) (12)

(Prose and Poetry)

Que.3 Broad question (any one) (10)

(Communication Skills)

Que. 4 Broad question General topics (10)

(Communication Skills)

PUNYSHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty Syllabus

Name of the Course:

B.A. Part-I Optional English Literature

With effect from June 2022-23, 23-24, 24-25

B. A. –I

(Semester I and II)

ENGLISH (OPTIONAL)

Revised Syllabus (CBCS)

(Introduced from June 2022)

INTRODUCTION TO ENGLISH LITERATURE

PAPER NO. I

(2022-2023)

Preamble: Introduction to English Literature and Language paper is introduced to B.A. –I (Optional) students for the 1st and 2nd semester with the aim to introduce students to various literary forms in English literature and language. The Poems and Short Stories, One Act Plays and Literary Terms prescribed for the syllabus will help them to develop interest in reading English literature written worldwide.

2) Objectives of the Course:

- To acquaint students with literary forms and literary terms.
- To initiate students and provide them a firsthand experience of reading and interpreting literary texts.
- To acquaint students with structural and analytical techniques in poetry.
- To acquaint students with analysis of minor literary form i.e. short stories and one act plays.

3) Outcome : At the end of the course students will be

- Familiar with the various forms of literature
- Able to analyze the forms of literature
- Able to interpret the text

Semester: I

Introduction to English Literature (Poems and Short stories)

General Topic:

- Elements of Short Story

Poems:

- 1) Because I Could Not Stop for Death – Emily Dickenson
- 2) Tyger – William Blake
- 3) Stopping by Woods on a Snowy Evening –Robert Frost
- 4) Richard Cory – Edwin Arlington Robinson

Short Stories:

- | | |
|---------------------|--------------------------------|
| 1) Leo Tolstoy | How Much Land Does a Man Need? |
| 2) O' Henry | The Last Leaf |
| 3) Munshi Premchand | Idgah (Translated) |

Semester: II
Introduction to English Literature
(One Act Plays and Literary Terms)

1. General Topic:

- **The Elements of One Act Play.**

2. One Act Play:

- a. The Boor (The Bear) – Anton Chekov
- b. The Beggar and the King – Winthrop Parkhurst
- c. The Miracle Merchant – Saki

3. Literary Terms:

- a. Simile
- b. Metaphor
- c. Imagery
- d. Personification
- e. Contrast
- f. Allegory
- g. Symbolism
- h. Soliloquy
- i. Monologue
- j. Setting

Reference Books:

1. Masks- One Act Plays by D. S. Maini.
2. Glossary of Literary Terms by M. H. Abrahms
3. Select One Act Plays – Dr. D. D. Jyoti

Introduction to English Literature
Total Theory Lectures 60

Semester I

Unit 1 **Credit 01 (15)**

General Topic:

- Elements of Short Story

Unit 2 **Credit 01 (15)**

Poems:

- 1) Because I Could Not Stop for Death – Emily Dickenson
- 2) Tyger – William Blake
- 3) Stopping by Woods on a Snowy Evening-Robert Frost
- 4) Richard Cory – Edwin Arlington Robinson

Unit 3 **Credit 02 (30)**

Short Stories:

- | | |
|---------------------|--------------------------------|
| 1) Leo Tolstoy | How Much Land Does a Man Need? |
| 2) O’ Henry | The Last Leaf |
| 3) Munshi Premchand | Idgah (Translated) |

Semester: II
Introduction to English Literature
(One Act Plays and Literary Terms)

Unit 1	Credit 01	(15)
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General Topic:

- **The Elements of One Act Play**

Unit 2	Credit 02	(30)
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One Act Play:

- a. The Boor (The Bear) – Anton Chekhov
- b. The Beggar and the King – Winthrop Parkhurst
- c. The Miracle Merchant – Saki

Unit 3	Credit 01	(15)
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Literary Terms:

- a. Simile
- b. Metaphor
- c. Imagery
- d. Personification
- e. Contrast
- f. Allegory
- g. Symbolism
- h. Soliloquy
- i. Monologue
- j. Setting

**PUNYASHLOK AHILYADEVJI HOLKAR SOLAPUR UNIVERSITY,
SOLAPUR**

Question Paper pattern

B. A. –I (Semester I)

**ENGLISH (OPTIONAL) Revised Syllabus (CBCS)
(Introduced from June 2022)**

Que. 1 Rewrite the following by choosing the correct alternative. (08)

(Poems, Short stories)

Que.2 Write the answers in short. (Any four out of six) (12)

(poetry)

Que.3 Broad question (any one) (10)

(Short Stories)

Que. 4 Broad question on General Topic. (10)

**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY,
SOLAPUR**

Question Paper pattern

B. A. –I (Semester II)

ENGLISH (OPTIONAL) Revised Syllabus (CBCS)

(Introduced from June 2022)

Que. 1 Rewrite the following by choosing the correct alternative.(08)

(One act plays)

Que.2 Write the answers in short. (Any four out of Six) (12)

(Literary terms)

Que.3 Broad question (any one) (10)

(One Act Plays)

Que. 4 Broad question on General Topic. (10)

PUNYSHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty Syllabus

Name of the Course:

B.A. Part-I Optional English Linguistics

With effect from June 2022-23, 23-24, 24-25

B.A.(Part-I) LINGUISTICS (Optional)
Title: - Introduction to Linguistics (Semester I & II)
(With effect from 2022-2023)

Preamble : The paper 'Introduction to Linguistics' is introduced at BA (Part I) for semester I & II as an optional paper of Linguistics with an aim to introduce students with the basic knowledge of Linguistics and more specifically it is an introduction of 'Linguistics' as an independent subject. The components in the syllabus will cope with the present need of the students in the socio-educational scenario.

