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


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.
Cost Accounting: Cost concepts, Material, Labour and Overheads.

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

Unit-III: Business Behaviour and Decisions

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**

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,

**Unit-VIII: Human Resources Management**


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.
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 and Finance


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


Computer Application in Accounting and Finance.

Unit-2: Advanced Marketing

**Unit - 3 : Strategic & International Human Resource Management**


**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.


Foreign Investment Institutions; Instruments; GDRs, ADRs, FIs—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.