

NORTH MAHARASHTRA UNIVERSITY, JALGAON

Bachelor of Commerce

S.Y.B.com

Subject :- Business Communication and Computer Application

Section II

(With effect from July, 2002)

1. **Introduction to Excel-97 :-** (6 L)
Uses of Excel-97 in commerce--Starting Excel 97--Parts of Excel application window - Parts of document worksheet window - Meaning of column, row and cell -- Entering data in worksheet--Types of data --Numeric and Non numeric--Select cell, column, and row—Understand some tools of Std. tool bar e. g. Auto sum , Paste function, Sort, Zoom etc--Open , close and save worksheet -- Quitting Excel97. Advantages of Excel 97
2. **Editing Worksheet** (5 L)
To change column and rows width and height--Inserting Cell, Rows and Columns-- Delete cell ,column and rows --Align data in cell-- Auto Calculate-- copy & paste -- cut-paste- (move)
3. **Formatting Worksheet** (5 L)
Format--cell--border--To change color , change font style , font size-- Format table--Formatting numbers--Protect worksheet , unprotect worksheet.
4. **Introduction to Formula and Functions and charts** (6 L)
Meaning of formula to enter a formula--To receive ,display ,copy formula--Meaning of function--Apply function ,RATE , FV , PMT, INT , MAX, SUM , AVERAGE, DBB, NPV, SLN Create chart— Types of charts – insert object in Chart , size of chart.
5. **Printing Worksheet and chart** (4 L)
Preview Worksheet ,to set margin – to set page layout, to print worksheet – preview of chart-- print a chart.
6. **Introduction to Powerpoint-97** (4 L)
Starting Powerpoint97 Creating ,Presenting and Running Slide show--Using Design and Templates--Types of slide , Formatting of slides-- Entering text and object.—slide view --printing slides and commercial slides.
7. **Introduction to Access - 97** (7 L)
Starting Access-97-- Use of Access-97 in Commerce Meaning of Database-- Creating table by design view, by using wizard , by entering data--Entering table data-- Save table-- Create Queries in design view, by using wizard , types of Query

8. System Analysis

(5L)

Introduction to System Concept-- Definition and characteristics of system --Elements of system-- Types of system -- System Development Life Cycle---Understanding System Flow Chart , Symbols and examples

Ref-Books

- 1 Microsoft Office-97 by -Gray Perry Publication-Technmedia Delhi.
- 2 The ABC's of Microsoft Office-97 by- Gay Hart & Devise BPB Pub.Delhi.
3. Microsoft Excel-97 by- Karl Sachwartz BPB. Pub.Delhi
- 4.System Analysis and Design by Elias Awed Galgotia publication

PRACTICALS
(S.Y.B.Com)

Excel – 97

1. - Preparing Worksheet.
2. - Editing Worksheet.
(Insert Row & Column. Delete Entire Row. Column & Cell)
3. - Applying Functions & Formulae To Worksheet
4. - Insert chart
5. - Data Processing
(Data Filter & Data Validation)

Power Point – 97

- 1 - Creating Slides
- 2 - Generating Graphical Presentation
- 3 - Slide Show

Access – 97

- 1 - Creating Database
(Creating Table. Field Properties & Key)
 - 2 - Applying Relationship Between Multiple Table
 - 3 -- Validation
-

NORTH MAHARASHTRA UNIVERSITY, JALGAON.
 REVISED SYLLABUS FOR S.M.B.Com.
 (WITH EFFECT FROM JULY 1998)
 BUSINESS ECONOMICS-II
 Section-I

	No. of Lectures.
1) INTRODUCTION.	
Macro economics : Meaning-nature-scope significance-limitations.	3
2) MONEY & BANKING.	
2A. Money - Difficulties of the barter system-Definitions of Money-functions of money-money and near money-Concept of Reserve money.	4
2B. Supply of Money.	
i) Commercial Bank : Meaning & Functions-The process of Credit creation & credit Destruction-its limitations. Investment policy of a bank (Balance sheet of Bank-liquidity- profitability)	4
ii) Central Bank : Functions - credit controls (a) Quantitative (b) selective credit controls. (c) CRR, SLR & PLR.	4
2C. Demand for money : Fisher's Quantity theory of money - The restatement of the Quantity theory of money - Keynes Liquidity Preference Theory.	6
3) THE GENERAL THEORY OF INCOME & EMPLOYMENT.	
3A. National Income : The circular flow of Income-Definition & meaning of NI,-various concepts of National Income (i.e. Potential & actual GNP-, NNP, DI-PI-GDP)	4
3B. The Classical approach : Say's Law of markets-Full employment equilibrium-General wage out policy.	3
3C. The Keynesian approach : Keynesian criticisms on the classical theory-Effective Demand-Aggregate demand function-Aggregate supply function-under employment equilibrium.	6
3D. Consumption function : - Meaning. The law of consumption- Concepts of APC & MPC - APS & NPS -Determinants of the consumption function.	4
3E. Investment function : meaning - MEC & Rate of Interest.	4
3F. The Investment multiplier :- meaning-The process-limitations.	3
	----- 45 -----

