

II अतरी पेठे ज्ञानज्योतिषा
NORTH MAHARASHTRA UNIVERSITY, JALGAON.

Appendix-I

Modified Structure effective from
June, 1992 at F.Y.B.Com.

Circular No.30/92.

F.Y.B.Com :- The subject 'Commercial Geography' be taken off as an optional Paper to Business Environment OR Office Management at Sr.No.4 and be included in Sr.No.5 as an additional optional Paper to Commercial Arithmetic and Statistics OR Computer Concepts and Programming. After modification, the structure to be adopted will be as follows :-

F.Y.B.Com. :- 1) English

2) Accountancy

3) Business Economics

4) Business Environment

OR

Office Management

5) Commercial Arithmetic & Statistics

OR

Computer Concepts and Programming

OR

Commercial Geography.

6) Group "A" any one Subject Paper-I

a) Business Practices

b) Marketing, Salesmanship and
Publicity.

c) Banking and Finance

d) Business Administration

e) Co-Operation and Rural Development.

f) Secretarial Practice and
Company Management.

g) Public Enterprises.

h) Insurance and Transport.

i) Defence Budgeting, Finance and
Management.

7) Marathi/Add. English/Hindi/
M.E.L./M.I.C./A.I.L.

-X-X-X-X-X-X-X-X-X-

obs./

Revised Syllabus in BUSINESS COMMUNICATION at
S.Y.B.Com. - With effect from June, 1992.

SECTION-I

1. Meaning and definition of Communication- Objectives and importance of Communication-Principles of effective Communication- Significance of listening and audience- Process of Communication.
2. Communication strategy- Patterns of communication and their Objectives- Organisational framework- Media of communication and their evaluation- communication tools and technology- Barriers to communication.
3. Written communication-its advantages-Different skill of writing- Language, emphasis, style, tone, register.

SECTION - II

1. Business Correspondence- Principles and Importance- Structure of a business letter- Layout of a business letter- Different forms of layout.
2. Types of Business Letters :
Enquiry- Replies- Trade References and Status- Enquiry- Order and their execution- Complaints and their adjustment- Collection letters- Sales letters- Circular letters.
3. Correspondence with different Government Agencies Enquires and complaints with Railway, Income Tax, Post & Telegraph, Telephone, Insurance and Nationalised Bank Authorities- Application for employment.

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॥ अंतरी पेटव ज्ञानज्योत ॥
NORTH MAHARASHTRA UNIVERSITY, JALGAON.

Circular No.30 of 1992

Subject :- Modified structures of F.Y.B.Com. and Revised Syllabus in "Business Communication" of S.Y.B.Com.

The University authorities have modified the structure of F.Y.B.Com. and Syllabus of S.Y.B.COM. Course for the Paper "Business Communication".

The modified structure of the F.Y.B.Com. Course is given in Appendix - I.


The Revised Syllabus of S.Y.B.Com. Course for the Paper "Business Communication" is given in Appendix - II.

The modified structure and revised Syllabus will come into force from June,1992. The Principals of all affiliated Colleges are requested to take note of these changes and requested to bring the contents of this Circular to the notice of all concerned teachers and Students.

JALGAON.

No.NMU/92/26/1266

Date: 6th February, 1992.


For Registrar.

Copy f.w.f. for information to :-

- 1) The Dean of the Faculty of Commerce.
- 2) The Principals of all affiliated Collges in Commerce.
- 3) The members of the B.O.S. in the Faculty of Commerce.
- 4) The Registrar, N.M.U. Jalgaon.
- 5) The Asstt. Registrar, (Exam. Section) N.M.U. Jalgaon.
- 6) The Asstt. Registrar (Academic) N.M.U. Jalgaon.
- 7) The Asstt. Registrar (Eligibility) N.M.U. Jalgaon.
- 8) The Section Officer, N.M.U. Jalgaon.
- 9) The P.A. to V.C. N.M.U. Jalgaon.

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