

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Choice Based Credit System Syllabus

B. Com. Part - I

Business Economics (CC1)

Semester - II (4 Credits)

(w.e.f. June 2019)

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 the cause and consequences of different market structures. Analyze the meaning of various cost and their relevance for firm profitability.

Unit No. 1: Production and Cost

- 1) Meaning and Types of Production Cost
- 2) The Law of Variable Proportions
- 3) The Law of Return to Scale
- 4) Economies and Diseconomies of Scale - Internal - External

Unit No. 2: Market Structure

- 1) Perfect Competition - Meaning, characteristics and price determination
- 2) Monopoly - Characteristics, price determination and Price Discrimination
- 3) Monopolistic Competition - Characteristics, price determination
- 4) Meaning and Concepts of Oligopoly, Duopoly, Monopsony

Unit No. 3: The Theory of Distribution

- 1) Rent - Meaning, Ricardian Theory of Rent and Modern theory of rent - quasi rent
- 2) Wages - Meaning and Types of Wages, wage Differentiation,
- 3) Interest - Meaning -
Liquidity preference theory of Interest
- 4) Profit - Meaning - Uncertainty theory of profit and Innovation theory of profit

Unit No. 4: Break-Even Analysis

- 1) Meaning and Concept of Break-Even Point
- 2) Determination of Break-Even point
- 3) Importance of Break-Even Analysis
- 4) Limitations of Break-Even Analysis

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B.Com-I (Semester II)

ENGLISH (Compulsory) Revised Syllabus (CBCS)

(Introduced from June 2017)

1. 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.

Semester-I

Unit no: 1	Prose(Credit 01)(15)		
Unit no: 2	Poetry		
Unit no: 3	Grammar	(Credit for Unit 2 and 3: 01)	(15)
Unit no. 4	Communication Skills	(Credit for Unit 4: 02)	(30)

List of Reference Books:

1. Prescribed Text Book :- Literary Voyage
2. "A Student's Introduction to English Grammar" by Rodney Huddleston and Geoffrey K. Pullum. 2002.

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Revised Semester Pattern Syllabus Choice Based

Credit System w. e. f. June-2019

B.COM. PART-I SEMESTER - II

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

OBJECTIVES

- (1) To enhance the students knowledge of General Insurance.
- (2) To provide information about procedural in General Insurance business.
- 3) To provide information for students regarding recent trends in Insurance Sector

Unit No - 1 Fire Insurance

Meaning, Definition, 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

Unit No - 2 Marine Insurance

Meaning, Definition, Features and Significance of Marine Insurance
Marine Perils
Procedure of taking Marine Insurance
Types of Marine Insurance
Policies Clauses of Marine Insurance Policy

Unit No - 3 Miscellaneous Insurance

Personal Accidental Insurance
Motor Insurance
Crop Insurance
Cattle Insurance
Health Insurance
Mobile Insurance

Unit No - 4 Insurance Regulatory and Development Authority (IRDA)

Introduction and Objectives of IRDA
Structure of IRDA
Functions of IRDA

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Revised Semester Pattern
Syllabus
Choice Based Credit System (CBC
S) B.Com. Part-I (Sem. II)
Principles of Business Management
Course Code: Semester II DSC-2-B
(w.e.f. June 2019)

- 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:

The students, on going through the course, will implement management principles successfully to make the enterprise to achieve its predetermined goals and objectives in best possible manner

Unit No.	Name of the Topic	Details
5	Motivation	Motivation: <ol style="list-style-type: none">a) Meaning and Definition of Motivationb) Need of Motivationc) Types of Motivation-Positive Motivation and Negative Motivationd) Financial and Non-financial Incentivese) Need Hierarchy Theory of Motivationf) Theory 'X' and Theory 'Y' of Motivation
6	Leadership	Leadership <ol style="list-style-type: none">a) Meaning and Definition of Leadershipb) Features of Leadershipc) Functions of a Leaderd) Qualities of a Successful Leadere) Leadership styles
7	Controlling	Controlling <ol style="list-style-type: none">a) Meaning and Definition of Controllingb) Features and Importance of Controllingc) Process of Controllingd) Effective Control Systeme) Techniques of Controlling- Traditional and Modern

8	Management of Change	Management of Change <ul style="list-style-type: none">a) Meaning and Definition of Management of Changeb) Need for changec) Types of Changed) Process of planned changee) Resistance to change
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Choice Based Credit System Syllabus B.Com. Part-I

