

Rayat Shikshan Sanstha's
Sadguru Gadge Maharaj College, Karad
An Autonomous

NEP 2020 (3.0) Credit Framework for UG (B. Com.) Programmes under Faculty of Commerce and Management

SEM (Level)	COURSES			OE	VSC, SEC	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Total Credit s	
	Course-1	Course-2	Course-3						
SEM I (4.5)	DSC-I (4) Accountancy Paper-I	DSC-I (4) Business Administrati on Paper-I	DSC-I (4) Business Economics Paper-I	OE-I (2)	SEC-I (2) Marketing Skills-I, Insurance Skills-I, Managerial Skills-I, English for Competitive Exam-I	AEC-I (2) English for Business Communication-I IKS (2) Generic: Indian Business Management	CC (2) NSS, NCC, SPORTS, YOGA, CULTURA L	22	UG Certificate 44 [Exit Option: 4 credits NSQF/ Skill courses/ Internship]
SEM II (4.5)	DSC-II (4) Accountancy Paper-II	DSC-II (4) Business Administrati on Paper-II	DSC-II (4) Business Economics Paper-II	OE-II (2)	SEC-II (2) Marketing Skills-II, Insurance Skills-II, Managerial Skills-II, English for Competitive Exam-II	AEC-II (2) English for Business Communication-II VEC-I (2) (DEIC)	CEP (2)	22	
Credits	8	8	8	4	4	8	4	44	

	4+4=8	4+4=8	4+4=8	2+2=4	2+2=4	2+2+2+2=8	2+2=4		
	Major								
	Mandatory	Electives	Minor						
SEM III (5.0)	Major-III (4) Major- IV (4)	--	Minor-I (4)	OE-III (2)	SEC-III (2) VSC-I (2)	AEC-III (2) IKS (2) Specific	--	22	UG Diploma 88 [Exit Option: 4 credits NSQF/Skill courses/ Internship]
SEM IV (5.0)	Major-V (4) Major-VI (4)	--	Minor-II (4)	OE-IV (2)	SEC-IV (2) VSC-II (2)	AEC-IV (2) VEC-II (2) (Evs.)	—	22	
Credits	16	--	8	4	8	8	--	44	
	4+4+4+4=16	--	4+4=8	2+2=4	2+2+2+2=8	2+2+2+2=8			
SEM V (5.5)	Major-VII (4) Major- VIII (4) Major-IX (2)	Major E-I (4)	Minor-III (4)	OE-V (2)	--	--	FP (2)	22	UG Degree132
SEM VI (5.5)	Major-X (4) Major-XI (4) Major- XII (2)	Major E-II (4)	Minor-IV (4)	--	--	--	OJT (4)	22	
Credits	20	8	8	2	--	--	6	44	

	4+4+2+4+4+ 2 =20	4+4=8	4+4=8	2	--	--	2+4=6		
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(in Short)
Rayat Shikshan Sanstha's
Sadguru Gadge Maharaj College, Karad
An Autonomous

NEP 2020 (3.0) Credit Framework for UG (B. Com.) Programmes under Faculty of Commerce and Management

SEM (Level)	COURSES			OE	VSC, SEC	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Total Credits	
	Course-1	Course-2	Course-3						
SEM I (4.5)	DSC-I (4)	DSC-I (4)	DSC-I (4)	OE-I (2)	SEC-I (2)	AEC-I (2) IKS (2) Generic	CC (2)	22	UG Certificate 44 [Exit Option: 4 credits NSQF/Skill courses/ Internship]
SEM II (4.5)	DSC-II (4)	DSC-II (4)	DSC-II (4)	OE-II (2)	SEC-II (2)	AEC-II (2) VEC-I (2) (DEIC)	CEP (2)	22	
Credits	8	8	8	4	4	8	4	44	
	4+4=8	4+4=8	4+4=8	2+2=4	2+2=4	2+2+2+2=8	2+2=4		
	Major								
	Mandatory	Electives	Minor						
SEM III (5.0)	Major-III (4) Major-IV (4)	--	Minor-I (4)	OE-III (2)	SEC-III (2) VSC-I (2)	AEC-III (2) IKS (2) Specific	--	22	UG Diploma 88 [Exit Option: 4 credits NSQF/Skill courses/ Internship]
SEM IV (5.0)	Major-V (4) Major-VI (4)	--	Minor-II (4)	OE-IV (2)	SEC-IV (2) VSC-II (2)	AEC-IV (2) VEC-II (2) (Evs.)	---	22	
Credits	16	--	8	4	8	8	--	44	
	4+4+4+4=16	--	4+4=8	2+2=4	2+2+2+2=8	2+2+2+2=8			

SEM V (5.5)	Major-VII (4) Major-VIII (4) Major-IX (2)	Major E-I (4)	Minor-III (4)	OE-V (2)	--	--	FP (2)	22	UG Degree132
SEM VI (5.5)	Major-X (4) Major-XI (4) Major-XII (2)	Major E-II (4)	Minor-IV (4)	--	--	--	OJT (4)	22	
Credits	20	8	8	2	--	--	6	44	
	4+4+2+4+4+2 =20	4+4=8	4+4=8	2	--	--	2+4=6		

Note:

Institute may decide to offer maximum of three subjects (Courses) in the first year. The student may select one subject out of combination of three subjects (Courses), (which a student has chosen in the first year) as a **MAJOR** subject (Course) and one subject (Course) as **MINOR** Subject in the second year. Thereby it is inferred that the remaining third subject (Course) shall stand discontinued from Second Year onwards.

MAJOR: Mandatory /Elective

MINOR: Course may be from different disciplines of same faculty of DSC Major

OE (Open Elective): Elective courses/**Open Elective to be chosen compulsorily from faculty other than that of the Major.**

VSC/ SEC: Vocational Skill Courses (MAJOR related)/ Skill Enhancement Courses

AEC/ VEC / IKS: Ability Enhancement Courses (English, Modern Indian Language)/Value Education Courses/ Indian Knowledge System (Generic & Specific))

OJT/FP/RP/CEP/CC: On-Job Training (Internship/Apprenticeship) / Field Project (Major related)/ Research Projects (Major related) Community Engagement (**Major related**)/

Co-Curricular courses (CC) such as Health & Wellness, Yoga Education, Sport, and Fitness, Cultural activities, NSS/NCC and Fine /applied/visual/performing Arts / Vivek Vahini etc.

VEC-I will include (i) Democracy and Election and (ii) Indian Constitution and

VEC-II will include Environment Science/ Studies.

Assessment

Assessment is the systematic basis for making inferences about the learning and development of students. It is the process of defining, selecting, designing, collecting, analyzing, interpreting, and using information to increase students' learning and development.

