

NORTH MAHARASHTRA UNIVERSITY, JALGAON
NEW SYLLABUS FOR F.Y.B.COM.
SUBJECT : BANKING & FINANCE
(EFFECTIVE FROM JULY 1997)

CLASS : F.Y.B.COM : SUBJECT : BANKING & FINANCE.		
UNIT NO.	UNIT	PERIODS
1.0	INTRODUCTION	
1:A	Definition & meaning of "Bank"	1
1:B	The Origin of Banking Business in the World	2
1:C	Functions of Banks - i) Primary functions ii) Subsidiary functions - a) Agency Services b) General Utility services.	2
1:B	Importance of modern Banking	1
2:0	Classification of Banks	
2:A	Structural classification -i) Unit Banking, ii) Branch Banking iii) Group Banking iv) Chain Banking	5
2:B	Ownershipwise classification i) Private sector Banks ii) Public sector Banks, iii) Co-operative Banks iv) Joint Banks	2
2:C	Functional Classification of Banks	2
3.0	BANKING THEORY & PRACTICES - I	
3.A	Type of Deposits: i) Current ii) Saving iii) Time	
3:B	Operation of Account with a Bank i) Process of opening of an account, ii) operating an account iii) closing an account.	1
3:C	Operation of Cheques i) Requisites of cheques ii) Dating of cheques iii) Types of cheques iv) Endorsement of cheques v) Dishonour of cheques	3
3:D	Remittances of funds i) methods ii) importance	1
3:E	Credit cards i) Procedure ii) Use and Abuse iii) Economic Importance	1
4.0	BANKING : THEORY & PRACTICES. II	
4:A	Modes of credit i) overdraft ii) cash credit iii) Demand loan, iv) Term loan	2
4:B	Modes of creating charge-i)Lien ii) Pledge iii) mortgage, iv) Assignment.	4
4:C	Multiple credit creation i) meaning of credit, ii) process of multiple credit creation & money multiplier, iii) Limitations of credit creation	3
4:D	Principles of sound lending & Investment.	2
4:E	Conflicts between profitability & Liquidity.	2
4:F	Balance sheet of a Bank	2

Cont. 2

5.0	CENTRAL BANKING.	
5:A	The origin & functions of Central Bank	3
5:B	Role of Central Bank in a economy	1
5:C	Distinctions Between Central Banks & Commercial Banks	1
5:D	Credit control Instruments- i) objectives ii) Types iii) modus operandi, iv) limitations.	5
6.0	CO-OPERATIVE BANKING.	
6:A	Meaning & objectives & principles of co-operation	1
6:B	Co-operative credit / Banking structure.	1
6:C	Types & Functions of co-opt. Credit societies	2
6:D	Functions of District Central co-opt. Banks	1
6:E	Functions of Urban Co-opt. Banks	1
6:F	Functions of State Level co-opt. Banks	1
7.0	DEVELOPMENT BANKING.	
7:A	Definition & Origin of Development Banking	1
7:B	Deposit Banking verses Development & Investment Banking	2
7:C	Structure of Development Banking	2
7:D	Functions of Development Banks -i) financial functions & ii) Promotional functions	2
7:E	Functions of Merchant Banking	2
8.0	FINANCE	
8:A	Meaning Importance & Need of finance	1
8:B	Sources of Finance-i) Internal ii) External	2
8:C	Financial Instruments i) Shares-Types & features ii) detenture-types & features iii) Bill of exchange Types & features, iv) Public deposits -types Feature	8
9.0	MONEY MARKET :	
9:A	Meaning & constituent of money market	1
9:B	Composition & Importance of money market	3
9:C	Features of the Developed money market	2
10.0	CAPITAL MARKET	
10:A	Meaning & constituent of capital market	1
10:B	Classification & Importance of Capital Market	3
10:C	Stock exchanges i) Types ii) Organisation ii) Functions iv) Operations.	3

LIST OF BOOKS.

- 1 Banking Law & Practice in India by M.L.Tannom. & others. Indian Law House, New Delhi.
- 2 Banking Theory & Practice. by K.C.Shekhar, Vikas Publishing House.
- 3 Modern Banking. by R.S.Sayers, Oxford
- 4 Modern Banking. by M.C.Vais, RBSA Publishers jotpur.
- 5 Indian Economy. by R.C. Datt & F.P.M.Sudharam.