Course Objectives:

- To introduce Linguistics as a discipline of knowledge.
- To familiarize students with basics of linguistics and the key concepts.
- To make students aware of the nuances of English Language
- To enable students to use English language with proper pronunciation
- To equip students with good communication skills in English

Course Outcome:

At the end of the course, the students will be able to-

- Define Linguistics as a separate discipline
- Explain the basic concepts in Linguistics
- Communicate efficiently in English
- Use English with proper pronunciation as per RP

Semester-I (Paper No. I) (Lectures - 60)
Title of the Paper: Introduction to Linguistics

Unit I - Language and Linguistics (30 Lectures) Credits:02

- Language and its definitions
- Characteristics of human language
- Animal communication system and human language
- Mode of Language: Speech and Writing

Unit II - Phonetics and Phonology (30 Lectures) Credits: 02

- Phonetics and Phonology
- Articulatory Phonetics

- Initiation, Phonation and articulation
- Description of speech sounds of English:
Consonants and Vowels
- Transcription (Phonemic) of words with stress,
minimal pairs, CV structure of syllables

Semester-II (Paper No. II) (Lectures - 60)
Title of the Paper: Introduction to Linguistics

Unit I- Linguistics of words (45 Lectures) Credits: 03

- Morphological Approach:
 - What is Morphology?
 - Morpheme and its types, Allomorphs
 - Word formation Processes: Major and Minor.
 - Morphological Analysis of Words (labeled tree diagram)
- Semantic Approach:
 - What is Semantics?
 - Lexical relation: synonyms and antonyms
- Syntactic Approach:
 - What is Syntax?
 - Words: Open class words and closed class words

Unit II - The Phrases and Elements of Clause (15 Lectures) Credits: 01

- Phrase: Main and Subordinate
- Types: NP, PP, GP, VP, AjP, Avp

Books Recommended

- Bikram K. Das (Orient Longman) *Functional Grammar and Spoken and Written Communication in English*
- V. R. Narayana Swami (Orient Longman) *Strengthen your writing*
- Patil, Valke, Thorat and Merchant. (Macmillan) *English for Practical Purposes*
- Aruna Koneru *English Language Skills*
- Verma and Krishnaswamy; *Modern Linguistics; An Introduction*
- Crystal, David: *A Course in Modern Linguistics.*
- Balasubramanian, T: *A Textbook of English Phonetics for Indian Students*
- Bansal and Harrison : *Spoken English for India*
- Quirk, R. and S. Greenbaum: *A University Grammar of English*
- Lyons, John: *Language and Linguistics*
- Palmer: *Semantics*
- Jones, Daniel: *English Pronouncing Dictionary*
- Leech Geoffrey: *English Grammar for Today.*

**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY,
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Question Paper pattern

B. A. –I (Semester I) Paper I

(Introduced from June 2022)

(Linguistics (Optional))

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Q1 Multiple type questions to be set on the syllabus unit 2

(Phonetics and Phonology)

Marks 8

**Q2 Short answer type questions (practical type questions) to be set on the
syllabus unit 2**

(Phonetics and Phonology) (4 out of 6)

Marks 12

**Q3 A Broad answer type question with an internal option (A or B) to be set on
the syllabus unit 1**

(Language and Linguistics)

Marks 10

Q4 A broad question on the syllabus unit 1

(Language and Linguistics)

Marks 10

**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY,
SOLAPUR**

**Question Paper pattern
B. A. –I (Semester II) Paper II
(Introduced from June 2022)
(Linguistics (Optional))**

- Q1 Multiple Choice type questions to be set on the syllabus unit 1**
(Linguistics of Words) Marks 8
- Q2 Short answer type questions (practical type questions) to be set on the syllabus unit 1**
(Linguistics of Words) (4out of 6) Marks 12
- Q3 A broad answer type question with an internal option (A or B) to be set on the syllabus unit 1**
(Linguistics of Words) Marks 10
- Q4 A Broad question on the syllabus unit 2**
(The Phrases and Elements of Clause) Marks 10
-

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



NAAC Accredited-2022
'B++' Grade (CGPA 2.96)

Name of the Faculty: Commerce & Management

Revised Semester Pattern Syllabus

CHOICE BASED CREDIT SYSTEM

Syllabus: Principles of Business Management

Name of the Course: B.Com. I (Sem.–I & II)
(Syllabus to be implemented from w.e.f. June 2022)