Principles of Marketing

(w. e. f. June-2019)

Objective of the Course : - i) To understand the different marketing

Concepts in global scenario

ii) To inculcate the effective marketing skills

1. Advantage of the Course :- It helps to create self-employment.

SEMESTER II

Unit No.	Name of the Topic	Details
5	Marketing Mix	a) Distribution - Meaning - Types of Distribution Channels - Factors affecting distribution Channels
		b) Promotion - Methods of Promotion
6	Consumer Behavior	- Meaning - Definition - Importance of Consumer Behavior - Factors affecting Consumer Behavior - Consumer Protection Act 1986-its Features, Definition of Consumer.
7	Recent Trends in Marketing	A) E- Business. - Meaning of E-business. - Scope - Types of E-Business. - Advantages of E-Business. - Limitations of E-Business. B) Tele Marketing or Tele Shopping. - Meaning of Tele Marketing. - Procedure of Tele Marketing Transactions. - Features of Tele Marketing. C) Digital Mobile Marketing - Meaning - Mobile Apps used for Digital Marketing D) Virtual Marketing. - Meaning of Virtual Marketing. - Characteristics of Virtual Marketing.

		- Importance of Virtual Marketing
8	Marketing Information System	Marketing Information System : - Definition, purpose, scope and Components of Marketing Information System Marketing Research - meaning Importance and application of marketing research.

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B.Com.-I (Semester II)

Syllabus

Business Mathematics

(w. e. f. June 2019)

Course Outcomes / Objectives

- C01 Understand the terms like constant, variable, interval, function.
- C02 Acquainting students with the functions related to business & economics.
- C03 Critically study existence of mathematical relation between two variables regarding to problems of business using Newton's formula.
- C04 Enlighten abilities to apply the mathematical concepts to real life problems in Commerce, Economics, Management and Social sciences.
- C05 Understand the mathematical tools in Decision making at Strategic & Tactical Level.

Semester-II

Unit No.	Topic	Subtopics
1	Function of Real Variable	Constant, Variable, Interval, Function, Illustrative examples on value of a function. Functions related to business & economics, Cost Function, Demand Function, Revenue function, Profit function, Break- even point. Determination of form of a function using Newton's Interpolation formula for unequal interval. Standard functions, Definitions of Even, Odd, Linear, Quadratic, Exponential, Logarithmic, Inverse, Explicit, Implicit, Parametric, Composite, Increasing & Decreasing functions. Graph of a function.
2	Limit of a function	Concept of limit, Theorems on limits (without proof), Simple examples on evaluation of limits – Direct type, Factorization, Simplification, Rationalization, Infinity type, a type.
3	Differentiation	Definition, derivative using first Principle. Rules of Differentiation, Derivatives of simple algebraic functions, . Derivative of composite, Parametric, Inverse, Exponential, Logarithmic, Implicit functions, Simple Examples. Second Order Derivative (involving one variable) Maxima & Minima. Commercial Applications of Derivative –

		<p>Marginal Cost function, Average Cost function. Marginal Average Cost function. Minimum Average Cost. Marginal Revenue function, Maximum Revenue, Maximum Profit, Price Elasticity of Demand. Numerical examples.</p>
		<p>Second Order Derivative (involving one variable) Maxima & Minima. Commercial Applications of Derivative – Marginal Cost function, Average Cost function. Marginal Average Cost function. Minimum Average Cost. Marginal Revenue function, Maximum Revenue, Maximum Profit, Price Elasticity of Demand. Numerical examples.</p>
4	Integration	<p>Definitions, Standard forms, Integration by substitution, by parts, by use partial fractions. Illustrative examples. Definite integrals – Properties (without proof), Simple examples. Applications of integration to business – Determination of Cost, Revenue, Profit, Demand function, Consumer Surplus, Producer Surplus, Rate of sales. Numerical examples.</p>

**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR
UNIVERSITY, SOLAPUR**

Syllabus of
**Democracy, Elections and Good
Governance For all Under Graduate
Students of Semester - II**

2020-2021

Unit- 1. Democracy in India

- a) Indian parliamentary democracy
- b) Lok Sabha
- c) Rajya Sabha

Unit- 2. Important concepts of Indian Democracy

- a) Fundamental rights in Indian constitution
- b) Fundamental duties in Indian constitution
- c) Challenges of national integrity

Unit- 3. Good Governance

- a) Meaning and concepts of good governance
- b) Government and governance
- c) Good governance from directives principles of state policy