NORTH MAHARASHTRA UNIVERSITY, JALGAON
NEW SYLLABUS FOR F.Y.B.COM.

SUBJECT : BUSINESS ECONOMICS
(EFFECTIVE FROM JULY 1997)

CLASS : F.Y.B.COM : SUBJECT : BUSINESS ECONOMICS

SECTION : I (FIRST TERM)

UNIT NO.	UNIT	PERIODS
1.0	INTRODUCTION	
1:A	Business Economics	
1:B	i)Definitions,ii)Subject matter,iii)Scope Some common Techniques & concepts.-i)Linear & Non-Linear functions, ii)Graphing the functions iii)Total Average & Marginal values iv) capitalist market economy, v) plant firm & Industry	2 6
2:0	THEORY OF DEMAND	
2:A	Basic of consumer Demand -i) consumer preference ii) Utility maximization-marshallian approach. iii)consumer Demand & market Demand, iv) The price Elasticity of Demand.	
2:B	Demand Forecasting i) Meaning ii) Methods iii)Significance	6 3
3.0	THEORY OF PRODUCTION & COSTS :	
3:A	Production Analysis - i) Production function ii)Short Run production function iii) Long Run production iv)Input substitution, v)cost minimization input combination	
3:B	Cost Analysis-i)Private costs, social costs & opportunity cost. ii) cost curves of the firm, iii)Relationship between short Run & Long Run cost curves.iv)Analysis of economies of scale v) 'L' shaped cost curves.	6
4.0	THEORY OF THE FIRM - I	
4:A	Perfect competition market-i)features, ii) short Run equilibrium of the firm,iii)Short-Run Supply curve, iv) Long-Run Equilibrium of of the firm v) competitive Industry Equilibrium	
4:B	Monopoly market - i) features, ii) Demand & Marginal Revenue under monopoly iii) short Run Equilibrium of the Monopoly firm, iv) Long Run Monopoly profit maximization.	5 3

Cont. 2

Cont. 2

5.0	THEORY OF THE FIRM II	
5:A	Monopolistic competition market-i)features ii) short Run profit maximization of the firm iii) Long Run Equilibrium of the firm	3
5:B	Oligopoly & Duopoly market i) features,ii)The kinked Demand curve,iii) Price -Leadership model	5
		45
6.0	THEORY OF FACTOR PRICING:	
6:A	The Link between output & input Decisions	2
6:B	the firm's & the Industry's Demand for a factor	3
6:C	Total Supply of Land,Labour & capital.	1
6:E	The Supply of a factor for a particular use & to a firm	1
6:F	Determination of factor price under perfect completion & the Monopsony factor markets.	4
7.0	FACTOR - PRICE DIFFERENTIALS.	
7:A	Meaning & causes of factor price Differentials	1
7:B	Rent as Differential Surplus & as generalised Surplus	1
7:C	Relation between Rent & transfer Earnings	2
7:D	Nature & causes of Wage Differentials.	2
7:E	Effects of Union & collective Bargaining on Wages.	3
7:F	Concepts of Interest Rate & Interest Rate - Differentials	3
7:G	Concepts & Nature of Profits.	2
7:H	Risk & Uncertainty, Innovation & Profit.	2
8.0	ANALYSIS OF PRICING PRACTICES.	
8:A	Full Cost / Cost Plus Pricing.	3
8:B	Limit Pricing	3
8:C	Price Discrimination	3
8:D	Peak Load Pricing.	2
8:E	Pricing & the Product life cycle	2

Cont. 3

Cont. 3

9.0	Introduction of Non Price competition	
9:A	Economic Analysis & the Marketing Mix	2
9:B	The Product Policy-i)entry decision choice of product ii)Product mix Decision iii)Product differentiation	4
9:C	Purpose of Advertisement - Impact of Advertisement	4
Total Periods :		45