Total Credits 8 (4+4)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

**Revised Semester Pattern Syllabus
Choice Based Credit System (CBCS)**

**B.Com. Part-I (Sem. I & II)
Principles of Business Management
Course Code: Semester I DSC-1-B
Semester II DSC-2-B
w. e. f. June 2022**

Title of the course : B.Com [Duration 3 Years]

Medium of Instruction : English / Marathi

Eligibility : XII pass

***Principles of Business Management [Compulsory Paper]**

Semester Pattern Syllabus for B. Com-I, Semester-I & II [with effect from June 2019]

Lectures- 4 per week

Total marks-

- **Preamble:**

Today, Management of an enterprise whether in agriculture sector or in industrial sector or in service sector requires knowledge and skill of getting things done from others. The acquisition of such knowledge and skill by experience is cumbersome. Very few are born managers, but many good managers are actually made. Success of management largely depends upon understanding of principles and basics of business management. Keeping in mind, this view, principles of business management course is introduced at B. Com Part-I programme. This will support the students to understand and acquaint the knowledge of principles, functions and areas of management. This will develop the awareness among the students regarding how to manage the business.

- **Specific objectives:**

- 1) The main objective of this paper is to make the students understand business management principles and practices to withstand the competitive business environment.
- 2) To impart the basic understanding of business management, to enable the students to apply different skills and technique to assist the management in taking appropriate decisions relating to business enterprise.

- **Course Outcome:**

- Co 1 Students will able to understand Business Management Principles and Practices in their Practical life.
- Co 2 The students will able to implement management principles successfully to make the enterprise to achieve its predetermined goals and objectives in best possible manner.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Revised Semester Pattern Syllabus

Choice Based Credit System (CBCS)

B.Com. Part-I (Sem. I)

Principles of Business Management

Course Code: Semester I DSC-1-B

w. e. f. June 2022

Total Periods- 60

Marks allotted- 40 (University Exam+10 College Assessment) 40+10=50

Unit No.	Name of the topic	Details	Lectures
1	Introduction to Business Management	a) Meaning and definition of business management. b) Nature of business management i) Management as an Art ii) Management as a Science iii) Management as a Profession c) Luther Gulicks POSDCORB Concept d) Significance of Management e) Process of Management f) Levels of Management g) Functional areas of management h) Social Responsibility of Business i) Management and Administration j) Contribution of C.K. Pralhad in Management.	15
2	Planning	Planning: a) Meaning and definition of planning b) Features and Importance of planning c) Types and Process of planning d) Elements of planning-Mission, Objectives, Strategies, Policies, Procedures, Rules, Programmes, Budget (In brief). e) Planning at different levels- Corporate Plan, Business unit Plan, Departmental Plans	15

3	Decision Making	Decision Making a) Meaning and Definition of Decision Making b) Importance and Types of Decision Making c) Decision Making Process d) Effective Decision Making e) Techniques of Decision Making	15
4	Organizing	Organizing a) Meaning and Definition of organizing b) Significance of organizing c) Steps in the process of organizing d) Authority and Responsibility relationship e) Virtual Organizational Structure.	15

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Revised Semester Pattern Syllabus

Choice Based Credit System (CBCS)

B.Com. Part-I (Sem. II)

Principles of Business Management

Course Code: Semester II DSC-2-B

w. e. f. June 2022

Total Periods- 60

Marks allotted- 40 (University Exam+10 College Assessment) 40+10=50

Unit No.	Name of the Topic	Details	Lectures
5	Motivation	Motivation: a) Meaning and Definition of Motivation b) Need of Motivation c) Types of Motivation-Positive Motivation and Negative Motivation d) Financial and Non-financial Incentives e) Need Hierarchy Theory of Motivation f) Theory 'X' and Theory 'Y' of Motivation	15
6	Leadership	Leadership a) Meaning and Definition of Leadership b) Functions of a Leader c) Qualities of a Successful Leader d) Leadership styles e) Charismatic Leadership Meaning and Qualities.	15
7	Controlling	Controlling a) Meaning and Definition of Controlling b) Features and Importance of Controlling c) Process of Controlling d) Effective Control System e) Techniques of Controlling-Traditional and Modern	15
8	Management of Change	Management of Change a) Meaning and Definition of Management of Change b) Need for change c) Types of Change d) Process of planned change e) Resistance to change f) Concept and Benefits of Work From Home	15

Books recommended:

1. Essential of Management by Knootz& O Donnel
2. Principles& Practice of Management by L.M. Prasad
3. Practice of Management by Peter Drucker
4. Business Organizational Management by Singh and Chhabra
5. Business Organization and Management by M. C. Shukla
6. Organization and Management by Dr. C. B. Gupta
7. Management: Principles and Practice by Shriniwas and Chunawala
8. Principles of Management by Terry and Franklin
9. Modern business and Organization by Sherlekar and Sherlekar
10. Management and Organization by Louise and Allen