4.	INTERNATIONAL TRADE.	
4A.	Differences Between Internal Trade & International Trade.	1
4B.	Balance of Payments : concept-Differences between balance of payment & Balance of trade-meaning of disequilibrium in BOP-causes of Adverse BOP.	3
4C.	Exchange rate : meaning - fixed, flexible & floating rates of exchange their merits & demerits.	3
4D.	Arguments for & against protectionism.	2
5.	PUBLIC FINANCE	
5A.	Meaning of Public finance - principle of maximum social advantage.	2
5B.	Types of taxes & its effects.	3
5C.	Public expenditure : meaning - Role of public expenditure - its types.	4
5D.	Budgets: meaning; balance & unbalanced. - Revenue & capital Budgets.	2
6.)	MACROECONOMIC PROBLEMS.	
6A.	Trade cycle : Meaning-various phases.	2
6B.	Inflation : Meaning - Demand pull inflation & cost push inflation Expectation & inertial inflation-effects of inflation on production & Distribution.	7
6C.	Unemployment : meaning-types-The phillips curve-the natural rate of unemployment.	4
6D.	Development: Differences between the concepts of growth & development-Indicators & Determinants of Development.	4
7.	MACROECONOMIC POLICIES.	
7A.	Macroeconomic objectives.	1
7B.	Demand Management : by Fiscal & Monetary instruments & their limitations.	4
7C.	Supply side economics : A new emphasis on incentives & Taxcuts	3

Books recommended :

- 1) Economics 114th Ed. - by P.A. Samuelson & William D. Nordhaus. (McGraw Hill International Ed.).
- 2) An Introduction to Positive Economics - by R.G. Lipsey & K.A. Crystal (8th Ed.) ELBS, Oxford University Press.
- 3) Monetary Theory - by Vaishya.
- 4) Monetary Theory - by K.K. Dewett.
- 5) Monetary Theory - by Chandra.
- 6) मुद्रासिद्धान्त - डॉ. जगजिंदरदास
- 7) समग्र मुद्रा सिद्धान्त - डॉ. देवदत्त शर्मा

NORTH MAHARASHTRA UNIVERSITY, JALGAON.
 REVISED SYLLABUS FOR S.Y.B.Com.
 Subject :- BUSINESS LAW AND FACTORY MANAGEMENT

SECTION-I

Chap. No.	Units	No. of Lectures.
1.	Indian Contract Act, 1872 (Sect. 1 to 75).	
1.	Business Law - Meaning, Introduction and importance.	01
2.	Introduction - various important definitions	02
3.	Nature and kinds of contract	02
4.	Offer and Acceptance	01
5.	capacity of parties	01
6.	Consideration and objects	02
7.	Free consent of the parties	02
8.	Contingent contract and Quasi contract	02
9.	Performance and Discharge of contract	02
10.	Remedies for breach of contract.	01
		----- 16 -----
2)	Sale of Goods Act, 1930	
1.	Introduction - various important definitions.	02
2.	Contract of sale of Goods.	01
3.	Conditions and warranties.	02
4.	Transfer of property (Ownership)	03
5.	Performance of a contract of sale.	03
6.	Rights of unpaid seller.	02
		----- 13 -----
3)	The Indian partnership Act, 1932. (Sect. 1 to 70)	
1.	Introduction - Important definitions.	01
2.	Preparation of partnership deed	01
3.	Effects of Non-Registration.	02
4.	Kinds partners.	01
5.	Relations, Relation of partner to third party.	01
6.	Rights, Duties and Responsibility of partners.	01
7.	Dissolution of a partnership.	03
		----- 10 -----
4)	Negotiable Instrument Act, 1881.	
1.	Introduction - Definitions and kinds of negotiable instrument	02
2.	Parties to negotiable instrument.	01
3.	Holder and holder in due course.	02
4.	Negotiation - Type of Endorsement.	02
5.	Dishonour of Negotiable Instrument	02
6.	Consequences & Remedies for dishonour of cheques.	01
		----- 10 ----- ----- 49 -----