There are basically two types of assessment i.e. formative assessment and summative assessment. Formative assessment may have formal weightage in marks or it may not be in the form of marks. It is done for proper achievement of evaluation process. Formative assessment is continuous process through the course. Summative assessment is made at the end of the course period (semester). Teachers may assess their teaching and students' learning by using the following activities suitable to their course:

Written Mode	Oral Mode
1. Examination	1. Viva/ Oral Exam
2. Class Tests	2. Group discussion/ Fishbowl technique
3. Open Book Exams/ Tests	3. Role Play
4. Open Notes Exams/ Tests/ CA	4. Authentic Problem Solving
5. Self-Test/ Online Test	5. WSQ (Watch Summarize Questions)
6. Essay/ Article Writing	6. One Question Quiz
7. Quizzes/ Objective Tests	7. End of the class quiz
8. Class Assignment	8. Think Pair-Share
9. Home Assignment	9. Socratic Seminar

10. Annotated Bibliographies	10. Rapid Fire Questions
11. Reports	11. KWL (Know- Want to Know –Learned)
12. Portfolios	
13. Dissertations	
14. Book Review	
15. Article Review	
16. Journal Writing	
17. Case Studies	
Practical Mode	Integrated Mode
1. Lab Work	1. Paper Presentation/ Seminars
2. Computer simulations	2. SWOC Analysis
3. Virtual Labs	3. Authentic Problem Solving
4. Craft work	4. Field Assignments
5. Co-Curriculars	5. Poster Presentation
6. Work Experience	

(Source: Guidelines by UGC)

Supplement to R. B. Com. 3: List of Courses at Level 4.5

Course Code	Course Title	Description
Level 4.5 Semester-I		
DSC(A)-I	Accountancy Paper-I	Students should choose three courses from this list, subject to availability of it in respective college.
DSC(B)-I	Business Administration Paper-I	
DSC(C)-I	Business Economics Paper-I	
OE-I	One course	Select it from other faculties
SEC(A)-I	Marketing Skills-I	Students should choose one course from this list and open basket, subject to availability of it in respective college.
SEC(B)-I	Insurance Skills-I	
SEC(C)-I	Managerial Skills-I	
SEC(D)-I	English for Competitive Exam-I	
AEC-I	English for Business Communication-I	Compulsory
IKS (G)	IKS-Generic: Indian Business Management	Compulsory
CC	Co-curricular Course	Common to all
Level 4.5 Semester-II		
DSC(A)-II	Accountancy Paper-II	Students should choose three courses from this list, subject to availability of it in respective college. (Similar to their choice in Semester-I)
DSC(B)-II	Business Administration Paper-II	
DSC(C)-II	Business Economics Paper-II	
OE-II	One course	Select it from other faculties
SEC(A)-II	Marketing Skills-II	Students should choose one course from this list and open
SEC(B)-II	Insurance Skills-II	

SEC(C)-II	Managerial Skills-II	basket, subject to availability of it in respective college.
SEC(D)-II	English for Competitive Exam - II	
AEC-II	English for Business Communication-II	Compulsory
VEC-I	Democracy, Election and Indian Constitution	Common to all
CEP	Community Engagement Programme	Common to all

Syllabus of B. Com. Programme Level 4.5 Semester- I

Courses-1, 2 & 3:

Course 1, 2, 3 (Three subjects from the following list are to be chosen by the student):

Sr. No.	Subjects	Courses
1	Accountancy	Accountancy Paper-I (Financial Accounts I)
2	Business Administration	Business Administration Paper-I (Principles of Management)
3	Business Economics	Business Economics Paper-I

Open Electives/ Generic Electives- I:

Commerce students should choose any one of the open electives/ generic electives courses from its basket given by Faculty of Science and Technology or Faculty of Humanities or Faculty of Interdisciplinary Studies.

Skill Enhancement Courses (SEC)- I:

SEC-I Basket (one of the courses from the basket is to be selected by the student):

1. Marketing Skills (Basic of Marketing) Paper-I
2. Insurance Skills Paper-I
3. Managerial Skills Paper-I
5. English for Competitive Exam Paper-I

Ability Enhancement Courses (AEC)-I:

AEC-I: English for Business Communication-I

IKS Generic

Indian Business Management

Co-curricular Activities (CC):

(The student may participate in multiple co-curricular activities. However, as a part of credit structure, one of the following courses is to be selected by the student):

- NCC
- NSS
- Sports
- Cultural Activities
- Yoga and Fitness
- Health and Wellness
- *Vivek Vahini*

Note: For this course, follow the common syllabus and evaluation guidelines issued by the college separately.

B.Com. Programme Syllabus Level 4.5 Semester-II

Course 1,2,3 (Three subjects from the following list are to be chosen by the student):

Sr. No.	Subjects	Courses
1	Accountancy	Accountancy Paper-II (Financial Account II)
2	Business Administration	Business Administration Paper-II (Functions of Management)
3	Business Economics	Business Economics Paper-II

Open Electives/ Generic Electives - II:

Commerce students should choose any one of the open electives/ generic electives courses from its basket given by Faculty of Science and Technology or Faculty of Humanities or Faculty of Interdisciplinary Studies.

Skill Enhancement Courses (SEC):

These courses will be covered as 20% in the form of theory and 80% in the form of experiential learning.

SEC-II Basket (one of the courses from the basket is to be selected by the student):

1. Marketing Skills (Digital Marketing) Paper-II
2. Insurance Skills Paper-II
3. Managerial Skills Paper-II
5. Communication Skills
6. Practical Banking-II

Ability Enhancement Courses (AEC):

AEC-II: English for Business Communication-II

Value Education Courses (VEC):

VEC-I: Democracy, Election and Indian Constitution

Community Engagement Programme (CEP):

Under the Community Engagement Programme, the student is expected to conduct field activities for beneficiaries (community) and learn real-life experiences.

Note: For this course, follow the common syllabus and evaluation guidelines issued by the university separately.

Rayat Shikshan Sanstha's
Sadguru Gadge Maharaj College, Karad
Course Code: DSC (A)- I
Accountancy Paper-I (Financial Account)
Subject Code: N-DSC-24101
(Introduced from June 2024)

Course Outcomes: After completing the course students will able to

- 1) Prepare final accounts of partnership firm.
- 2) Complete accounting procedure in the case of amalgamation of partnership firms.
- 3) Understand accounting procedure in the case of conversion of partnership firms into a company.
- 4) Make accounting process for distribution of cash when a partnership firm is dissolved.

4 Credits	100 marks (Semester end examination 80 and internal evaluation 20)	Total 60 hours
Unit No.	Course Content	No. of Hours
Unit -I	Accounting for Partnership Meaning and Definition of partnership, Features or characteristics of partnership, nature of partnership firm, Accounting procedure of partnership firms, Preparation of final accounts of partnership firms.	15
Unit-II	Amalgamation of Partnership firms Meaning, Need and Objectives of Amalgamation of Partnership Firms, Process of Amalgamation, Accounting treatment - journal entries and ledger accounts in the books of old and New firms, Creation and writing off goodwill, Transfer of Assets and Liabilities, Adjustments to capital accounts, Amalgamated Balance Sheet.	15 hours
Unit-III	Conversion of Partnership into Limited Company Meaning, Need and Objectives or Reason of Conversion, Purchase consideration, Methods of Purchase consideration, Accounting in the books of partnership firm only.	15 hours
Unit-IV	Piecemeal Distribution of Cash Meaning, Types of Liabilities, Order of payment –Methods of distribution of cash - a) Surplus Capital Method and b) Maximum Loss Method	15 hours

Reference Books Recommended:

1. Gupta L. and Radhaswamy M, 'Financial Accounting' 2006- Sultan Chand and sons, New Delhi
2. Gupta R.L. Radhaswamy M. 'Advanced Accountancy' 2018 Sultanchand and Sons, New Delhi.
3. Shukla M.C., Grewal T. S. and Gupta S.C. 'Advanced Accountancy, S Chand and Company, New Delhi.

Rayat Shikshan Sanstha's
Sadguru Gadge Maharaj College, Karad
Course Code: DSC (A) - II
Accountancy Paper-II (Financial Account II)
Subject Code – N-DSC-24201
(Introduced from June 2024)

Course Outcomes:

After studying this course, students will be able to

1. Understand preparation of Statement of Affairs and calculation of profit or loss from incomplete records.
2. Convert single entry into double entry system
3. Prepare accounts of professionals
4. Maintain accounts of Non-Profit Organisations.

