

Semester – II Syllabus

- A) Communication Skills : Units - 5 to 8
 B) Reading Comprehension : Units - 12 to 15

		Pattern of Question Paper :	
Q. 1.	A)	Multiple choice objective questions on Reading Comprehension (minimum one question should be set on each unit)	5 Marks
	B)	Textual objective type questions to be set on vocabulary items, such as, synonyms, antonyms, pair of words, usage of phrases and changing word class by using prefixes or suffixes	5 Marks
Q.2	A)	Answer in 2 to3 sentences each (3 out of 5) :	6 Marks
	B)	Write short notes in about 50 to 60 words each (1 out of 2)	4 Marks
Q. 3.	A)	On Unit No. 5	5 Marks
	B)	On Unit No. 6 (either notice and agenda or minutes)	5 Marks
Q. 4.	A)	On Unit No. 7	5 Marks
	B)	On Unit No. 8	5 Marks
		Division of Teaching Hours:	
	A)	Communication Skills : 10 X 4 = 40	
	B)	Reading Comprehension :	
		i) Prose : 7 X 2 = 14	
		ii) Poetry : 3 X 2 = 6	

PRINCIPLES OF MARKETING
Paper –II Sem- II
Syllabus (From June, 2010)

Objectives: To help the students to understand the concepts, principles of marketing and their applications.

Unit-I : Marketing Mix: Meaning, 4 Ps of Marketing Mix, Product, Price, Promotion and Place (Distribution).

Product – Meaning, product quality, product design, product features, brand name & trade mark, after-sales-service, product line and product-mix, packaging - role and functions of packaging.

Unit-II :Price - Importance of price in the marketing-mix, factors affecting price of a product/service.

Unit-III:Promotion - Understanding the four elements of promotion-mix - advertising medias, publicity, personal selling and salesmanship, public relations, selling process, sales promotion techniques.

Unit-IV:Place- (Distribution), concept and role, types of distribution channels, factors affecting choice of a distribution channel.

Marketing of Services - characteristics of services, problems in services marketing.

Books recommended

- 1) S.A.Sherlekar, “Marketing Management”, Himalaya Publishing House, Mumbai.
- 2) Philip Kotler : Marketing Management, Prentice Hall of India Ltd, New Delhi.
- 3) Marchannd & B.Vardharajan: An introduction to Marketing, Vikas Publishing House, 5 Ansari Road, New Delhi.
- 4) Maurice & Mondell & Larry Rosenberg - Marketing : Prentice Hall of India Ltd. New Delhi.
- 5) Mohammad Amanatuallh : Principles of Modern Marketing. Kalyani Publications New Delhi.
- 6) Dr. C. N. Sontakki : Marketing Management Kalyani Publications New Delhi.
- 7) Arun Kumar and N. Meenakshi- Marketing Management Vikas Publishing House Pvt. Ltd.Ed.2007
- 8) Biplab S Bose – Marketing Management Himalaya publishing House, Edition -2009

B.Com. Part-I History of Civilization
Introduction from June 2010

Paper 1I: Semester 2

1. Greek Civilization

Athenian Democracy, Socio-economic & religious condition, literature & art-architecture

2. Roman Civilization

From Republic to Empire, Socio-economic & religious condition, decline of Roman Empire

3. Medieval Europe

State & Church; Feudal & Peasants

4. Renaissance

Exploration, Humanism, Development of Literature & art-architecture

मराठी (आवश्यक)
अभ्यासपत्रिकेची रूपरेषा
द्वितीय सत्र
पद्य आणि उपयोजित मराठी

■ उद्दिष्टे :	
1	मराठी संतकवींच्या रचनांचा परिचय करून देणे.
2	विद्यार्थ्यांमध्ये मराठी संतकवींच्या वाङ्मयाबद्दलची अभिरुची वाढविणे.
3	शाहिरी वाङ्मयाचा परिचय करून देणे.
4	केशवसुत संप्रदायातील कवींच्या प्रेम, निसर्गकवितांचा परिचय करून देणे.
5	रविकिरण मंडळातील कवी आणि कवितांचा परिचय करून देणे.
6	आधुनिक पद्य वाङ्मयाचा परिचय करून देणे.
7	ग्रामीण, दलित व समकालीन वाङ्मयीन प्रवाहांचा परिचय करून देणे
8	विद्यार्थ्यांमधील काव्याकलन कौशल्य विकसित करणे.
9	विद्यार्थ्यांमध्ये भाषिक लेखन कौशल्यांच्या उपयोजनाचे ज्ञान वाढविणे.