SECTION-II

5.	Factory Management :-	
1.	Introduction and Importance of factory Management.	01
2.	Definition of industrial Relations - It's Importance.	01
3.	Location of factory.	01
4.	Factory Building & Plant layout.	01
5.	Routing-Scheduling-Material handling.	01
6.	Quality Control.	01
		06
6)	The Factory Act, 1948 (Sect. 1 to 20)	02
1.	Important and Definitions.	
2.	Approval Licensing and Registration of Factories.	02
3.	The Inspecting staff - and its powers.	02
4.	Provisions regarding worker's health and Protections.	02
		08
7)	The Trade Union Act, 1926 (Sect. 1 to 27)	01
1.	Important Definitions.	03
2.	Registration of Trade Union	03
3.	Privileges of Registered Trade Unions	02
4.	Funds and its objects of Trade Unions.	01
5.	Change of Name.	
		10
8)	Industrial Disputes Act, 1947 (Sect. 1 to 28)	
1.	Important Definitions.	02
2.	Machinery for Settlement of Disputes.	04
3.	Stricks, lock outs, lay - off and clouser.	03
4.	Retrenchments of Employees.	01
		10
9.	Minimum Wages Act-1948 (Sect. 1 to 25)	
1.	Important Definitions.	01
2.	Fixation and Revisiors of Minimum Wages.	02
3.	Administration of Minimum wages Act, Advisory Board and central Advisory Board.	02
4.	Wages in kind	01
		06
10	Payment of Bonus Act, 1965 (Sect 1 to 29)	
1.	Scope and application of the Act	01
2.	Definitions - Minimum and Maximum Bonus.	01
3.	Available surplus - Allocable Surplus.	01
	Eligibility for Bonus.	01
4.	Time limit for payment - Exempted Employees.	
		04
11	The workmen's Compensation Act, 1923. :	
1.	Introduction and Important definitions.	01
2.	Employer's Liability for compensation.	03
3.	Amount of compensation.	02
		06
		49

Objects :-

1. Broad preview of the legal provisions of essential mercantile and industrial laws is expected to be covered.
2. Case laws based on important provisions of the laws without reference to the citations be covered.

RECOMMENDED BOOKS :

- 1) Industrial & Commercial Law-
R.C. Chawla, K.C. Garg.
- 2) Elements of Mercantile Law-
N.D. Kapoor.

**NORTH MAHARASHTRA UNIVERSITY, JALGAON,
REVISED SYLLABUS FOR S.Y.B.Com.
(WITH EFFECT FROM JULY, 1988)**

Optional Subject :- Secretarial Practice and Company Management.

Paper-II

	No of Lectures
1) Company Management.	
1.1 Separation of ownership & Management.	4
1.2 Body of shareholders - Rights & duties of shareholders.	4
2) A) Appointment qualifications, disqualifications.	5
B) Powers duties, liabilities removal, resignation & other relevant provisions of pertaining to Directors.	5
C) Managing Director, wholetime director & Manager.	6
3) Meetings.	
- Meaning & importance.	1
- Essentials of valid meeting.	3
- Convening of meeting-Notice-Agenda-Quorum.	4
- Chairman-proxy-Sense of meeting & voting.	4
- Adjournment & postponement of meeting - Resolutions.	4
- Types-minutes.	2
4) Types of meeting.	
1) Meaning-Importance-Frequency-Proceedings-Statutory provisions & secretarial work in respect of following Meetings-Board meeting.	2
2) Statutory General Meeting.	2
3) Annual General Meeting.	2
4) Extra ordinary general meeting.	2
5) Meetings of debenture holders - Meetings of creditors.	2
5) Dividend - interest - Bonus shares.	
5.1 Interim dividend - dividend mandates - unpaid dividend-SEBI guidelines for issue of bonus shares. (Creation of Res. out of profit	10
5.2 Interest-Payment-provisions.	
6) Reconstruction - Amalgamation & compromise.	12
6.1 Meaning - methods.	
6.2 Dissenting shareholders.	
6.3 Amalgamation in National interest.	
7) Winding up of the company-modes of windingsup-procedures-effects of windingup.	20

	82

NORTH MAHARASHTRA UNIVERSITY, JALGAON.
 SYLLABUS FOR S.Y.E.Com.
 With Effect From July, 1986
 Subject :- GENERAL COMMERCIAL KNOWLEDGE
 (COMPULSORY SUBJECT)

Topic No.1 :-	Basic Commercial Concepts.	No. of Lectures Required.
1.1	Trade- Meaning, Scope, Types/Classification -Procedure of Export & Import Trade & Documents required. -Trade Associations & chamber of commerce.	06
1.2	Business - Meaning, Scope, Types/classification.	03
1.3	Profession - Meaning, scope-destination between Business and profession.	03
		----- 12 -----
Topic No.2 :- Aids to Trade.		
2.1	Commercial Banking - Meaning, functions, Importance.	04
2.2	Insurance - Meaning, Principles, Types.	04
2.3	Transport - Meaning, functions, types.	04
2.4	Warehousing - Need, functions, importance, types.	04
2.5	Communications - Meaning, Importance, Type.	04
2.6	Marketing - Meaning, scope and importance. - Market & marketing, Marketing Mix. - Channels of Distribution.	04
		----- 24 -----
Topic No.3 :- Registration Procedure & Documents Required for-		
3.1	Bombay shops & Establishments Act, 1948.	03
3.2	Registration of a partnership firm As per the Partnership Act, 1932.	03
3.3	Registration of a Joint Stock Co. As per the provisions of company, 1956.	03
3.4	Registration of a co-operative society. As per the provisions of co-op. societies Act of, 1912 & 1960.	03
3.5	Registration of a trust.	03
3.6	Registration of a S.S.I. Unit. As per the procedure required to be completed and followed for obtaining D.I.C. Registration.	03
		----- 18 -----

Topic No.4 :- Salient features of following types of tax Laws & other Laws.