LIST OF BASIC BOOKS

1	Economics : by Prof. Paul Samuelson &
2	An Introduction to Positive Economics. by R.G.Lipsey & K.Ake Chrystal(8th ed) ELBS with Oxford University Press.
3	Managerial Economics.by H.C.Peterson & W.Cris Lewis (3rd ed) Prentice Hall of India Pvt.Ltd. New Delhi.
4	Microeconomics for Managerial Decision Making by Roger B. Blair & Lawrence W. Kenry, (International student Ed.) Mc Graw Hill International Book company New Delhi.
5	Managerial Economics for Business, management & Accounting by Howard Davies(2nd ed.) ELBS with Pitman (1993)
6	Managerial Economics: by D.N.Dwivedi-Vikas Publishing House Pvt.Ltd New Delhi.
7	Fundamentals of Business & Managerial Economics by D.M.Mithani, Himalaya publishing House, Delhi.
8	Managerial Economics : by Joel Dean, Prentice Hall of India.
ADDITIONAL Readings.	
1	Industrial Economics by R.R.Barthwal, Wiley Eastern Lit. Delhi/Bombay.
2	Industrial Economics by P.J.Devine & N Lee & R.M. Jones & W.J. Tyson (4th Ed.)the Macmillan press Ltd.
3	Business Economics by P.R. Ferguson & G.J.Ferguson R.Rothduild, the Macmillan Press Ltd,
4	Industrial Organisation:Theory Evidence & Public Policy by Kenneth W.C. & Roger L.Miller, International student Ed.
5	Microeconomic Theory by D.N.Dwivedi (2d Ed.) Vikas Publishing House Pvt. Ltd.

NORTH MAHARASHTRA UNIVERSITY, JALGAON

FACULTY OF COMMERCE

SYLLABUS FOR F.Y.B.Com. (FROM JULY, 1997)

MANAGEMENT OF SERVICE SECTOR

<u>Topic-1</u>	<u>No. of Lectures</u>
1. Structure of Economy Primary, Secondary and Service Sector	03
2. Origin of Service Sector	02
3. Nature of Service Sector	03
4. Characteristics of Service Sector	02
5. Service Sector and Economic Growth and development	03
 <u>Topic-2</u>	
1. Classification of Services - basis of classification- ownership - personal and collective service	02
2. Types of Service :- Essential and Non essential services Formal and informal Personal Services, non-personal services, -Professional Services, Specialised Services, non-specialised services	10
3. Role of public sector units in service sector	03
Private sector units in service sector	03
Service sector and public utilities	03
Privatisation of public sector units in service sector	03
4. Demand for different services	04
Characteristics of demand	02
Stratified demand	
Peculiar feature of demand for specified sectors	
- Seasonality	02
- Price plasticity	03
Felt demand and potential demands	02
5. <u>Investment in service sector-</u>	
Choice of Forms of organisation	02
Private Sector Units	02
Public Sector Units	02

Investment decisions based on nature of service/ size of unit	4
Investment decisions based on estimation of demand	3
Investment decisions based on area of operation	2
6. Supply of services	
Nature of supply	3
Personal and Non personal	2
Specialised - Non specialised	2
Periodicity of supply	2
Specific expectation/requirements of customers	3
Gap between rise in demand and supply	2
7. Pricing Policies of Service Sector units	
Competition/monopoly and pricing	3
Social obligations and pricing	2
Subsidies and pricing	3
Price differentiation	2
Cost and pricing	4
Pricing and profitability	3

Books Recommended:-

1) Managing services Marketing

J.E.G. Botson

2) Production and operations management

(Manufacturing and services)

Dilworth

NORTH MAHARASHTRA UNIVERSITY, JALGAON

FACULTY OF COMMERCE

(Business Administration) F.Y.B.Com.

SUB:- MARKETING

(From - July, 1997)

I. MARKETING :-

Concepts - market, marketing, old and modern marketing	3
Classification of markets;	1
Approaches to study of marketing	2
Objectives and importance of marketing	2
Functions of marketing; and	2
Marketing environment - micro and macro	3

ii. MARKETING MIX :-

Concept. - marketing mix ;	1
Components of marketing mix ;	2
Product concept ;	1
Essentials features of product ;	1
Product classification ;	1
Product mix and product line ;	2
Product diversification ;	1
Product Life cycle ;	1
Product planning and development process ;	2
New product development process	2
Branding concept. ;	
Advantages and limitations of branding ;	2
Functions of branding ;	1
Essentials of good brand ;	1
Concept - packing, package and packaging	1
Advantages and limitations of packaging ;	2
Functions of packaging ; and	1
Essentials of good package	1