■ अभ्यासक्रम :		
1	जे का रंजले गांजले, कमोदिनी काय जाणे तो परिमळ	तुकाराम
2	थट्टा, दादला	एकनाथ
3	सुंदरा मनामधिं भरलि	राम जोशी

4	गुलाबी कोडे	गोविंदाग्रज
5	तडाग असतो तर	बालकवी
6	आमुची मायबोली	माधव ज्युलियन
7	रुसवा	अनिल
8	कुणी कोडे माझे उकलील का ?	भा. रा. तांबे
9	गणपत वाणी	बा. सी. मर्ढेकर
10	अशी ही साताऱ्याची तऱ्हा	ग. दि. माडगूळकर
11	चिरीमिरी	अरुण कोल्टकर
12	घेता	विंदा करंदीकर
13	आगगाडि आणि जीवन	कुसुमाग्रज
14	ती गेली तेव्हा	ग्रेस
15	आई	नामदेव ढसाळ
16	शहर	दया पवार
17	बळीराजासाठी गाणं	नारायण कुलकर्णी कवठेकर
18	शकुन	शैला सायनाकर
19	तरुणाई	मोहन पाटील
20	आहे तशीच ये	सुधांशू

उपयोजित मराठी

1	जाहिरात मसुदालेखन
2	निबंध लेखन

■ मूलभूत वाचन :

1	साहित्य परिमल (पद्यविभाग) : शिवाजी विद्यापीठ, कोल्हापूर
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■ पूरक वाचन :

1	कवितेतील आधुनिकवाद	केशव सद्दे
2	चैत्रबन	ग. दि. माडगूळकर
3	चिरीमिरी	अरुण कोल्टकर
4	विशाखा	कुसुमाग्रज
5	कोंडवाडा	दया पवार
6	मागील पानावरुन पुढे सुरु	नारायण कुलकर्णी कवठेकर
7	गाव आणि मातेच्या कविता	मोहन पाटील
8	कविता सायलीच्या	शैला सायनाकर
9	भावसुधा	सुधांशू
10	व्यावहारिक मराठी	ल. रा. नसिराबादकर
11	व्यावहारिक मराठी	कल्याण काळे, दत्तात्रय पुंढे

■ संदर्भ ग्रंथ

1	अभंग गाथा	संत तुकाराम, महाराष्ट्र साहित्य संस्कृती मंडळ
2	एकनाथांचे निवडक भारुड	संपा.वसंत जोशी

3	मन्हाटी लावणी	म. वा. धोंड
4	पैंजण	म. ना. अदवंत
5	महात्मा फुले समग्र वाङ्मय	महाराष्ट्र साहित्य संस्कृती मंडळ
6	त्रिदल	संपा. दत्तात्रय पुंडे, स्नेहल तावरे
7	विद्रोही कविता	संपा. केशव मेश्राम
8	पाच कवी	संपा. म. वि. राज्याध्यक्ष
9	ग्रेस आणि दूर्बोधता	जयंत परांजपे
10	दलित साहित्य : स्वरूप व भूमिका	वामन निंबाळकर
11	आसमंत	श्रीकांत इंगळहळीकर
12	व्यावहारिक मराठी	ल. रा. नसिराबादकर
13	मराठी व्याकरण	मो. रा. वाळंबे

(अनिवार्य हिंदी)
व्यावहारिक हिंदी
द्वितीय सत्र

● अध्यापन – जून 2010

● उद्देश्य –

1. हिंदी के व्यावहारिक पक्ष से परिचित करना ।
2. वाणिज्यिक व्यवहार में हिंदी भाषा को प्रचलित करना ।
3. हिंदी में कार्य करने की रूचि विकसित करना ।
4. रोजगारोन्मुख शिक्षा प्रदान करना ।
5. राष्ट्रभाषा के प्रति रूचि उत्पन्न करना ।
6. कार्यालय और व्यवसाय में हिंदी प्रयोग का कौशल विकसित करना ।

पाठ्यपुस्तक – हिंदी की प्रतिनिधि कहानियाँ

सं. – कृष्णा रैणा, वाणी प्रकाशन,

21 दरियागंज, नयी दिल्ली-110002

Urdu
Prose & Poetry
Semester -II

Unit 5:- Jabsara

- i) Zange Azadi mein urdu - Prof. J.J.M. Shaikh
ii) Jshqiya Shayer H.A. shouque- Prof. Dr. G.A. Shaikh