4.1	Sales Tax	C.S.T.,1956.	03
	Types of Dealers	B.S.T.,1959	
4.2	Octroi.		03
4.3	Excise Duty (Exemption limits) - Excise Duty Act,1944.		02
4.4	Customs...As per the provisions of the Act of 1962.		02
4.5	Professional Tax.		02
4.6	Service Tax.		02
4.7	Works contract.		02
4.8	Weights & Measurement Act.		02

			18

Topic No.5 :- Consumer Movement & consumer Protection.

5.1.	Need, Importance - Growth & Development of consumer movement in India.		07
5.2	Salient features of consumer protection Act of 1986 and Three Time machining to settle course Grievences.		06
5.3	Procedure required to be followed for lodging a complaint to consumer form.		02

			15

Topic No.6 :- Stock Exchanges & Produce Markets.

6.1	Meaning-functions, services rendered by stock Exchanges.		02
6.3	Bull-Bear-corner-Badla-forward Trading-Brokers-Tejiwala-Nandiwala -Howala Transactions option.		03
6.4	S.E.B.I. - Depository.		02
6.5	Produce Markets- Need, Importance, Types and organization of produce exchanges.		02

			09

			98

Note :- This is expected that, the subject Teacher should devole one lecture per week for discussing the current events and issues with reference to above topics in the light of recent articles published in the following periodicals-

- Business India.
- Yojana (Marathi & English).

- and the proper record regarding the same be maintained by the teacher.

NORTH MAHARASHTRA UNIVERSITY, JALGAON.
 REVISED SYLLABUS FOR S.Y.B.Com.
 Sub. :- MANAGEMENT OF CO-OPERATIVES AND COTTAGE INDUSTRIES-II
 WITH EFFECT FROM JULY, 1998.

No of lectures

1.	Study of Selected types of Co-operative Societies.	
	A) Credit Co-operatives-Primary Agricultural Credit societies-Central Co-op Banks, State Co-op Banks. Their functions-role in the economy.	04
	B) Role and functions of National Co-op Development Corporation.	02
	C) Urban Co-operative Banks. Urban Credit societies-role, functions, importance.	04
	D) Housing Co-operative-Housing Finance. Role, functions.	02
	E) Employees Co-operative Credit societies-their role functions, importance.	02
2.	a) Consumer Co-operative societies. Objectives, origin, various types, role, importance.	04
	b) Industrial Co-operatives. Co-operative movement and sugar industry in Maharashtra. History, development, contribution, present position.	02
	c) Dairy Co-operative-functions, finance, progress, impact on rural economy, management of dairy co-op.	04
3.	Financial Management of Co-operative Society.	
	A) Concept-Meaning, financial function.	02
	B) Financial planning, sources and methods of financing.	02
	C) Procurement of finance Fixed and working capital management.	02
4.	Marketing Management in co-operatives.	
	A) Concept-co-operative marketing.	02
	B) Objective and scope forecasting and planning, distribution channels.	04
	C) Pricing policies,	02
	D) Sales promotion,	02
	E) Competition.	02

5.	Human Resources Management.	
	A) Concept-Recruitment and selection.	02
	B) Remuneration.	02
	C) Training, promotion, performance appraisal.	04
	D) Relation between Management and employees.	01
	E) Development of Management cadre- Democratisation and professionalisation in co-op.	03
	F) Training and Education for Manpower development in co-operative sector	03
6.	Co-operative leadership.	
	A) Functions of leader in co-op. org.	03
	B) Qualities of leaders Role of leadership in well-established societies. Development of leadership in co-op. sector.	03
	C) Problems of leadership in co-op. organisation.	03
	D) Co-op. leadership in India.	01
7.	Cottage Industries.	
	A) Role of small scale and cottage industries in Indian Economy.	02
	B) Village and small industries in our plans.	01
	C) Khadi and village industries Board.	01
	D) Cottage Industries in Maharashtra.	01
	E) Problems faced-remedial measures.	02
8.	Unemployment, self employment and cottage industries.	
	A) Socio-economic factors affecting economic development.	02
	B) Population explosion and problem of unemployment.	02
	C) Rural unemployment-Cottage industries as a solution to the problem of unemployment-Opportunities available.	02
	D) Role of Govt. in assisting cottage industries in India.	03

BOOKS FOR REFERENCE :

1. Co-op. and Co-operative Management,
Umesh Pattnaik, Anant K. Roy, (Kalyani Publishers,
New Delhi)
2. Theory of Co-operation - V. Sharada, Himalaya Publishing.
3. Professional Mgt. for co-op. - A.K. Sax, Vani Educational
Books.
4. Principles, problems and practice of co-operation-
T.N. Hajela, (Shivalal Agrawal & Co.)
5. Industrial Economy of India - Gadgil, Eurasia P. House.
6. Indian Economy - A.N. Agrawal, (Wishwa Prakashan).
7. Indian Economy - Datta, Sundaram (S. Chand).
8. India's Industrial Economy - K.V. Sivayya, V.B.B. Das,
(S.Chand).