III. PRICING :-

Concepts - price, pricing ; Types of pricing	2
Pricing objectives	1
Pricing decision process	1
Factors influencing pricing decision	2
Principles of pricing	1

PROMOTION

IV PROMOTION :-

Concepts - promotion, promotion mix ;	1
Components of promotion mix ;	2
Advertising concept ;	1
Advertising and publicity	1
Objectives of advertising	1
Advantages of advertising	1
Social and Ethical issues of advertising ;	2
Advertising media ;	4
Factors affecting media choice ;	1
Advertising copy;	1
Personal selling concept ;	1
Personal selling - art, science, profession ;	2
Features of salesmanship ;	1
Objectives of personal selling	1
Importance and limitations of personal selling ;	2
Sales promotion concept ;	1
Objectives of sales promotion ;	1
Advantages and limitations ; and	2
Sales promotion techniques ;	2

V- DISTRIBUTION :-

Distribution concept ;	1
Channel of distribution concept ;	1
Types of distribution channel ;	1
Factors influencing channel choice ;	1
Physical distribution concept ;	1
Importance of physical distribution ; and	1
Components of physical distribution ;	2

VI . MARKETING INFORMATION SYSTEM :-

Concepts - marketing information . . . marketing information system ;	2
Need for marketing information ;	1
Components of marketing information system ;	1
Marketing research-concept ;	1
Objectives and scope of marketing research ;	2
Importance and limitations of marketing research ;	2
and Marketing research procedure	3

NORTH MAHARASHTRA UNIVERSITY, JALGAON.

FACULTY OF COMMERCE

(Business Administration Board)

F.Y.B.COM. (From - July, 1997)

SUB.: MANAGEMENT OF CO-OPERATIVES AND COTTAGE INDUSTRIES-I.

Paper - I

<u>Section - I</u>	<u>N^o of Lectures.</u>
<u>I Co-operative Concept and Nature -</u>	
Meaning, origin, objectives, principles and Importance of Co-operation.	4
Types of Co-operative Societies	3
Role of Co-operative sector in economic development.	2
Comparison of Co-operative sector with private sector and Public Sector	2
Co-operative as a Middle-way.	1
	<hr/>
	12
<u>II Organisation of a Co-operative Society:</u>	
Organisational structure	2
Types, Rights and Responsibilities of a Co-operative Society members	3
Structure, Functions, Powers and Liabilities of a managing committee.	4
Role of Chairman, Managing director and Secretary of Co-operative society	5
Powers, Functions and Responsibilities of the Registrar of Co-operative Societies	5
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	20
<u>III Co-operative Movement :-</u>	
Co-operative Movement in Maharashtra	4
Role of Co-operatives in planned economic growth	3
Main features of Maharashtra Co-operative Societies Act, 1960.	4

Recent Amendments in connection with
Registration, capital raising, meetings and
maintainance of accounts and audit

5
16

SECTION - II

IV <u>Byelaws of Co-operative Societies :-</u>	
Importance and features	3
Model Byelaws	2
Byelaws relating to Membership, Meetings, Rights, Duties and Responsibilities of Board of Directors and Secretary, Annual Returns and Audit.	9
Provisions relating to alteration in Byelaws	<u>2</u>
	<u>16</u>
V <u>Sources of Finance of Co-operative Societies :-</u>	
Internal and external Sources	2
Share Capital	1
Admission fees	1
Reserves	1
Deposits	1
Loan from banks and societies	1
Grants and subsidies & others	<u>1</u>
	<u>8</u>
VI <u>Role of Industries in Economics Development :-</u>	3
Types of Industries	2
Large, Medium and Small scale Industries	2
Definition of Cottage Industries	1
Difference between small scale and cottage Industries	3
Role of Government in the development of cottage Industries	<u>3</u>
	<u>14</u>
VII <u>Types of Cottage Industries</u>	3
Development, Problems and working of cottage Industries	3
Management problem of cottage Industries and Remedies.	<u>4</u>
	<u>10</u>