Unit 6:- Poetry Section

Manzoomat

- i) Lab-e-Sahil Aur Mouj - Akbar Allahabadi
ii) Rang-e- Zamana - Akbar Allahabadi
iii) Julu-e-Khusheed-e-Nau - Afsar Meeravati
iv) Nagma-e- Zindagi - Akhtar Sheerani

Unit 7:- Gazals

- i) Allauddin Shah - Darad se Aankh
ii) Aejaz Nabi Kangar - O Quawat –e- parvaz
iii) Ab.Razak Rind - Jo sari Umar
iv) Bashir A Parvaz - Chasham-e- far leiye

Unit 8:- Rubaiyat

- i) Moulana A. H. Hali - i) Musa ne ye ki araz
ii) Jaisa Nazar ata Hoon
ii) Akbar Allahabadi - i) Peeri Aai Hai Jawani
ii) Bhoolta Jata Hai Eroupe
iii) Josh Mallihabadi i) Insan ki Jis Qadar bhi
ii) Har bat pe muh tera
iv) Firaque Gerakhpuri i) Karte Nahi Kuch to kam
ii) Dunya jo sanwar jaye

Recommended Readings :-

- a) Basic Reading
b) Additional Reading
c) References- a) Books
b) Journals/Periodicals

B.Com. Part-I Kannada
IIInd Semester
Collection of Modern Prose

Collection of Modern Prose

There is a text book prescribed in this paper which includes short stories.

Detailed study of the text is necessary because student should be able to answer to the reference to context as well as objective type questions.

Distribution of Marks

1. Essay type of question	20
2. Reference to context	15
3. Objective questions	05

Text Book prescribed

1. Katha Sangama – Ed. K.S. Nayaka.
Pub. : Prasaranga Gulbarga University, Gu

BUSINESS MATHEMATICS
Paper –II Sem- II
Syllabus (From June, 2010)

Semester – II

- UNIT – I : **Functions of real variables** - 12
Linear, Quadratic, exponential (of type $y = a^x$), inverse functions and their graphs. Illustrative examples.
Limit of function: - Theorems on Limit (without proof), simple examples.
- UNIT – II : **Differentiation** - 18
Definition, derivative using first principle, Method of differentiation of sum, difference, product and quotient of two functions. Derivative of composite, inverse, exponential, logarithmic, parametric and implicit functions. Second order derivative.

UNIT – III : **Applications of differentiation** - 12
Maxima and minima, Case of one variable involving second order derivative, Average cost, Average revenue functions, marginal cost, marginal revenue, Elasticity of demand.

UNIT – IV : **Integration And Its Applications** - 18
Integration : An ant derivative process, standard forms, Method of integration by substitution and by parts. Definite integrals and their properties. Determination of cost, revenue and demand functions. Consumer's surplus and procedure's surplus.

NOTE :- 1. Use of logarithmic tables, electronic calculators is allowed.
2. For limits, derivative and integration trigonometric functions should be omitted.

Reference Books:-

1. Kumbhojkar G.V. - Business Mathematics
2. Shantinarayan - Text Book of Matrices
3. Bhagvat and Pawate - Elements of Calculus
4. Soni R.S. - Business Mathematics
5. Kapoor V.K. Sancheti D.C. - Business Mathematics
6. Veena G.R. - Business Mathematics (New age international Publishers), New Delhi.
7. Business Mathematics - B.Com.I Published by Shivaji University, Kolhapur.

General INSURANCE

Paper –II Sem- II
Syllabus (From June, 2010)

Objectives :

- (1) To enables the students to know the fundamentals of insurance.
- (2) To expose the students to procedural part and documentation in Life Insurance business.
- (3) To create awareness among the students to become a Life Insurance Agent.

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.

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.

Unit - 3 : **Accidental Insurance (only nature & cover)**

- (1) Motor Insurance - (2) personal accidental and sickness Insurance - (3) Burglary insurance - (4) Liability insurance - (5) Fidelity guarantee insurance - (6) Cattle insurance - (7) Crop insurance - (8) Medicaid insurance policy.

Unit- 4 : **Privatization of insurance business** - Insurance Regulatory Development Act 1999 – Structure, objects, organizational set up & Functions.