4 Credits	100 marks (Semester end examination 80 and internal evaluation 20)	Total 60 hours
Unit No.	Course Content	No. of Hours
Unit-I	Single Entry System Meaning, Features and Limitations of Single Entry, Difference between Single Entry System and Double Entry System, Preparation of Statement of Affaires and Ascertainment of profit under Net Worth Method.	15 hours
Unit-II	Conversion of Single Entry in to Double Entry Preparation of Trading and Profit & Loss Account and Balance Sheet after preparing required accounts to get missing figures.	15 hours
Unit-III	Accounting of Professionals Meaning, Accounts of Professionals, Receipt and Payment Account, Receipt and Expenditure Account and Balance Sheet, Practical Problems on Medical Practitioners, Lawyers, Professional Accountants.	15 hours
Unit-IV	Accounts of Non-Profit Organisations Nature of Non-Profit Making Organisations, Peculiar Items – Subscription, Donations, Special Funds, Legacy, Entrance Fees, Life Membership Fees, Sale of old newspapers. Distinction between Receipts and Payments Account and Income and Expenditure Account. Distinction between Income and Expenditure Account and Profit & Loss Account. Preparation of Receipts and Payments Account and / Income and Expenditure Account and / Balance Sheet.	15 hours

Reference Books Recommended:

1. Gupta L. and Radhaswamy M, 'Financial Accounting' 2006- Sultan Chand and sons, New Delhi
2. Gupta R.L. Radhaswamy M. 'Advanced Accountancy' 2018 Sultanchand and Sons, New Delhi.

3. Shukla M.C., Grewal T. S. and Gupta S.C. ‘ Advanced Accountancy, S Chand and Company, New Delhi.
4. Jain and Narang – ‘Advanced Accountancy’ Kalyani Publications New Delhi.
5. S. N. Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari – ‘Financial Accounting’ Sixth Edition 2018, Vikas Publication House Pvt.Ltd..
6. S. N. Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari – ‘Advanced Accountancy’ Volume one Eleventh Edition 2022, Vikas Publication House Pvt. Ltd..
7. M.S.Shukla, T.S. Grewal, S.C.Gupta, - ‘Advanced Accounts’ Volume one 2022- S.Chand and Company Ltd.

Nature of Question Paper
Sadguru Gadge Maharaj College, Karad
Programme: B. Com.

Level 4.5 Semester-II Course Code: N-DSC 24101 and N-DSC 24101

Accountancy Paper-I & II

(Financial Account I & II)

(Introduced from June 2024)

Time: 3 Hours Total Marks 80

Instructions:

1. Question No.1 and Question No.2 are **compulsory**
2. Attempt any **three** questions from Question No.3 to Question No.6
3. Use of calculator is allowed

Question No. 1	a) Choose the appropriate alternative	10 Marks
	b) State True or False	06 Marks
Question No. 2	Write Short Notes (Any Four out of Six)	16 Marks
Question No. 3	Practical problem	16 Marks
Question No. 4	Practical problem	16 Marks
Question No. 5	Practical problem	16 Marks
Question No. 6	a) Short Problem	8 Marks
	b) Short Problem	8 Marks



Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad
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Name of the Program : B.Com I		Semester – I	
Name of the Course (Subject): Management Principles and Practices Paper –I (N-DSC-24102)			
Semester End Exam (SEE)80 Marks	Continuous Comprehensive Evaluation (CCE): 20	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
Introduced from June 2024			
Course Objectives:			
1) To acquaint with the basic principles and functions of business and professional management. 2) To familiar with the contributions of different management thinkers. 3) To develop the Planning and Decision making skills and abilities. 4) To familiar the concept of organization.			
Unit No	Name & Contents of Units		No .of Lectures.
1	Unit 1: Business and Management Business - Meaning, Definition, Scope of Business Management - Meaning, Definition, Characteristics, Functions, Functional Areas. Importance Management Traditional Management and Professional Management: Meaning, Definition, Characteristics, Need of Professional Management		15
2	Unit 2 : Contribution Towards Development of Management Theory F. W. Taylor -Taylor's Scientific Management (Principles and Techniques). Henry Fayol - Fayol's 14 Principles of Management. George Elton Mayo - Mayo's Hawthorn Experiment and its findings		15
3	Unit 3 : Planning and Decision Making Planning - Definition and features, Importance, Types of Planning, Steps in planning process, Limitations of planning Decision Making - Meaning and Definition, Importance Decision making Techniques of decision making (Qualitative and Quantitative)		15
	Unit 4: Organization Meaning and Definition, Importance of Organization, Process of Organization Types of Organization:- (Line, Line and Staff, Functional and Committee) Levels of Management and their Functions. (Top, Middle and Lower)		
	References: <ul style="list-style-type: none"> • R. N. Singh, Management Thoughts AND Thinkers- Sultan Chand and Sons, 2nd edition. • S.M. Kolte, 2011, Business Management, Pimplapure Book Distributors, 1st edition. • Samuel C. Centro and S. Travis Centro, 2008, Modern Management, Pearson Education, 2nd edition. • Management, stoner, Freeman and Gilbret, person publications 6th edition page 293 to 299 Management and Organisational Behaviour, P. Subbarao, Himalaya publishing House 		



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Name of the Program : B.Com I		Semester – II	
Name of the Course (Subject): Principles and Functions of Management Paper –II (N-DSC-24202)			
Semester End Exam (SEE) 80 Marks	Continuous Comprehensive Evaluation (CCE): 20	Total Marks 100	Credit Assigned - 04 Workload – 4 Hrs Per Week
Introduced from June 2024			
Course Objectives:			
1) To acquaint with the basic principles and functions of Staffing, Leadership and Direction. 2) To familiarize with the contributions of different management thinkers. 3) To develop the communication and controlling skills and abilities. 4) To familiarize with the change in management.			
Unit No	Name & Contents of Units	No .of Lectures.	TeachingMethod
1	Unit 1: Motivation - Concept and Importance of motivation, Financial and Non-Financial Incentives, Theories of Motivation - Maslow's Need-Hierarchy Theory; Herzberg's Two factor theory, Douglas McGregor's Theory X and Theory Y.	15	<i>Lecture, InteractiveICT Based</i>
2	Unit 2: Staffing, Leadership and Direction Staffing: Concept & definition, Sources and Scientific Selection Procedure Leadership – Concept of Leadership, Functions of a leader, Traits in Leadership, Leadership styles Directing- Concept and Importance of Directing, Techniques of Directing.	15	<i>Lecture InteractiveICT BasedDiscussion Method</i>
3	Unit 3 : Communication and Controlling: Communication – Concept, Process and Types of Communication, Barriers in Communication and overcoming barriers in communication. Controlling- Concept and Process of Controlling, Techniques of Controlling – Traditional and Modern, Requirement of effective controlling.	15	<i>Lecture, InteractiveICT Based Group Discussion</i>
	Unit 4 Management of Change: Management Change: Concept of Need for change, Process of Planned Change, Resistance to change, Emerging Horizons of Management in Changing Environment. Role and Qualities of Successful Manager.	15	<i>Lecture InteractiveICT BasedGroup Discussion</i>
	References: <ul style="list-style-type: none"> • Management- Peter Drucker • Principles and Practice of Management- L.M. Prasad • Human Behaviour at Work: Keith Davis • Principles of Management- P.C. Tripathi and P. H. Reddy • Management- Principles and practice- Shrinivas & Chunawala • Principles of management: Terry G.R. and Stephen Franklin 		

B.Com. Part-I (CBCS Pattern) Under Semester System

Evaluation Pattern:

80+20 = 100 Marks

Semester End Exam (SEE): 80 Marks

Continuous Comprehensive Evaluation (CCE): 20 Marks

Subject: Management Principles and Practices

Instructions:-

1. Question No. 1 is compulsory
2. Attempt any Four Questions from Que No. 2 to Que No.6.

Total Marks- 80

Que. No.1) A) Select the appropriate alternative (10)

B) State True or False (6)

16 Marks

Que. no. 2) Write Short Answers (Attempt Two out of Four)

16 Marks

Que. no. 3) Long Answer

16 Marks

Que. no. 4) Long Answer

16 Marks

Que. no. 5) Long Answer

16 Marks

Que. no. 6) Long Answer

16 Marks

(CCE): 20 Marks

Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad
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Level 4.5 Semester- I Course Code: N-GIKS-24101
IKS- Generic: Indian Business Management
 (Introduced from June 2024)

Course Outcomes: After studying this course, students will be able to...