Recommended Books

- (1) Co-operation in India : Dr. P.S. Mehta
- (2) Theory, History & Politics of Co-operation : P.S. Mehta
- (3) Theory & Practice of Co-operation in India & Abroad : P.S. Mehta
VOL. I, II & III.
- (4) Principles, problems & practice: T.V. Raju: of Co-operation.
- (5) Co-operation in India : Mehta & Saxena
- (6) Business organisation & Management : Prof.S.A. Sherlekar
- (7) Business Administration & Management : Dr. S.C. Saxena
- (8) सहकार : तत्त्वे व व्यवहार :--डॉ. सी. स. कामत
- (9) सहकार : : प्रा. मोहन सराफ व प्रा. दापडे
- (10) सहकार : तत्त्वे व व्यवहार : प्रा. रायखेकर व प्रा. डांगे
- (11) सहकारी संस्थांची व्याख्या व चिंतनीयताची कावे. : डॉ. प्र. चि. धेजवलकर
- (12) Management of Co-operatives : K.K. Taimini

NORTH MAHARASHTRA UNIVERSITY, JALGAON.

Syllabus-F.Y.B.Com.

(With effect from June, 1997)

SUB.: ACCOUNTANCY & COSTING.

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70 Marks.

A) ACCOUNTANCY-

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No. of Lectures.

1. Elements of Accounting :

Types of Accounts - Real, Nominal & Personal

Journal - Subsidiary books - ledgers

Trial balance & Rectification of errors

Bank Reconciliation

Study of Accounting Conventions and Politics. 12 L

2. Closing and Adjustment entries for Finalisation
of accounts :

Preparation of adjusted Trial Balance

Closing Journal Entries & Adjustment Journal

Entries such as,

Stock adjustments

Prepaid - Payable

Receivable - Received in advance

Bad debts - R D D & Discount

Sale or Return

Fir less - Samples

Goods in transit

Depreciation etc.

6 L

3.	Depreciation Accounts : Sinking Fund Annuity Revaluation Depletion	6 L
4.	Self Balancing & Sectional Balancing.	8 L
5.	Accounts of Non-Trading Concerns :	
	(a) Preparation of Income & Expenditure A/c & B/s from Receipts & Payments A/c vice- versa	
	(b) Preparation of Income and Expenditure A/c & B/s from Trial Balance.	
	(c) Preparation of opening & closing B/s from I & E A/c & Receipts & Payments A/c	12 L
6.	Preparation of Final Accounts from Incomplete Records	
	(a) Statement of affairs Method	
	(b) Conversion method	8 L
7.	Piecemeal Distribution on dissolution of Partnership firm	
	(a) Surplus Capital Method	
	(b) Maximum Less Method	8 L
8.	Investments : Preparation of Investment A/c from fixed Interest bearing securities	4 L

		64 L

Recommended Books : Advanced Accounting

1. Shukla Grewal
2. Jain Narang
3. R.L.Gupta
4. Hrushikesh Chakraborty
5. Kotalwar
6. S.N.Maheshwari
7. Arunanandanam

B) COSTING -
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1. Costing & Cost Accounting :

- (a) Definitions - need - features
- (b) Objectives and uses
- (c) Limitations
- (d) Cost Accounting Vis - a - vis other forms
of Accounting
 - (i) Cost Accounting and financial accounting
 - (ii) Cost Accounting and Management
accounting

5 L

2. Basic concepts in cost accounting :

- (a) Cost-Expenses-Loss
- (b) Cost unit
- (c) Cost Centre
- (d) Types of costs

3 L

3. Elements of Cost :

Classification of cost on various criterias

- (a) Elementwise
- (b) Contralablity
- (c) Normality
- (d) Behavioural

(e) Naturewise	
(f) Functional	
(g) Direct - Indirect	4 L
4. Cost Sheet	
(a) Total & per unit cost	
(b) Preparation of estimates, quotations, tenders.	8 L
5. Material :	
(a) Importance of Material Accounting and control	
(b) Procedure and documentation of purchasing and store keeping.	
Documents like purchase Requisition, Purchase-order, Goods received note, Inspection Report, Rejection Report, Material Requisition, Material transfer Note, Material Return Note etc.	
(c) Stores Accounting-Pricing of issues under LIFO, FIFO, Weighted average and simple average methods.	
(d) Stores Control :	
1. Economic order quantity	
2. Setting various levels for material	12 L

	32 L

Books Recommended :

1. B.K.Bhar.
2. N.K.Prasad.
3. Nigam Sharma.
4. Jawaharlal.
5. Maheshwari.
6. Swaminathan.
7. Retnam.
8. R.R.Gupta.
9. Ahuja, Khanna, Pande.
10. Jain and Warang.