UNITS & PERIODS ALLOTTED

Units	No. of Periods
Unit -	1. 15
Unit -	2. 20
Unit -	3. 15
Unit -	4. 10
Total Periods	60

Geography Semester-II

Title of Paper - Commercial Activities and Globalization

Marks- 50

Unit.1. Transportation & Communication

15

- a. Significance of transportation & communication
- b. Land transport- Merits of Road transport and transcontinental Railway routes
- c. Water transport- Major ocean routes.

- d. Air transport- Major intercontinental Air routes.
- e. Mass communication- Satellite communication & computer networking.

Unit.2. International trade **15**

- a. Importance & bases of international trade
- b. Changing nature of international trade (after 1980)
- c. Trade organizations- WTO, OPEC, EEC.

Unit.3. Tourism **15**

- a. Importance of Tourism
- b. Factors affecting Tourism
- c. Eco- Tourism.
- d. Major tourism centers in North India.

Unit.4. Globalization **15**

- a. Meaning of Globalization
- b. Impact of Globalization.
- c. Globalization & Indian Economy.

Reference Books.

1. Hartshorne T. N. & Alexander J.W., (1994), Economic Geography, Prentice Hall, New Delhi.
2. Wheeler J. O. et., (1995), Economic Geography, John wiley, New York.
3. Robertson D., (2001), Globalization and Environment, E. Elgar Co., U.K.
4. Saxena, H. M., (1990), Marketing Geography, Raut Publication, Jaipur.
5. Dixit R.S., (1988), Spatial organization of Market centres, pioneer Publ. Jaipur.
6. Bhatya A. K., (1996), International Tourism, Fundamentals & Practices, sterling, New Delhi.
7. Khann K. K. & Gupta V. K., (1982), Economic and Commercial Geography, Sultan Chand, New Delhi.
8. मोहन तावडे व इतर (1978), जगाचा आर्थिक व वाणिज्य भूगोल, युनि पब्लिशर्स कोल्हापूर
9. शंकर चौधरी (2002), पर्यावरण व आर्थिक हिमालय पब्लिसिंग हाऊस, मुंबई.
10. शिंदे पी.जी. व इतर (1993) पर्यावरण शास्त्र, सेठ, मुंबई.
11. सवदी व कोळेकर (1986) आर्थिक भूगोल, निराली प्रकाशन, पुणे.
12. सवदी व कोळेकर (2005) आधुनिक भूगोल,, निराली प्रकाशन, पुणे.
13. सवदी व कोळेकर (2007) पर्यावरणीय अध्ययन, निराली प्रकाशन, पुणे.
14. खतीब के.ए.(2007) आर्थिक भूगोल, मेहता पब्लिकेशन, कोल्हापूर.
15. घारपुरे विठ्ठल (2006) आर्थिक भूगोल, पिंपळापुरे पब्लिकेशन, नागपूर.
16. घारपुरे विठ्ठल (2006) पर्यटन भूगोल, पिंपळापुरे पब्लिकेशन, नागपूर.
17. शिंदे एस.बी.(2006) पर्यटन भूगोल फडके प्रकाशन कोल्हापूर.
18. चौगुले डी.जी. (2005) व्यावसायिक पर्यावरण अजब प्रकाशन कोल्हापूर

Business Economics
Paper –II Sem- II
Syllabus (From June, 2010)

Unit I- Business decisions: Meaning and Importance, objectives of Business Firm.

A: Perfect Competition: Characteristics-Equilibrium of the firm in Short run and Long run.

B: Monopoly: Characteristics- determination of price under monopoly. price discrimination.

Unit II- Monopolistic competition: Characteristics- Short run and Long run equilibrium of a firm.

Oligopoly: Meaning and characteristics.

Unit III- Factor Pricing:

A: Rent: Concept; Ricardian and Modern theories of rent; Quasi- rent.

B: Wages: Money-Wages and Real wages-causes of wage differentials.

Unit IV)-A: Interests- Concept and theories of interest- Loanable Funds Theory, Liquidity Preference Theory.

B: Profit: Nature and concepts, Theories of profit- Innovation Theory, Risk Theory, Uncertainty Bearing Theory.

BASIC READING LIST:-

1-Baeh G.L. (1977). Economics, prentice Hall of India, New Delhi.

2-Guald J.P. and Edward P.L. (1996) Microeconomics Theory, Irwin, Homewood

3-Henderson J and R.E. Quandt (1980) Micro economics Mathematical approach M.C-Graw Hill New Delhi.

4-Heathfiels and wi be (1987) An Introduction to cost and production. Macmillan, London.