1. Understand the key ideas of Indian management
2. Explain how to develop Indian thoughts in management
3. Application of values in Management
4. Demonstrate various examples of Indian thinkers and Indian business models before the students

2 Credits	50 marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit No.	Course Content	No. of Hours
Unit-I	Indian Management (a) Evolution of Indian Management, key ideas of Indian Management, Role of Values in Management, Indian Epics and Management, (b) Dimensions of Vedic Management, Bhagwad Gita, Ramayan, Buddha's Management, Kautilaya's Arthshastra	15 hours
Unit-II	Indian Business Models Business Model of Tata, Business Model of Bajaj Group, Business Model of Aditya Birla Group, Business Model of Reliance Industries, Business Model of AMUL	15 hours

Reference Books Recommended:

1. Sancev Rinka and Khanna, Parul: Ethics and Values in Business Management, Ane Books Pvt. Ltd,
2. Khanna. S.: Vedic Management, Taxman Publication (P) Ltd.
3. Bhagwad Gita as Viewed by Swami Vivekananda; Vedanta Press & Bookshop
4. Rajgopalachari C. Ramayan Bhartiya Vidya Bhawan
5. Dona Witten and Akong Tulku Rinpoche, Enlightened Management: Bringing Buddhist Principles to Work, Park Street Press,
6. B. R. Ambedkar, Buddha and His Dhamma, Government of Maharashtra, W & S of Dr. Babasaheb Ambedkar, Mumbai
7. Gita Piramal: Business Legends
8. Kalai Selvan N:Tata's Business and Growth Strategy (Business Strategy Series) 1 Jan 2008

Level 4.5 Semester- I Course Code: N-GIKS-24101
IKS- Generic: Indian Business Management
 (Introduced from June 2024)
Nature of Question Paper

Time: 90 Minutes Total Marks: 40 Marks

Question No. 1	Multiple Choice Questions (20 Questions - 4 alternatives each)	40 Marks
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Internal Assessment 10 Marks

Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad
 (An Autonomous College) Affiliated to Shivaji University, Kolhapur

Syllabus in Accordance with NEP-2020
With effect from Academic Year 2024-25(Semester I)

SKILL ENHANCEMENT COURSE (SEC) (B)

INSURANCE SKILLS (N-SEC-24104)

Name of the Programme: B. Com.		Semester: I	
Name of the Course/ Subject: Insurance Skills		Course Code: SECINS	
Semester End Examination (SEE): 40 Marks	Continuous Internal Evaluation (CIE): 10 Marks	Total Marks : 50	Credit Assigned: 2
Introduced from June 2024			
<p>Course Objectives:</p> <ul style="list-style-type: none"> • To impart the knowledge of practical aspects in life and health insurance. • To make the students familiar with online insurance and documentation. • To acquaint the students about various skills required in life insurance. <p>Course Outcomes: After completing the course, students will be able-</p> <p>CO1: To understand the procedure for taking a life insurance policy and claim settlement. CO2: To familiar with procedure to become life insurance agent.CO3: To acquire and apply different skills in insurance. CO4: To buy insurance online.</p>			
Unit No.	Name and Contents of Units	Number of Hours	
Unit I	<p>1 Insurance and Life Insurance 1.1 Insurance : Meaning and Definition 1.2 Principles of Insurance 1.3 Need and Importance of Insurance 1.4 Life Insurance : Meaning, Definition, 1.4.1 Importance of life Insurance 1.4.2 Types of life Insurance 1.4.3 Procedure for taking a Life Insurance Policy, 1.4.4 Standard Proof of Age, 1.4.5 Procedure for Claim Settlement of Life InsurancePolicy [Visit any life insurance company]</p>	15	
Unit II	<p>2 Application of Skills in Insurance: 2.1 Procedure to Become Life Insurance Agent 2.2 Skills of Insurance Agent Communication Skills, Listening, Social Skills, Prospecting. Problem Solving, Negotiation, Analytical Skill, Numerical Skills, Computer Skills etc. 2.3 Online insurance- Meaning, Merits and Demerits.Documentation in Life Insurance</p>	15	

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Sadguru Gadage Maharaj College, Karad
 (An Autonomous College) Affiliated to Shivaji University, Kolhapur **Syllabus in**
Accordance with NEP-2020 With effect from Academic Year 2024-25
 (Semester II)
SKILL ENHANCEMENT COURSE (SEC) (B)

INSURANCE SKILLS

Name of the Programme: B Com		Semester: II	
Name of the Course/ Subject: Insurance Skills		Course Code: (N-SEC-24104)	
Semester End Examination (SEE): 40 Marks	Continuous Internal Evaluation (CIE): 10 Marks	Total Marks: 50	Credit Assigned:2
Introduced from June 2024			
<p>Course Objectives:</p> <ul style="list-style-type: none"> • To impart the knowledge of practical aspects in life and health insurance. • To make the students familiar with online insurance and documentation. • To acquaint the students about various skills required in life insurance. <p>Course Outcomes: After completing the course, students will be able-</p> <p>CO1: To understand the procedure for taking a life insurance policy and claim settlement. CO2: To familiar with procedure to become life insurance agent. CO3: To acquire and apply different skills in insurance. CO4: To buy insurance online.</p>			
UnitNo.	Name and Contents of Units		Number of Hours
Unit I	<p>Fire Insurance And Marine Insurance: a)Fire Insurance 1.1 Meaning And Definition 1.2 Procedure of taking Fire Insurance Policy 1.3 Kinds of Policy 1.4 Settlement Of claims b) Marine Insurance 1.5 Meaning And Definition 1.6 Procedure of taking Marine Insurance Policy 1.7 Difference between Fire insurance and Marine insurance 1.8 Clauses of Marine Insurance Policy</p>		15
Unit II	<p>2 General Insurance – Motor Insurance, Personal Accidental Insurance 2.1 Meaning And Definition 2.2 Types of policy 2.3 Health Insurance – Nature and Scope 2.4 Cattle Insurance: Concept, Procedure of taking policy and Settlement ofclaim. Crop Insurance: Concept, Procedure of taking policy and Settlement of claim. [Visit any non-life insurance company]</p>		15

Nature of Question Paper
Programme: B. Com.
Level 4.5

Course Code: SEC (A) I SEC-I Insurance Skills Paper-I
(Basic Insurance)(Introduced from June 2024)

Assessment: Formative assessment should be based on experiential learning and skill-oriented activities. Internal evaluation will consist of the practical test of 10 marks. Semester-end examination will be for 40marks.

Total Marks 40

Time 2 hours

Instructions: 1. Question 1 and 2 are compulsory.

