

COMMERCE

SECTION – A

Unit - I

Business Environment

Meaning and Elements of Business Environment

Economic environment, Economics Policies, Economic Planning

Legal environmental of Business in India, Competition policy, Consumer protection, Environment protection

Policy Environment: Liberalization Privatisation and globalisation, Second generation reforms, Industrial policy and implementation. Industrial growth and structural changes

Unit – II

Financial & Management Accounting

Basic Accounting concepts, Capital and Revenue, Financial statements

Partnership Accounts: Admission, Retirement, Death, Dissolution and Cash Distribution

Advanced Company Accounts: Issue, forfeiture, Purchase of Business, Liquidation, Valuation of shares, Amalgamation, Absorption and Reconstruction, Holding Company Accounts

Cost and Management Accounting : Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Marginal costing and Break- even analysis, Standard costing, Budgetary control, Costing for decision- making

Responsibility accounting

Unit – III

Business Economics

Nature and uses of Business Economics, Concept, of Profit and Wealth maximization. Demand Analysis and Elasticity of Demand, Indifference Curve Analysis, Law

Utility Analysis and Laws of Returns and Law of variable proportions Cost, Revenue, Price determination in different market situations : Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing strategies.

Unit – IV

Business Statistics & Data Processing

Data types, Data collection and analysis, sampling, need, errors and methods of sampling, Normal distribution, Hypothesis testing, Analysis and Interpretation of Data.

Correlation and Regression, small sample tests – t-test, F-test and chi- square test

Data processing – Elements, Data entry, Data processing and Computer applications

Computer Application to Functional Areas – Accounting, Inventory control, Marketing

Unit – V

Business Management

Principles of Management

Planning – Objectives, Strategies, Planning process, Decision – making

Organising, Organisational structure, Formal and Informal organisations,
Organisational culture
Staffing
Leading : Motivation, Leadership, Committees, Communication
Controlling
Corporate Governance and Business Ethics

Unit - VI

Marketing Management

The evolution of marketing, Concepts of marketing, Marketing mix, Marketing environment
Consumer behaviour, Market segmentation
Product decisions
Pricing decisions
Distribution decisions
Promotion decisions
Marketing planning, Organising and Control

Unit - VII

Financial Management

Capital Structure, Financial and Operating leverage
Cost of capital, Capital budgeting
Working capital management
Dividend Policy

Unit - VIII

Human Resources Management

Concepts, Role and Functions of Human Resource management
Human Resource Planning, Recruitment and Selection
Training and Development, Succession Planning
Compensation : Wage and Salary Administration, Incentive and Fringe benefits,
Morale and Productivity
Performance Appraisal
Performance Appraisal
Industrial Relations in India, Health, Safety, Welfare and Social security.
Workers' Participation in Management

Unit - IX

Banking and Financial Institution

Importance of Banking to Business, Types of Banks and Their Functions,
Reserve Bank of India, NABARD and Rural Banking
Banking Sector Reforms in India, NPA, Capital adequacy norms
E- banking
Development Banking : IDBI, IFCI, SFCs, UTI, SIDBI

Unit - X

International Business

Theoretical foundations of international business, Balance of Payments
International liquidity, International Economics Institutions – IMF, World Bank
IFC, IDA, ADB
World Trade Organisation – its functions and policies

Structure of India's foreign trade : Composition and direction, EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade

SECTION - B

Elective - I : Accounting and Finance

Accounting standards in India, Inflation Accounting, Human Resource Accounting, Responsibility Accounting, Social Accounting
Money and Capital market, Working of stock exchanges in India, NSE, OTCEI, NASDAQ, Derivatives and Options
Regulatory Authorities: SEBI, Rating Agencies; New Instruments : GDRs, ADRs
Venture Capital Funds, Mergers and Acquisitions, Mutual Funds, Lease Financing, Factoring, Measurement of risk and returns securities and portfolios Computer Application in Accounting and Finance

Elective - II

Marketing Tasks, Concepts and Tools, Marketing Environment
Consumer Behaviour and Market Segmentation
Product decisions
Pricing decisions
Distribution decisions
Promotion decisions
Marketing Researches
On - line marketing
Direct Marketing: Social ethical and legal aspects of marketing in India

Elective - III : Human Resource Management

Concept; Role and Function of Human Resource Management
Human Resource Planning, Job analysis, Job description and specifications, Use of Job analysis information, Recruitment and Selection
Training and Development, Succession Planning
Compensation: Wage and Salary administration, Incentives and Fringe benefits, Morale and Productivity.
Appraisal Performance
Industrial Relations in India, Health, Safety, Welfare and Social Security, workers participation in Management

Elective -IV : International Business

Foreign Direct Investment and Multinational Corporations - MNCs Culture, MNCs and LDCs, Joint Ventures
Regional Economic Integration : SAARC, ASEAN, EC, NAFTA
India and WTO, Intellectual Property Rights
Foreign Exchange - Exchange rate, Mechanism, Risk management, Transfer of international payments, Convertibility of Rupee, Current and Capital Accounts; Issue and Perceptions, Derivatives and Futures
Foreign investment Institutions; Instruments : GDRs, ADRs, Flls - their role in Indian Capital Market

Elective – V : Income- tax Law and Tax Planning

Basic concepts, Residential status and tax incidence, exempted incomes, computation of taxable income under various heads

Computation of taxable income of individuals and firms

Deduction of tax, filling of returns, different types of assessment; Defaults and penalties

Tax planning : Concept, significance and problems of tax planning, Tax evasion and tax avoidance, methods of tax planning

Tax considerations in specific business decisions, viz. Make or buy; own or lease, retain or replace; export or domestic sales; shut-down or closure; expand or contract ; invest or disinvest

Computer Application in Income tax and Tax planning