5-Koutsoyiaurus A. (1990) Principals an economics (9th edition) oxford University Press Oxford.

6-Manstield e (1997) Microeconomics (9th edition) W. W. Norron and company New York

7-Ray N.C. (1975) An Introduction to Microeconomics, Macrillan company of India Ltd. Delhi.

8-Samuelson P.A. and W.D. Nordaus (1998) Economics. Tata Mc-Graw Hill New-Delhi.

- 9-Stomer A.W. and D.C. Hague (1972) A textbook of economics theory
ELBS and Longman group London.
- 10-Vrian H.R. (2000) Intermediate Microeconomics: A modern Approach
(5th Edition) East-west press New Delhi.
- 11-पाटील कृ.अ.- उच्चतर आर्थिक सिंधदात
- 12-देसाई भालेराव-अंशलक्षी अर्थिक विश्लेषण
- 13-पिंपरकर ग.प्र.-मुल्य व वितरण: सैध्दांतिक विवेचन

PRINCIPLES OF BUSINESS MANAGEMENT
Paper –II Sem- II
Syllabus (From June, 2010)

Objectives: To familiarize the students with the basic concepts and principles of management. The students should clearly understand the definitions of different areas of management.

Unit-I : Motivating and Leading: Concept of motivation: motivation and Human factor; Theories of motivation - Maslow's hierarchy of needs theory, Herzberg's two-factor theory, McGregor's theory 'X' and theory 'Y' financial and non-financial incentives.

Unit-II : Leading - concept of leadership; functions and traits in leadership; leadership styles; leadership theories; Likert's four systems of leadership, charismatic leadership theory, Robert Black and Jane Mouton managerial Grid.
Communication - concept, process and barriers in communication.

Unit-III :Controlling - meaning of control, control process, techniques of control- traditional and modern.

Unit-IV :Management of change - concept, need for change; process of planned change - unfreezing, changing and refreezing; resistance to change; emerging horizons of management in a changing environment.

Books recommended

- 1.Koontz and Wehrich - Essentials of Management
- 2.Stoner and Freeman : Management
- 3.Fred Luthans : Organisational Behaviour
- 4.Louis A. Allen : Management and Organisation
- 5.Peter Drucker- Management
- 6.Prasad L.M.- Principles and Practice of Management
- 7.Tripathi P.C. and P.H.Reddy- Principles of Management
- 8.K. Aswathappa- Essentials of Business Environment
- 9.Shriniwas & Chunawala- Management- principles and practice
- 10.Sherlekar & Sherlekar- Modern Business & Organisation
- 11.Terry,G.R.and Stephen Franklin,“Principles of management”

SEMESTER – II

Financial Accounting Paper- II

Unit I : Single Entry - Conversion of Single Entry into Double Entry System :
(15 Periods)

Unit II : Consignment Account : Important terms and Accounting procedure in the books of consignor and consignee. (10 Periods)

Unit III : Branch Accounts : Dependent Branch-Ascertainment of Branch Profit by preparation of Branch Account and Branch Trading and Profit and Loss Account - Stock and debtors system - Independent Branch
(20 Periods)

Unit IV : Computerized Accounting : (15 Periods)
Overview of Computer System, Overview of Accounting software's-introduction to tally, preparation of following records on Tally (without inventory).

A) Vouchers : meaning of voucher-preparation and maintenance of various types of vouchers by Trading concerns-types of vouchers.

i) Payment vouchers – Petty cash vouchers, cash payment vouchers, Bank (Cheque) payment vouchers.

ii) Receipt vouchers – cash receipt vouchers Bank (cheque) receipt vouchers.

iii) Credit Invoices – Purchase invoice, sales invoice, Debit or credit notes.

iv) Journal vouchers or Accrual vouchers

B) Accounting from vouchers : Procedure or steps involved in the preparation of petty cash book, cash book, Bank book, Journal book, Preparation and Balancing of Ledger Accounts, Extraction of Trial Balance and Preparation of Trading and Profit and Loss Account and Balance sheet.

Note : For Practical problems more stress should be given on preparation of different vouchers and preparation of petty cash book, cash book, Bank book, Journal book, Purchase register and sales register with the help of tally accounting packages.

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 Bahal Allahabad.
4. Jain and Narang – ‘Advanced Accountancy’ Kalyani Publications, New Delhi.
5. S.N. Mheswari – ‘Advanced Accountancy’

Compendium of statement and standard of Accounting. The institute of Chartered Accounts of India