NORTH MAHARASHTRA UNIVERSITY, JALGAON.
NEW SYLLABUS FOR S.Y.B.Com.
Sub. :- BANKING & FINANCE-II
(WITH EFFECT FROM JULY, 1988)
Paper :- INDIAN FINANCIAL MARKET.
SECTION-I

Slit. No.	Contents.	No of lecture.
1)	THE INDIAN MONEY MARKET.	
	A. Features.	01
	B. Money Market Instruments.	01
	C. Defects & Problems of the Indian Money Market.	01
	D. Money Market Reforms since, 1987.	02
	E. D.F.H.I. : Functions & Operations.	01
		----- 06 -----
2)	THE UNORGANIZED SECTOR OF INDIAN MONEY MARKET.	
	A. Meaning & Constituents & Differences between them.	01
	B. Organization, Working Method & Role of Money lenders.	02
	C. Organization, Working Method & Role of Indigenous Bankers.	02
	D. Defects of the unorganized money market.	01
	E. RBI's control over the unorganized money market.	01
		----- 07 -----
3)	INDIAN COMMERCIAL BANKING SYSTEM.	
	A. Evolution & features & Structure.	01
	B. Issue of social control & Nationalization of the Commercial Banks.	03
	C. Performance of the Nationalized Banks in respect of i. Branch Expansion. (ii) Deposit mobilization. iii. Credit deployment & financing priority sectors.	03
	D. The issue of privatization & Dis investment Govt. holdings.	02
	E. The Role of Commercial Banks in India's Economic Development.	02
	F. The lead bank scheme : origin - achievements & failures.	01
	G. Recent Reforms in the commercial Banking sector with reference to salient features of Narsiham committee's report.	01
		----- 14 -----

9	Non-Banking Financial Institutions. (NBFIs).	
A.	Meaning, Classification & Importance of NBFIs.	02
B.	Differences between commercial banks & NBFIs.	01
C.	Functions & Services performed by NBFIs.	02
D.	Control of NBFIs.	01
E.	Mutual Funds - (i) Meaning & definition. (ii) Classification. (iii) Advantages. (iv) Growth of mutual funds in India. (v) Performance of mutual funds. (vi) Regulation of mutual funds.	03
G.	Leasing : (i) Meaning. (ii) Types. (iii) Mechanism. (iv) Leasing Business in India. (v) Advantages. (vi) Banks & leasing Business.	03
H.	Hire purchase : (i) Meaning. (ii) Difference between Hire purchase & leasing. (iii) The mechanism. (iv) Advantages. (v) Banks & Hire purchase business. (vi) Hire purchase in India.	03
		03

		15

LIST OF BOOKS :

1. Innovations in Banking Services-
by H.R. Suresha, Himalaya Publishing House, Bombay (1994).
2. Banking-Theory, Law & Practice-
by E.Gordon & K.Natrajan, Himalaya Publishing
House, Bombay (1995).
3. Readings in Indian Financial Services-
Ed. M.A. Kchok, Digvijay Publications, Nasik. (1993).
4. Financial Services in India-
Ed. M.A. Kchok, Digvijay Publications, Nasik. (1993).
5. Investment Management-
by V.A. Avedhani, Himalaya Publishing House, Bombay. (1996).
6. Merchant Banking-
by Dr. J.C. Varma, Bharat Law House, New Delhi (1996).
7. International Banking-
by R.D. Sharma.
8. Indian Economy-
by R. Datta & Sundaram, S. Chand & Company.
9. Indian Economy-
by Mishra & Puri.
10. Banking in India -
by Panandikar.
11. Financial Institutions & Market -
by M.L. Bhole.

Periodical & Journals for current Reforms & events.

1. Journal of Accounting & finance.
2. IBA (Indian Bank's Association) Bulletin.
3. RBI Bulletin.
4. Chartered Secretary.
5. Commerce.
6. Southern Economist.
7. Economic & Political Weekly.
8. Economic Times.

NORTH MAHARASHTRA UNIVERSITY, JALGAON.
REVISED SYLLABUS FOR S.Y.B.Com.
WITH EFFECT FROM JULY 1998.
Sub.:- ACCOUNTANCY (70 MARKS)

No of lectures

1.	Amalgamation of firms-meaning-Accounting treatment in the books of Amalgamating firms & Amalgamated firms-Journal entries and Ledger Accounts in the books of Amalgamating firms & opening entries & preparation of Balance Sheet of Amalgamated firms after completion of scheme.	08
2.	Conversion of Partnership firm into Limited Company-concept of Purchase consideration. Journal entries & Ledger Account in the books of firms-Distribution of shares & cash. Opening entries in the books of new company.	08
3.	Final Accounts of Co-operative Societies. 1. Credit-Societies. 2. Consumers-Stores.	10
4.	Hire-Purchase and Instalment system. Meaning-Journal entries-ledger Accounts.	08
5.	Human Resources Accounting and inflation accountancy.(only theory) - Meaning & Importance, Methods.	04
6.	Valuation of Goodwill (Only Theory) - Meaning, Importance, Methods.	04
7.	Company Accounts. Issue of shares and Debentures- For future & Reissue of forfeited shares. Profit prior to incorporation. Preparation of final Accounts.	30