2. Attempt any three questions from 3 to 6.

Question No. 1) Multiple Choice Questions (8 questions)	8 Marks
Question No. 2) Write Short notes (Any two out of three)	8 Marks
Question No. 3) Theory Question (Skill oriented)	8 Marks
Question No. 4) Theory Question (Skill oriented)	8 Marks
Question No. 5) Theory Question (Skill oriented)	8 Marks
Question No. 6) Theory Question (Skill oriented)	8 Marks

▪ **Continuous Internal Evaluation - Total 10 Marks**

Home Assignments / Role Play/ Oral/ Quiz/ Seminar/ Case Studies/ Group Discussion

▪ **Criteria for Passing:**

- 1) Students should pass separately in Semester End Examination (SEE) and Continuous Internal Evaluation(CIE)
- 2) Semester End Examination (SEE): 16 Marks Out of 40
- 3) Continuous Internal Evaluation (CIE)- 4 Marks Out of 10
- 4) Minimum 20 Marks Out of 50.



Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad
(An Autonomous College)
Affiliated to Shivaji University, Kolhapur

Name of the Program : B.Com I		Semester – I	
Name of the Course (Subject): Managerial Skills		Course Code: N-SEC-24101	
Semester End Exam (SEE) 40 Marks	Continuous Comprehensive Evaluation (CCE): 10	Total Marks 50	Credit Assigned – 02 Workload – 2 Hrs Per Week

Introduced from June 2024

Course Objectives:

- 1) To acquaint with the basic Management Skill.
- 2) To develop the managerial skills and abilities for the fulfillment of managerial tasks.
- 3) To adopt managerial skills for the effective and efficient performance of the working tasks.
- 4) To demonstrate how to develop management skills.

UnitNo	Name & Contents of Units	No .of Lectures.
1	Managerial Skills 1.1 Meaning and Definitions of Managerial Skills, Essential management skills, 1.2 Types of Managerial Skills – (Technical skills, Conceptual skills, Interpersonal Skills, Communication skills, Flexibility, Time Management, Event Management Problem solving skills, Good Listening, Developing a culture, Training, Negotiation, Collaboration, Looking to the Future)	15
2	Managerial skills & personal skills for Managers 2.1 Different methods of improving management skills- An approach to skill development leadership & Decision Making 2.1 Personal Skills (Skill Learning) Developing Self-Awareness, Managing personal stress, Solving Problem Analytically and Creatively 2.1 Presentation Skill	15



Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad
 (An Autonomous College)
 Affiliated to Shivaji University, Kolhapur

Name of the Program : B. Com I		Semester – II	
Name of the Course (Subject): Managerial Skills		Course Code: N-SEC-24201	
Semester End Exam (SEE) 40 Marks	Continuous Comprehensive Evaluation (CCE): 10	Total Marks 50	Credit Assigned – 02 Workload – 2 Hrs Per Week

Introduced from June 2024

Course Objectives:

- 1) To acquaint with the basic planning And organizational skill
- 2) To acquaint with the basic Interpersonal skills for managers
- 3) To develop the Managerial skills and abilities.

UnitNo	Name & Contents of Units	No .of Lectures.
1	<p>Planning Skill & Organizational Skill ,</p> <p>1.1 Planning Skill</p> <p>1.1.1 Brainstorming : Concept, Importance, Effective brainstorming, techniques</p> <p>1.1.2 Critical Thinking : Concept, types of Critical Thinking, steps to improve critical thinking</p> <p>1.1.3 Logical Thinking : Concept, Importance, 5 steps of Logical Thinking</p> <p>1.1.4 Strategic Thinking : Concept, Characteristics Components</p> <p>1.2. Organizational Skills</p> <p>1.2.1. Team Building : Concept, Characteristics of an Effective Team, Stages of Team</p> <p>1.2.1 Development, Building teamwork culture</p> <p>1.2.2. Event Co-ordination : Concept, Tips for effective co-ordination</p> <p>1.2.3 Deadline Management: Concept, Steps to manage deadlines, top tips for deadline management</p> <p>1.2.4. Time Management : Concept, Essentials for time management, tips for mastering time</p>	15
2	<p>2.1 Interpersonal Skills for Managers</p> <p>2.1.1 Methods of building relationship by communicating supportively skill assessment, skill learning skill analysis, skill application.</p> <p>2.1.2 Motivation tools</p> <p>2.1.3 Conflict Management- Meaning, Style, Process</p> <p>2.2 Managerial Skills</p> <p>2.2.1 Skills of different level of Management,</p> <p>2.2.3 Skills of International Managers</p>	15
	<p>References:</p> <ul style="list-style-type: none"> • R. N. Singh, Management Thoughts AND Thinkers- Sultan Chand and Sons, 2nd edition. • S.M. Kolte, 2011, Business Management, Pimplapure Book Distributors, 1st edition. • Samual C. Centro and S. Travis Centro, 2008, Modern Management, Pearson Education, 2nd edition. • Management, stoner, Freeman and Gilbret, person publications 6th edition page 293 to 299 • management and Organisational Behaviour, P. Subbarao, Himalaya publishing House 	

Nature of Question Paper
Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad
(An Autonomous College)
Affiliated to Shivaji University, Kolhapur
Programme: B.COM I Semester- I /II
Name of the Course (Subject) Managerial Skills
(Introduced from June 2024)

Assessment: Formative assessment should be based on experiential learning and skill-oriented activities. Internal evaluation will consist of the practical test of 10 marks. Semester-end examination will be for 40 marks.

Total Marks 40

Time 2 hours

Instructions: 1. Question 1 and 2 are compulsory.
2. Attempt any three questions from 3 to 6.

Question No. 1) Multiple Choice Questions (8 questions)	8 Marks
Question No. 2) Write Short notes (Any two out of three)	8 Marks
Question No. 3) Theory Question (Skill oriented)	8 Marks
Question No. 4) Theory Question (Skill oriented)	8 Marks
Question No. 5) Theory Question (Skill oriented)	8 Marks
Question No. 6) Theory Question (Skill oriented)	8 Marks

▪ **Continuous Internal Evaluation - Total 10 Marks**

Home Assignments / Role Play/ Oral/ Quiz/ Seminar/ Case Studies/ Group Discussion

▪ **Criteria for Passing:**

- 1) Students should pass separately in Semester End Examination (SEE) and Continuous Internal Evaluation (CIE)
- 2) Semester End Examination (SEE): 16 Marks Out of 40
- 3) Continuous Internal Evaluation (CIE)- 4 Marks Out of 10

Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad
 (An Autonomous College)
 Affiliated to Shivaji University, Kolhapur
Syllabus in Accordance with NEP-2020
With effect from Academic Year 2024-25
B Com I (Semester I)
SKILL ENHANCEMENT COURSE: (SEC) (A)
MARKETING SKILLS

Name of the Programme: B Com		Semester: I	
Name of the Course/ Subject: MarketingSkills		Course Code: N-SEC-24102	
Semester End Examination (SEE): 40 Marks	Continuous Internal Evaluation (CIE): 10Marks	Total Marks: 50	Credit Assigned: 2
Introduced from June 2024			
Course Objectives: <ul style="list-style-type: none"> • To provide basic knowledge of Marketing Environment. • To give insight Rural Marketing and Retail Marketing. • To inculcate different Retail marketing skills and abilities. • To aware about social media to promote the goods and services. Course Outcomes: After completing the course, students will be able- CO1: To understand and apply marketing concepts in real life.CO2: To use various marketing skills.			
Unit No.	Name and Contents of Units		Number of Hours
Unit I	1.1 Introduction to Marketing: 1.1.1 Meaning & Definition, Features of Marketing, 1.1.2 Importance of Marketing. 1.1.3 Core Concepts of Marketing- (Need, Want, Demand, Value, Cost and Satisfaction, Exchange, Transactions & Relationship Marketing) 1.2 Consumer Behaviour and Service Marketing 1.2.1 Consumer Behaviour- Meaning and Significance, Factors Affecting Consumer Behaviour, The Buying Decision Process 2.2.2 Service Marketing- Meaning, Definition and Features, Types of Service, Problems in Service Marketing		15
Unit II	2.1 Salesmanship and skills of Salesman 2.1.1 Salesmanship- Meaning, Definition 2.1.2 Qualities of Good Salesman, 2.1.3 Selling process, 2.1.4 After Sales Services, 2.2 Various skills of salesman 2.3 skills required for Marketing Manager Communication, leadership, Curiosity, Research, Innovative Thinking, Creativity, Interpersonal Skills, Networking, Adaptability, Analytical skills, Project management Skills, Critical Thinking, Problem solving 2.3 skills, Good teamwork skill		15

