

Subject: **COMMERCE**
PART-A

Unit-I: Business Environment

Nature and concept of business environment, factors of Business Environment. Political-legal environment, Technological, Socio-cultural environment

Economic environment, Economic Policies, Economic Planning, Food Security.

Competition policy. Consumer protection, Environment protection.

Policy Environment: Liberalization, Privatization and Globalization. Second generation reforms,

Industrial policy and implementation, Industrial growth and structural changes.

Unit-II: Financial, Corporate, Cost & 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 Accounting: Cost concepts, Material, Labour and Overheads.

Methods of costing: Unit Costing, Process Costing, Operating Costing, Contract Costing. Absorption Costing.

Techniques of Costing: Marginal Costing and Break-even analysis. Standard Costing, Budgetary Control. Costing for Decision-making.

Management Accounting: Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Responsibility Accounting.

Unit-III: Business Behaviour and Decisions

Nature and uses of Managerial Economics. Concept of Profit and Wealth Maximization.

Demand Analysis and Elasticity of Demand. Cost Analysis.

Utility Analysis and Indifference 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 & Computer Applications

Nature of Business Statistics, measures of central tendency, measures of dispersion.

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.

Computer applications.Data Processing—Elements. Data entry, Data processing Computer Application to Functional Areas—Accounting. Inventory control.Marketing.

Unit-V: Principles of Management

Nature of Management, concepts and principles of Management.Planning Objectives, Strategies, Planning Process, Decision-making.

Organising, Organisational Structure, Formal and Informal Organisations.Centralization, Decentralization, Span of Control, Coordination.Organisational Culture.

Staffing and Directing – leadership, motivation and communication.

Controlling – Nature, principles, techniques of control,Corporate Governance and Business Ethics.

Unit-VI: Marketing Management

Nature of Market, marketing and marketing management, traditional marketing Vs modern marketing, marketing mix.Marketing environment.

Elements of consumer behaviour, Market segmentation, Product decisions, Pricing decisions, Distribution decisions, Promotion decisions, Marketing planning.Organising and Control, Recent Trends in marketing.

Unit-VII: Financial Management

Nature and concept of Finance, objectives of financial management.Finance functions,

Capital Structure. Financial and Operating leverage, Cost of Capital, Capital budgeting, Working Capital Management, Dividend Policy. Recent trends in financial management.

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 and performance management system, Industrial Relations in India.Health, Safety, Welfare and Social Security, Workers.Participation in Management. Union free plants

Unit-IX: Banking and Financial Institutions

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 Economic 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.

PART-B

Unit - 1: Advanced Accounting & Finance

Accounting standards – International Accounting Standards, International Financial Reporting Standards, Indian Accounting Standards.

Advanced Accounting - Inflation Accounting, Human Resource Accounting, Responsibility Accounting, Social Accounting and Environmental Accounting.

Advanced Finance: Corporate Restructuring, Corporate Governance, International Financial Management, Forward Market, Future Market, Derivatives and Options. Money and Capital Market, Working of Stock Exchanges in India, NSE, OTCEI, NASDAQ.

Regulatory Authorities: SEBI, Rating Agencies : New Instruments : GDRs, ADRs. Venture Capital Funds, Mergers and Acquisitions, Mutual Funds, Lease Financing, Factoring, Angel Investments, Measurement of risk and returns securities and portfolios.

Computer Application in Accounting and Finance.

Unit-2 : Advanced Marketing

Concept Marketing, Telemarketing, E-Marketing, E- Commerce, Marketing Research and Marketing Information System, Product Failures, Brand equity, Brand Marketing, Franchising, Licensing Dynamic pricing policy, Antidumping, Transfer Pricing, Promotion- Ethics in Advertising, Consumerism, Recent Trends in Promotion. Challenges in Services Marketing, Service Quality, Value Marketing. Direct Marketing: Social, ethical and legal aspects of marketing in India.

Unit - 3 : Strategic & International Human Resource Management

Strategic human resource management: Nature, Characteristics, Significance, limitations of SHRM, Roles of HR professionals: Strategic, Administrative, Change Agent, Business Partner, HR outsourcing: Meaning, significance and limitations, International HRM: Meaning, Significance, Characteristics, Expatriation: Meaning, Significance, Cross-cultural training, Cultural Shock, Cross-Cultural Shock & Repatriation process. Global Sourcing, Global Training & Development, International Compensation Management, International Industrial Relations .

Unit-4: Dynamics of 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.

International Finance: International Financial Environment, Foreign Exchange—Exchange rate, Mechanism, Risk Management, Transfer of International Payments, Convertibility of Rupee, Current and Capital Accounts; Issues and Perceptions. Derivatives and Futures.

Foreign Investment Institutions; Instruments; GDRs, ADRs, Flls—their role in Indian Capital Market.

Unit 5: 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, filing 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.