60 marks for problems & 10 marks for theory

COSTING (30 MARKS)

1. Labour :-

a) Importance of Labour as an element of cost.	02
b) Time Keeping & time booking-meaning -methods & difference.	02
c) Methods of remuneration- Time, Rate & Piece Rate. Incentive Schemes. Equisites of successful Incentive Scheme. Differential Piece Rate System-Taylor's Merriek's Scheme, Gant Task & Bonus Plan. Premium under Halsey 50-50 & Rowan Plan.	10
	----- 14 -----

2. Overheads :-

a) Meaning, Classification & importance.	02
b) Primary Distribution-allocation & apportionment.	04
c) Secondary Distribution. Non reciprocal Method. Reciprocal Method-Algebraic, Repetitive.	06
d) Absorption of overheads- Concept, Bases of absorption. Machine Hour Rate.	06
	----- 18 -----
Grand Total	32 -----

20 Marks for Problems & 10 Marks for theory.

Problems be asked on following topics.

- a) Methods of Remuneration.
- b) Primary & Secondary Distribution.
- c) Overhead Absorption.

NORTH MAHARASHTRA UNIVERSITY, JALGAON.
 REVISED SYLLABUS FOR B.Y.B.Com.
 WITH EFFECT FROM JULY, 1998
 Sub :- BUSINESS COMMUNICATION AND COMPUTER APPLICATION.
 BUSINESS COMMUNICATION.

Chapter No.	Units.	FOR 40 MARKS. No. of Lectures.
1.	Meaning, Need, Process & Principles of communication.	05
2.	Channels of Communication.	05
3.	Forms of communication, oral & written communication. Speeches Barriers to communication - Measures to overcome barriers to communication.	15
4.	Use of electronic equipments in communication. Telex, fax, e-mail, pager, cellular phones, internet, EPHX, Computer.	01
5.	Business letters-layout of Business letter, Enquiry letters & replies to enquiry. Status enquiry letters. Orders and their execution. Collection letters, Circular letters.	10
6.	Business Reports, structure of a report, Importance of Business Reports.	04
7.	Job-application letters-Biodata sheet.	02
8.	Communication with banks & General insurance companies.	06
Total		48

BOOKS RECOMMENDED :

1. Business correspondence - by Sherlekar.
2. *गुणवत्ता, विश्वसनीयता* -
3. Modern Business correspondence - Gerstieck.
4. Business correspondence - Indule.
5. Modern Business correspondence-Nagamia.
6. Business communication & Introduction - Bhagwat.
7. Essential of Business communication - Pal.

NORTH MAHARASHTRA UNIVERSITY, JALGAON.
REVISED SYLLABUS FOR S.Y.B.Com.
Sub.:- COMPUTER APPLICATION.
WITH EFFECT FROM JULY, 1988

SECTION-I : ADVANCED WORDSTAR

No. of Lectures. (12)

1. Dot Commands :
Set margin : Left, Right, Top Bottom (LM, RM, MT, MB) page
length Page break, Omit page number, Line Spacing Character
width. (FL, PA, O², LS, CW).
2. Mailmerge :
Creating Mailing list.
Creating Master Document.
Printing form letters, Conditional Printing.
COMMANDS TO BE COVERED :
.DF, .RV, .SV, .IF, .EL, .EI
3. General Commands
QA, QL, KM, ALT-F1 TO ALT-F-10 Commands,
Case Conversion Commands (Upper/Lower "k"/"k")
Shorthand Menu Commands (? , =, \$, @, !)

SECTION-II : LOTUS 1-2-3

No. of Lectures (12)

1. Worksheet basics Meaning of Worksheet, Use of lotus 1-2-3
in commercial application.
Cell pointer, pointer movement, Mode indicators, Control
panel, Ranges, Data types (Numeric/labels) menus, functions
keys. Global versus local settings, erasing, saving,
printing & Quitting the lotus 1-2-3.
2. Commands :
Copying, Moving single or range of Cells, Naming ranges,
Pointing to a range, Entering & Editing data (Values &
Labels).
3. Formatting Values
Display format, fixed, general, comma, currency.
Worksheet column-width, reset width, column hide,
Worksheet insert/delete column & row.
4. Function :
SQRT, ABS, SUM, SLN, DDB, PMT, PV, NPV, RATE, CTERM

LIST OF PRACTICALS AT S.Y.E. Com.

TERM-I (Advanced Wordstar) :

1. Preparing a document using dot commands.
2. Preparing mailing list (Using mailmerge facility).
3. Preparing a form letter (using mailmerge facility, e.g. circular, notice, interview call letter etc.)
4. Preparing a table using graphic characters and math. functions such as row/column total multiplication, percentages etc.