Reference Books:

- 1- Kotler Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UI Haque. Principles of Marketing. 13th edition. Pearson Education.
- 2- Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing Concepts and Cases. (Special Indian Edition)
- 3- McCarthy, E Jerome and William D. Perreault, Basic Marketing. Richard D. Irwin. 4-Lamb, Charles W, Joseph F. Hair, Dheeraj Sharma and Carl McDaniel Marketing: ASouth Asian Perspective Cengage Learning.
- 5- Pride William M., D.C. Ferrell. Marketing: Planning, Implementation & Control.

Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad
 (An Autonomous College)
 Affiliated to Shivaji University, Kolhapur
Syllabus in Accordance with NEP-2020
With effect from Academic Year 2024-25
B. Com.-I (Semester II)
SKILL ENHANCEMENT COURSE: (SEC) (A)

MARKETING SKILLS

Name of the Programme: B. Com.		Semester: II	
Name of the Course/ Subject: Marketing Skills		Course Code: N-SEC-24202	
Semester End Examination (SEE): 40 Marks	Continuous Internal Evaluation (CIE): 10Marks	Total Marks: 50	Credit Assigned: 2
Introduced from June 2024			
Course Objectives: <ul style="list-style-type: none"> • To provide basic knowledge of Marketing Environment. • To give insight Rural Marketing and Retail Marketing. • To inculcate different Retail marketing skills and abilities. • To aware about social media to promote the goods and services. Course Outcomes: After completing the course, students will be able- CO1: To understand and apply marketing concepts in real life. CO2: To use various marketing skills.			
Unit No.	Name and Contents of Units	Number of Hours	
Unit I	1 Marketing Environment And Rural Marketing and Retail Marketing 1.1 Marketing Environment: Concept and Importance, Internal and External factors of Marketing Environment. 1.2 Rural Marketing and Retail Marketing 1.2.1 Rural Marketing –Concept, Importance and Understanding rural consumers and rural market 1.2.2 Retail Marketing. : Concepts, Importance, types –stores based and non-stores based retail marketing.	15	

Unit II	2 Distribution channels and Recent Developments in Marketing 2.1 Distribution channels – Concept, Importance and Types of Distribution Channels. 2.2 Recent Development in Marketing- Social Marketing, Online Marketing, Green Marketing (Types and Advantages), MIS (Marketing Information System)- Concept and Elements.	15
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Nature of Question Paper

Programme: B. Com. Level 4.5

Course Code: SEC (A) I

SEC-I Marketing Skills Paper-I (Basic Marketing)

(Introduced from June 2024)

Assessment: Formative assessment should be based on experiential learning and skill-oriented activities. Internal evaluation will consist of the practical test of 10 marks. Semester-end examination will be for 40marks.

Total Marks 40

Time 2 hours

Instructions: 1. Question 1 and 2 are compulsory.

2. Attempt any three questions from 3 to 6.

Question No. 1) Multiple Choice Questions (8 questions)	8 Marks
Question No. 2) Write Short notes (Any two out of three)	8 Marks
Question No. 3) Theory Question (Skill oriented)	8 Marks
Question No. 4) Theory Question (Skill oriented)	8 Marks
Question No. 5) Theory Question (Skill oriented)	8 Marks
Question No. 6) Theory Question (Skill oriented)	8 Marks

▪ **Continuous Internal Evaluation - Total 10 Marks**

Home Assignments / Role Play/ Oral/ Quiz/ Seminar/ Case Studies/ Group Discussion

▪ **Criteria for Passing:**

- 1) Students should pass separately in Semester End Examination (SEE) and Continuous Internal Evaluation(CIE)
- 2) Semester End Examination (SEE): 16 Marks Out of 40
- 3) Continuous Internal Evaluation (CIE)- 4 Marks Out of 10
- 4) Minimum 20 Marks Out of 50.

**Rayat Shikshan Sanstha's
Sadguru Gadge Maharaj College, Karad
An Autonomous**

**Syllabus of Open Elective subjects for B. A. and B. Sc. students
prepared by Faculty of Commerce and Management in accordance with
National Education Policy With effect from Academic Year 2024-25**

**Sadguru Gadge Maharaj College, Karad
Programme: B.A. /B.Sc.**

Level 4.5 Semester-I Open Elective

For B.A. and B.Sc. Students

**OE-I: Basic Accounting I (Accounting for Small Business) N-OEBA24-101
(Introduced from June 2024-25)**

Course Outcomes:

After studying this course, students will be able to

1. Understand the fundamental concepts and conventions of accounting,
2. Record the financial transactions in the books of accounts

2 Credits	50 marks(Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit-I	Introduction to Accounting <i>Book Keeping and Accounting</i> – Introduction and Definitions, Basic Accounting Concepts and conventions, Introduction to Double Entry System. <i>Important Terms</i> – Transaction, Goods, Discount, Account (A/c), Journal, Entry, Ledger, Debit and Credit, Purchases and Purchase Returns, Sales and Sales Returns, Gross Profit, Revenues or Incomes and Gains, Expenses or Expenditures and Losses, Depreciation, Provisions, Adjustments, Net Profit, Capital, Liabilities, Assets.	15 hours
Unit-II	Recording of Financial Data Types of Accounts, Rules for Debit and Credit, Preparation of Journal, Ledger Accounts, Trial Balance, Trading and Profit & Loss A/c and Balance Sheet	15 hours

Important Note – The medium of instruction may be English or Marathi language. However, language of answer should be English.

Reference Books Recommended:

1. Gupta R. L. and Radhaswamy M, 'Financial Accounting' 2006- Sultan Chand and sons, New Delhi
2. Shukla M.C., Grewal T. S. and Gupta S.C. 'Advanced Accountancy, S Chand and Company, New Delhi.
3. Jain and Narang – 'Advanced Accountancy' Kalyani Publications New Delhi.
4. S. N. Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari – 'Financial Accounting' Sixth Edition 2018, Vikas Publication House Pvt. Ltd..
5. M.S.Shukla, T.S. Grewal, S.C.Gupta, - 'Advanced Accounts' Volume one 2022- S. Chand and Company Ltd.

Rayat Shikshan Sanstha's
Sadguru Gadge Maharaj College, Karad
An Autonomous
Programme: B.A. / B.Sc.
Level 4.5 Semester- II Open Elective
For B.A. and B.Sc. Students
OE-II Basic Accounting II (Accounting for Agriculture) N-OEBA24-201
(Introduced from June 2024)

Course Outcomes:

After studying this course, students will be able to

1. Understand the nature of Agriculture and Agriculture Accounting
2. Maintain accounts related to agriculture

2 Credits	50 marks(Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit-I	Introduction to Agricultural Accounting Meaning of Farm, Farming and Farm Accounting, objectives of Agricultural Accounting, features of agricultural transactions, necessity of agricultural accounting and difficulties in agricultural accounting.	15 hours
Unit-II	Maintaining Farm Accounts Preparation of Farm Account or Crop Account including multiple crops, Preparation of Live stock Account, Dairy Account and Poultry Account Preparation of accounts of multiple agricultural activities including inter activity transfers Preparation of Cash Account and Profit and Loss Account	15 hours

Important Note – The medium of instruction and language of answer may be English or Marathi or mixed form of both the languages.

