

05. COMMERCE

DETAILS OF SYLLABUS

Module I Business environment – Concepts, types – internal – external environment analysis

Economic environment – economic systems – industrial policies – fiscal policies – monetary policy – EXIM policy – economic reforms and liberalization

Political and legal environment – government and business – FEMA – IPR – regulatory bodies – industrial policy of India.

Socio cultural environment – social institutions and systems – social values and attitudes – social groups – middle class – emerging rural sector in India – Consumerism in India.

International and technological environment – multinational corporations – foreign collaborations and Indian business – non-resident Indians and corporate sector – international economic institutions – WTO – IMF – IBRD.

Module II Management Information Systems – conceptual structure of MIS – system concepts – data processing concepts – database management – data security – system analysis and design – e-commerce – classification.

Module III Research methodology – Meaning and objectives – types – research process – research design – sampling collection of data – application of statistical tools – research report

Module IV Management concepts and thoughts – management concepts – development of management thought – management process – planning – organizing – staffing – directing – controlling – motivation – group dynamics and team development – organizational conflicts – organization development.

Module V Strategic management – concept of strategy – environmental analysis – internal corporate analysis – strategic financial analysis – strategic choices – functional strategies – implementation and evaluation of strategies.

Module VI Financial Accounting – concepts and conventions of accounting – elements and principles – accounting standards – depreciation – trading and profit and loss account – balance sheet – accounting from incomplete records – consignment – hire purchase and installment – joint venture – accounts of non-trading concerns – branch and department accounting – partnership accounts – admission – retirement – death and dissolution – company accounts – shares – final accounts – amalgamation, absorption and reconstruction – liquidation – valuation of shares and goodwill – double account system – insurance claims – government accounting – investment accounting – voyage accounts – insolvency – farm accounting – inflation accounting human resource accounting.

Module VII Cost and Management Accounting – basic concepts – elements of cost – material, labour, expenses – overheads – job, batch and contract costing – Process costing – marginal costing – differential cost analysis – cost

reduction and cost control – standard costing – budget and budgetary control – cost audit – basic concepts of management accounting – analysis and interpretation of financial statements – fund flow and cash flow – ratio analysis – management of working capital – working capital structure – cost of capital – capital budgeting.

Module VIII Financial Management – financial planning and control – sources of capital – capitalization – capital structure – cost of capital – internal financing – leverages – working capital management and control – investment decisions – dividend policy – financial forecasting and budgeting – lease financing – factoring services – securitization – financial re-engineering.

Module IX Quantitative Techniques – concept of random variable – correlation and regression – probability and sampling – statistical inferences – testing of hypothesis of (t,z,F,x² and ANOVA) – linear programming – transportation and assignment techniques – network analysis (CPM AND PERT)

Module X Banking and Marketing – Indian banking structure, commercial banks, law of negotiable instruments, banking practice – e-banking – core-banking. Marketing concepts – functions – segmentation – behaviour – pricing.