TERM-II (LOFUS-123) :

5. Preparing and printing worksheet for Purchase/Sales bill.
6. Preparing and printing worksheet for Cash/Bank book.
7. Preparing and printing worksheet for purchase/sale register.
8. Preparing and printing a costsheet and tender.
9. Preparing schedule of depreciation with opening/closing balances under SIM AND WDV method.

- (NOTE :-
1. Practical of at least one clock hour per week should be provided).
 2. Break up of 100 marks :
 - A) Computer Theory - 40
 - Computer Practicals - 20
 - B) Business Communication - Theory - 40
 - 3) Question paper should consist of two sections as under :
Section-I - Computer Application - 40 Marks.
Section-II - Business Communication.- 40 Marks.
The answerbooks should be separate for both sections.
 - 4) Each student should maintain a journal in the form of file in which the write up and printed copies of relevant practicals be recorded. It should be certified by teacher and internal and external examiners for practicals.

NORTH MAHARASHTRA UNIVERSITY, JALGAON.
 REVISED SYLLABUS FOR S.Y.B.Com.
 WITH EFFECT FROM JULY, 1998
 Sub. :- STATISTICS AND OPERATION RESEARCH-II.

1. Determinant.

Meaning of determinant. Evaluation of second and third order determinants solution of simultaneous linear equations by cramer's rule (up to three variables only).

Examples and problems.

8

2. Binomial theorem.

Statement of $(x + y)^n$. general term, middle term
 Constant term.

Examples and problems.

5

3. Standard distributions.

Binomial, poisson and normal distributions.
 Identification of parameters, mean and variance (without proof), calculation of probabilities using above distributions.

Examples and problems.

8

4. Testing of hypothesis.

Concept of population, random sample, parameter, statistics, null hypothesis, alternate hypothesis, two types of error level of significance, large sample, small sample, test of significance one tailed test, two tailed test.

large sample tests for (i) $p = p_0$ (ii) $p = p_1$ or $p = p_2$

(iii) (iv)

Examples and Problems.

12

5. Statistical decision theory.

Meaning of acts, states of nature, pay off, decision making under certainty, under uncertainty, under risk, expected payoff, expected opportunity loss, minimum and maximum principles.

Examples and Problems.

12

6. **Matrices.**
 Meaning of matrix, order of matrix, Addition, subtraction and multiplication of two matrices, types of matrices :- equality of two matrices, row matrix, column matrix, square matrix, unit matrix, diagonal matrix, null matrix, Transpose of a matrix, determinant of matrix, adjoint of a matrix, Inverse of a matrix by adjoint method solution of simultaneous linear equations by matrix inverse method (up to three variables only).
 Examples and Problems. 12
7. **Linear programming problems (LPP).**
 Meaning of LPP, formulation of LPP (up to 3 variables) objective function, constraints, non-negativity conditions feasible solution, optimal solution.
 solving LPP by graphical method. 10
8. **Theory of games.**
 Concept of game theory, two persons zero-sum game saddle point, minimum & maximum principle without proof) fair and not fair game, strictly determinable games, Principle of dominance, Graphical solution for $2 \times n$ or $n \times 2$ games, solution of games using arithmetic & matrix method.
 Examples and problems. 12
9. **Project Evaluation & Review technique (PERT).**
 Activity, event, network, rules for drawing network, predecessors & successor events, critical path, forward pass calculation, backward pass calculation slack, examples on drawing the network & obtaining critical path & duration.
 Examples and Problems. 11

RECOMMENDED BOOKS :

1. Operation research by Kanti Swaroop.
2. Operation research by H.J. Taha.
3. Operation research by Hira & Gupta.
4. PERT and CPM by E.L. Srinath
5. Introduction to mathematical statistics by Gupta & Kapoor.
6. A Text Book on Matrices by Narendra Prakashan.

NORTH MAHARASHTRA UNIVERSITY, JALGAON.
 REVISED SYLLABUS FOR B. F. B. Com.
 Sub. :- MARKETING-II.
 WITH EFFECT FROM JULY, 1998.

		No. of Lectures
I.	MARKETING MANAGEMENT :	
	A) Marketing management-concept, Objectives, Importance, Functions;	03
	B) Marketing planning, marketing plan-concepts, Importance, Process of marketing planning, Types of marketing plans;	04
	C) Marketing organization structure - concept Importance, Principles of sound marketing organization, Types of organization structures;	04
	D) Marketing control- concept, Importance, Process of marketing control, Methods of marketing control.	04
		----- 15 -----
II.	CONSUMER BEHAVIOUR :	
	A) Concept; Buying motives; Factors affecting consumer behaviour;	01
	B) Consumer buying decision process;	02
	C) Models of consumer behaviour;	08
	D) Recent trends in consumer behaviour in India.	01
		----- 12 -----
III.	MARKET SEGMENTATION & SALES FORECASTING :	
	A) Market segmentation - concept, Need for market segmentation, Importance, Bases for segmenting consumer market, Requirements for effective segmentation;	08

REVISED SYLLABUS FOR B.Y.B.Com.
Sub. :- MANAGEMENT OF SERVICES SECTOR-II
WITH EFFECT FROM JULY, 1998.