Reference Books Recommended:

1. Gupta L. and Radhaswamy M, 'Financial Accounting' 2006- Sultan Chand and sons, New Delhi
2. Gupta R.L. Radhaswamy M. 'Advanced Accountancy' 2018 Sultanchand and Sons, New Delhi.
3. Shukla M.C., Grewal T. S. and Gupta S.C. 'Advanced Accountancy, S Chand and Company, New Delhi.
4. Jain and Narang – 'Advanced Accountancy' Kalyani Publications New Delhi.
5. S. N. Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari – 'Financial Accounting' Sixth Edition 2018, Vikas Publication House Pvt. Ltd.
6. S. N. Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari – 'Advanced Accountancy' Volume one Eleventh Edition 2022, Vikas Publication House Pvt. Ltd.
7. M. S. Shukla, T.S. Grewal, S. C. Gupta, - 'Advanced Accounts' Volume one 2022- S. Chand and Company Ltd.

Nature of Question Paper
Sadguru Gadge Maharaj College, Karad
Programme: B.A. / B.Sc.

Level 4.5 Semester-I

Open Elective (Other than Commerce Faculty)

For B.A. and B.Sc. Students

OE-I: Basic Accounting I & II (N-OEBA24-101 & N-OEBA24-201)

(Introduced from June 2024-25)

Time: 90 Minutes Total Marks 40

Instructions:

1. Question No. 1 and Question No.2 are compulsory
2. Attempt any **three** questions from Question No. 3 to 6
3. Use of calculator is allowed

QuestionNo.1	a) Choose the appropriate alternative	05Marks
	b) State True or False	03Marks
QuestionNo.2	Write Short Notes (Any Two out of Four)	08Marks
QuestionNo.3	Practical Problem	08Marks
QuestionNo.4	Practical Problem	08Marks
QuestionNo.5	Practical Problem	08Marks
QuestionNo.6	a) Short Practical Problem	04Marks
	b) Short Practical Problem	04Mark

Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad

(An Autonomous College)

Affiliated to Shivaji University, Kolhapur

Syllabus in Accordance with NEP-2020

With effect from Academic Year 2024-25

(Semester I)

OPEN ELECTIVE COURSE (OE) - Paper-I- INSURANCE (OE INS 24-101)

Name of the Programme: B.A/ B. Sc.		Semester: I	
Name of the Course/ Subject: Insurance Skills		Course Code: OEINS	
Semester End Examination (SEE): 40 Marks	Continuous Internal Evaluation (CIE): 10 Marks	Total Marks: 50	Credit Assigned: 2
Introduced from June 2024			
<p>Course Objectives:</p> <ul style="list-style-type: none"> <input type="checkbox"/> To impart the knowledge of practical aspects in life and health insurance. <input type="checkbox"/> To make the students familiar with online insurance and documentation. <input type="checkbox"/> To acquaint the students about various skills required in life insurance. <p>Course Outcomes: After completing the course, students will be able-</p> <p>CO1: To understand the procedure for taking a life insurance policy and claim settlement. CO2: To familiar with procedure to become life insurance agent. CO3: To acquire and apply different skills in insurance. CO4: To buy insurance online.</p>			
Unit No.	Name and Contents of Units	Number of Hours	
Unit I	<p>1 Insurance and Life Insurance</p> <p>1.1 Insurance: Meaning and Definition Marketing Environment.</p> <p>1.2 Principles of Insurance</p> <p>1.3 Need and Importance of Insurance</p> <p>1.4 Life Insurance : Meaning, Definition,</p> <p>1.4.1 Importance of life Insurance</p> <p>1.4.2 Types of life Insurance</p> <p>1.4.3 Procedure for taking a Life Insurance Policy,</p> <p>1.4.4 Standard Proof of Age,</p> <p>1.4.5 Procedure for Claim Settlement of Life Insurance Policy</p> <p>[Visit any life insurance company]</p>	15	
Unit II	<p>2 Application of Skills in Insurance:</p> <p>2.1 Procedure to Become Life Insurance Agent</p> <p>2.2 Skills of Insurance Agent</p> <p>Communication Skills, Listening, Social Skills, Prospecting. Problem Solving, Negotiation, Analytical Skill, Numerical Skills, Computer Skills etc.</p> <p>2.3 Online insurance- Meaning, Merits and Demerits.</p> <p>Documentation in Life Insurance</p>	15	

Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad

(An Autonomous College)

Affiliated to Shivaji University, Kolhapur

Syllabus in Accordance with NEP-2020

With effect from Academic Year 2024-25

(Semester II)

OPEN ELECTIVE COURSE (OE) - Paper-I-INSURANCE SKILLS

Name of the Programme: B.A/B.Sc		Semester: II	
Name of the Course/ Subject: Insurance Skills		Course Code: (OE INS 24-201)	
Semester End Examination (SEE): 40 Marks	Continuous Internal Evaluation (CIE): 10 Marks	Total Marks: 50	Credit Assigned: 2
Introduced from June 2024			
<p>Course Objectives:</p> <ul style="list-style-type: none"> <input type="checkbox"/> To impart the knowledge of practical aspects in life and health insurance. <input type="checkbox"/> To make the students familiar with online insurance and documentation. <input type="checkbox"/> To acquaint the students about various skills required in life insurance. <p>Course Outcomes: After completing the course, students will be able-</p> <p>CO1: To understand the procedure for taking a life insurance policy and claim settlement. CO2: To familiar with procedure to become life insurance agent. CO3: To acquire and apply different skills in insurance. CO4: To buy insurance online.</p>			
Unit No.	Name and Contents of Units		Number of Hours
Unit I	<p>Fire Insurance And Marine Insurance:</p> <p>a) Fire Insurance</p> <p>1.1 Meaning And Definition 1.2 Procedure of taking Fire Insurance Policy 1.3 Kinds of Policy 1.4 Settlement Of claims</p> <p>b) Marine Insurance</p> <p>1.5 Meaning And Definition 1.6 Procedure of taking Marine Insurance Policy 1.7 Difference between Fire insurance and Marine insurance 1.8 Clauses of Marine Insurance Policy</p>		15
Unit II	<p>2 General Insurance – Motor Insurance, Personal Accidental Insurance</p> <p>2.1 Meaning And Definition 2.2 Types of policy 2.3 Health Insurance – Nature and Scope 2.4 Cattle Insurance: Concept, Procedure of taking policy and Settlement of claim. 2.5 Crop Insurance: Concept, Procedure of taking policy and Settlement of claim. [Visit any non-life insurance company]</p>		15

Nature of Question Paper
Paper Shivaji University, Kolhapur
Programme: B.A/ B.Sc Level 4.5
Course Code: OE (A) I OE-I Insurance Skills Paper-I (Basic Insurance)
(Introduced from June 2024)

Assessment: Formative assessment should be based on experiential learning and skill-oriented activities. Internal evaluation will consist of the practical test of 10 marks. Semester-end examination will be for 40 marks.

Total Marks 40

Time 2 hours

Instructions: 1. Question 1 and 2 are compulsory.
2. Attempt any three questions from 3 to 6.