OPTIONAL SUBJECT :

SECRETARIAL PRACTICE AND COMPANY MANAGEMENT (PART-I)

Title : Joint Stock Company, (Formation and capital of the company.)

<u>Chapter No.</u>	<u>Units</u>	<u>Lectures</u>
1.	<u>Joint stock company-Nature & Types</u>	
	1. Definition of company	(1)
	2. Private and Public company with distinction	(3)
	3. Exemptions and privileges of private company	(2)
	4. Conversion of private company into public company and Vice-Versa.	(3)
		----- (9) -----
2.	<u>Company Secretary :-</u>	
	1. Definition and Features	(1)
	2. Companies required to have company secretary	(1)
	3. Appointment and General Provisions of qualifications	(2)
	4. Duties, rights and liabilities	(2)
	5. Dismissal	(1)
	6. Secretary in whole time practice.	(1)
		----- (8) -----
3.	<u>Formation of company</u>	
	1. Formation stages	(2)
	2. Promotion stage and duties of company Secretary	(4)
	3. Incorporation stage and duties of Company Secretary	(4)
	4. Capital subscription stage and duties of Company Secretary	(4)
	5. Commencement of business stage and duties of company secretary	(4)
		----- (18) -----

4. Documents in relation to Incorporation -

1. Memorandum of Association : Definition, Importance, Contents and alternation, Delectative of Ultra Vires. (4)
 2. Articles of Association : Meaning, Importance, Need, Contents and Alternations. (3)
 3. Distinction between the above documents (1)
 4. Prospectus : Meaning, Need, Offer for Sale Statement in lieu of Prospectus, issue of prospectus, listing requirements. (4)
- (12)

5. Capital of Companies :-

1. Owned and Borrowed capital (2)
 2. Owned capital : Types, definition, Characteristics, Distinction between preference shares and equity shares (4)
 3. Borrowed Capital : Sources, debentures, - types and redemption. (3)
 4. Public Deposits : types, nature, restriction on acceptance of public deposits. (3)
- (12)

6. Application and Allotment of shares and Debentures.

1. General Provisions : When public offer is made and when no public offer is made. (4)
2. Issue of Shares and debentures at par, Premium and Discount. (2)
3. Procedure for Allotment of shares and debentures (3)
4. Splitting of Allotment (1)
5. Calls on Shares and forfeiture of shares (3)

7. Share Certificate :

1. Definition and Importance (1)
2. Issue of share Certificate (2)
3. Procedure for issue of duplicate share Certificate (3)

(6)

8.	<u>Transfer and Transmission of Shares & Debentures.</u>	
1.	Transfer : Meaning, restrictions, and procedure	(4)
2.	Transmission: Meaning and p Procedures	(2)
3.	Distinction between transfer and Transmission	(1)
		<u>(7)</u>
9.	<u>Membership of Company -</u>	
1.	Definition, right and liabilities of members	(3)
2.	Distinction between shareholder and member	(1)
3.	Methods of becoming member	(3)
4.	Termination of membership	(2)
5.	Register of Members and Index of Members	(2)
		<u>(11)</u>
	Total :	(96)
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N.B. : Provisions of Indian Companies Act, 1956 as amended prior to one year of examination in connection with above topics will be applicable.

Recommended Books :

1. Companies Act '(Latest edition) - By A. Ramaiya.
2. Company Law (Latest edition) - By Autar Singh.
3. Company Law and Secretarial Practice - By Mathews
(Published by R.S.B.A. Publication Jaipur)
4. Company Law and Secretarial Practice-By Acharya and
Govekar (Himalaya Publication, Mumbai)
5. Secretarial Practice - By M.C. Kuchhal.
6. Company Law and Secretarial Practice - By
N.D. Kapoor.