	No of lectures
1. Management of business unit-	
A) Managing various inputs-Men, material machines money methods and minutes.	06
B) Procurement cost, quality of inputs and its impact on business. Internal marketing.	04
2. Marketing of services-	
A) Marketing awareness.	02
B) Services marketing mix-Marketing policies and problems.	04
C) Efficiency of services marketing.	02
D) Customer orientation.	02
3. Services sector & self employment-	
A) Starting a business unit in services sector.	02
B) Entrepreneurship-Identification of needs and market potential - Skills required for service sector unit.	04
C) Personalized services. Skill based services.	04
4. Problems of employment and services sector-	
A) Creation of employment in Primary and secondary sector.	02
B) Employment generation in services sector.	02
C) Identification of potential of employment.	02
D) Government schemes for promotion of employment in services sector.	04
5. Social obligation :	
A) Social obligations of service sector unit.	02
B) Consumer satisfaction.	04
C) Consumer protection Act and services sector.	04
6. Nature of Service Sector :	
Dynamic nature of service sector-	
A) Modernisation and updating of service business unit.	04
B) Technological innovations Renovation-Renewal. Problems of obsolescence.	04
7. Economic efficiency of service sector unit-	
A) Cost consciousness.	02
B) Concept of productivity	02
C) Service with smile Moment of Truth.	02
D) Service quality concept-Developing service quality-Implementing quality service.	04
E) Monitoring service quality.	02
8. Services sector in Indian economy-	
A) Growth of this sector as compared to other sector.	02
B) Employment in the services sector	02
C) Contribution to National Income and development of other sectors.	02
D) Development of new services in recent times.	02
E) Internationalization of services.	02

REFERENCE BOOKS

1. Services Marketing - Helen Woodruffe (Macmillan).
2. Services Marketing - The Indian Experience. Ed. Ravi Shanker (South Asia Publication).
3. Essence of Services Marketing - Adrajen Payne (Prentice Hall).
4. Quality service pays - H.L. Joffe - Vanity Books.
5. Total Quality Service - D.H. Stamatis - Vanity books.

REVISED SYLLABUS FOR S.Y.B.Com.
Sub. - ORGANIZATION & MANAGEMENT.
WITH EFFECT FROM JULY, 1998.

SECTION-I

	No. of lectures
1. Nature and scope of Business.	
A) Objectives of business.	01
B) Social responsibilities of business.	04
C) Concepts of Organization, Management and Administration. Role and responsibilities of management.	06
D) Management Art or Science. Management as a profession	05
2. Evolution of Management thought -	
A) Early management approaches. Industrial Revolution. Scientific Management.	04
B) Management Process School.	04
C) Behavioural school.	04
D) Systems approach.	04
3. Organisation-	
A) Definition, characteristics.	02
B) Role and importance of organization. Principles of organization.	03
C) Process of organizing.	02
D) Departmentation-Types of organization Line, Functional, Line and staff, Committee.	05
E) Delegation of Authority. Centralization and decentralization. Formal and Informal organization.	04

SECTION-II

4. Process of management	
A) Meaning, characteristics of process. Elements of the process of Management.	04
B) Forecasting-meaning, importance, scope, methods, techniques limitations.	06
C) Planning-Nature, types, importance, scope, methods, process of planning, problems in planning.	06
D) Decision making - Scientific decision making, need, steps types of decision, techniques of decision making.	04

5.	A)	Direction - Overall objectives of direction. Elements of direction, Importance of managerial communication.	04
	B)	Leadership - meaning, importances, Maslow & Herzberg theories of leadership types of leaders, leadership styles, qualities of leaders.	06
	C)	Motivation-Meaning, importances Trait, situation and contingency theories of motivation. Financial and non financial motivation.	06
	D)	Group dynamics.	02
6.		Co-ordination and Control.	
	A)	Co-ordination-Meaning, need, principles, problems. Techniques of effective co-ordination.	05
	B)	Control-Need, characteristics, principles, process of control, Financial and Non-financial control techniques.	05

REFERENCE BOOK

1. Organization & Management-Madhavi Mitra & Joshi (Suvichar).
2. Organization & Management - Dr. P.C. Pardeshi, Nirali.
3. Principles & Management - Singh/Chhabra.
4. Principles & Practice of Management - Chatterjee (Vikas).
5. संघटन आणि व्यवस्थापन - मधुजा मित्त, वसुधा जोशी (सुविचार)
6. संघटन आणि व्यवस्थापन - ब्राम्हणवर/चोडकर, देशमुख (निराली)
7. व्यावसायिक संघटन आणि व्यवस्थापन - वाकळे/गवळी/राहणे/हरक(सेठ)
- 8.

abs/syll/sybc/ws/