Question No. 1) Multiple Choice Questions (8 questions)	8 Marks
Question No. 2) Write Short notes (Any two out of three)	8 Marks
Question No. 3) Theory Question (Skill oriented)	8 Marks
Question No. 4) Theory Question (Skill oriented)	8 Marks
Question No. 5) Theory Question (Skill oriented)	8 Marks
Question No. 6) Theory Question (Skill oriented)	8 Marks

▪ **Continuous Internal Evaluation - Total 10 Marks**

Home Assignments / Role Play/ Oral/ Quiz/ Seminar/ Case Studies/ Group Discussion

▪ **Criteria for Passing:**

- 1) Students should pass separately in Semester End Examination (SEE) and Continuous Internal Evaluation (CIE)
- 2) Semester End Examination (SEE): 16 Marks Out of 40
- 3) Continuous Internal Evaluation (CIE)- 4 Marks Out of 10
- 4) Minimum 20 Marks Out of 50.

Rayat Shikshan Sanstha's
Sadguru Gadage Maharaj College, Karad
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Syllabus in Accordance with NEP-2020

With effect from Academic Year 2024-25

B.A/ B. Sc-I (Semester I)

Open Elective (OE)- Paper-I-MARKETING SKILLS

Name of the Programme: B.A / B. Sc		Semester: I	
Name of the Course/ Subject: Marketing Skills		Course Code: OE MR 24-101	
Semester End Examination (SEE): 40 Marks	Continuous Internal Evaluation (CIE): 10 Marks	Total Marks: 50	Credit Assigned: 2
Introduced from June 2024			
<p>Course Objectives:</p> <ul style="list-style-type: none"> • To provide basic knowledge of Marketing Environment. • To give insight Rural Marketing and Retail Marketing. • To inculcate different Retail marketing skills and abilities. • To aware about social media to promote the goods and services. <p>Course Outcomes: After completing the course, students will be able- CO1: To understand and apply marketing concepts in real life. CO2: To use various marketing skills.</p>			
Unit No.	Name and Contents of Units		Number of Hours
Unit I	<p>1.1 Introduction to Marketing: 1.1.1 Meaning & Definition, Features of Marketing, 1.1.2 Importance of Marketing. 1.1.3 Core Concepts of Marketing- (Need, Want, Demand, Value, Cost and Satisfaction, Exchange, Transactions & Relationship Marketing) 1.2 Consumer Behavior and Service Marketing 1.2.1 Consumer Behavior- Meaning and Significance, Factors Affecting Consumer Behavior, The Buying Decision Process 2.2.2 Service Marketing- Meaning, Definition and Features, Types of Service, Problems in Service Marketing</p>		15
Unit II	<p>2.1 Salesmanship and skills of Salesman 2.1.1 Salesmanship- Meaning, Definition 2.1.2 Qualities of Good Salesman, 15 2.1.3 Selling process, 2.1.4 After Sales Services, 2.2 Various skills of salesman 2.3 Skills required for Marketing Manager Communication, Leadership, Curiosity, Research, Innovative Thinking, Creativity, Interpersonal Skills, Networking, Adaptability, Analytical skills, Project management Skills, Critical Thinking, Problem solving skills, Good teamwork skill</p>		15

Reference Books:

- 1- Kotler Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UI Haque. Principles of Marketing. 13th edition. Pearson Education.
- 2- Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing Concepts and Cases. (Special Indian Edition)
- 3- McCarthy, E Jerome and William D. Perreault, Basic Marketing. Richard D. Irwin.
- 4- Lamb, Charles W, Joseph F. Hair, Dheeraj Sharma and Carl McDaniel Marketing: A South Asian Perspective Cengage Learning.
- 5- Pride William M., D.C. Ferrell. Marketing: Planning, Implementation & Control. Cengage Learning

Rayat Shikshan Sanstha's

Sadguru Gadage Maharaj College, Karad

(An Autonomous College)

Affiliated to Shivaji University, Kolhapur

Syllabus in Accordance with NEP-2020

With effect from Academic Year 2024-25

B.A/ B. Sc.-I (Semester II)

Open Elective (OE)- Paper-II-MARKETING SKILLS

Name of the Programme: B.A/ B. Sc.		Semester: II	
Name of the Course/ Subject: Marketing Skills		Course Code: OE MR 24-101	
Semester End Examination (SEE): 40 Marks	Continuous Internal Evaluation (CIE): 10 Marks	Total Marks: 50	Credit Assigned: 2
Introduced from June 2024			
<p>Course Objectives:</p> <ul style="list-style-type: none"> • To provide basic knowledge of Marketing Environment. • To give insight Rural Marketing and Retail Marketing. • To inculcate different Retail marketing skills and abilities. • To aware about social media to promote the goods and services. <p>Course Outcomes: After completing the course, students will be able-</p> <p>CO1: To understand and apply marketing concepts in real life. CO2: To use various marketing skills.</p>			
Unit No.	Name and Contents of Units		Number of Hours
Unit I	<p>1 Marketing Environment And Rural Marketing and Retail Marketing 1.1 Marketing Environment: Concept and Importance, Internal and External factors of Marketing Environment. 1.2 Rural Marketing and Retail Marketing 1.2.1 Rural Marketing –Concept, Importance and Understanding rural consumers and rural market 1.2.2 Retail Marketing - Concepts, Importance, types –stores based and non-stores based retail marketing.</p>		15
Unit II	<p>2 Distribution channels And Recent Developments in Marketing 2.1 Distribution channels – Concept, Importance and Types of Distribution Channels. 2.2 Recent Development in Marketing- Social Marketing, Online</p>		15

	Marketing, Green Marketing (Types and Advantages), MIS (Marketing Information System) - Concept and Elements.	
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Reference Books:

- 1- Kotler Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UI Haque. Principles of Marketing. 13th edition. Pearson Education.
- 2- Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing Concepts and Cases. (Special Indian Edition)
- 3- McCarthy, E Jerome and William D. Perreault, Basic Marketing. Richard D. Irwin.
- 4- Lamb, Charles W, Joseph F. Hair, Dheeraj Sharma and Carl McDaniel Marketing: A South Asian Perspective Cengage Learning.
- 5- Pride William M., D.C. Ferrell. Marketing: Planning, Implementation & Control. Cengage Learning.
- 6- Majaro, Simon. The Essence of Marketing Perentie Hall, New Delhi

Nature of Question Paper
Paper Shivaji University, Kolhapur
Programme: B.A/ B.Sc Level 4.5
Course Code: OE MR 24-101 Marketing Skills
(Introduced from June 2024)

Assessment: Formative assessment should be based on experiential learning and skill-oriented activities. Internal evaluation will consist of the practical test of 10 marks. Semester-end examination will be for 40 marks.

Total Marks 40

Time 2 hours

- Instructions:**
- 1. Question 1 and 2 are compulsory.**
 - 2. Attempt any three questions from 3 to 6.**

Question No. 1) Multiple Choice Questions (8 questions)	8 Marks
Question No. 2) Write Short notes (Any two out of three)	8 Marks
Question No. 3) Theory Question (Skill oriented)	8 Marks
Question No. 4) Theory Question (Skill oriented)	8 Marks
Question No. 5) Theory Question (Skill oriented)	8 Marks
Question No. 6) Theory Question (Skill oriented)	8 Marks

▪ **Continuous Internal Evaluation - Total 10 Marks**

Home Assignments / Role Play/ Oral/ Quiz/ Seminar/ Case Studies/ Group Discussion

▪ **Criteria for Passing:**

- 1) Students should pass separately in Semester End Examination (SEE) and Continuous Internal Evaluation (CIE)
- 2) Semester End Examination (SEE): 16 Marks Out of 40
- 3) Continuous Internal Evaluation (CIE)- 4 Marks Out of 10
- 4) Minimum 20 Marks Out of 50