



05. Commerce

Unit I Management concepts and strategies

Module 1. Basic concepts of management

- development of management taught- scientific management- functional management- Traditional Vs Modern management

Module 2.

- Planning, organizing, staffing, directing, communicating, motivating and controlling-

Module 3. OB

- basic concepts and theories-understanding individual and group behavior-OD.

Module 4. Strategic management

- basic concepts – approaches to strategic decision making – models of strategic management.

Module 5. Strategic planning

- strategic implementation and strategic control system. Michael Porter's competitive strategies.

Unit II Business Environment, Policy and MIS

Module 1.

- Macro and micro environment of business- economic, political, technological, social, cultural and trade environment.

Module 2.

- Structure of Indian economy-economic systems- growth pattern of Indian economy- GDP, Per capita Income -economic planning. Problems of Indian economy -poverty, unemployment, regional imbalances- Globalization of Indian economy.

Module 3.

- Government and Business- WTO- World bank- FDI—Forms of trade co operations-

Free trade area, customs union, Common market and economic union.

Module 4.

- Investment policy, Exim policy- liberalization and privatization policy- disinvestment policy-PPP policy.

Module 5.

- MIS basic concepts, system concepts- data processing concept, data base management- System development and implementation.

Unit III Financial and Corporate Accounting

Module 1.

- Accounting concepts, conventions, and standards. Trial balance, trading and profit and loss account and balance sheet.

Module 2.

- Accounting from in complete records and accounting of non trading firms.

Module 3.

- Company accounts-issue of shares and debentures- valuation good will and shares.

Module 4.

- Company Amalgamation, absorption and reconstruction.

Module 5.

- Accounting standards and reporting.

Unit IV Quantitative Techniques & Research methods

Module 1.

- Business research need and importance- types of research- steps in research- research designs.

Module 2.

- Problem formulation-setting objectives, hypothesis formulation- scaling techniques- data collection- primary and secondary data, sampling design and sample size decision.



Module 3.

- Data analysis and interpretation- tools, Probability and theoretical distribution- statistical estimation and testing- parametric and non parametric tests.

Module 4.

- Basic concepts of OR and its uses in business decision making.

Module 5.

- Linear programming, transportation and assignment, Net work analysis- CPM and PERT. Statistical decision theory.

Unit V Financial Management and Marketing

Module 1.

- Basic concepts of financial management- goals of financial management- Traditional Vs Modern goal- scope of financial management-investment decision, financing decision and dividend decision-role of financial manager in modern business.

Module 2.

- Capital investment decision- cash flow estimation- methods of project evaluation, traditional and modern methods. Time value of money- Incorporation of risk in project evaluation.

Module 3.

- Financing decision, capital structure planning- operating and financial leverage- NI approach and NOI approach- optimum capital structure-Determinants of capital structure.

Module 4.

- Cost of capital and dividend policy. Individual components cost and weighted average cost of capital-Value of the firm and dividend policy. Theories of dividend. Basic concepts of working capital management.

Module 5.

- Basic concepts of marketing, need, want, demand, value, satisfaction- Marketing

concepts-Marketing planning, implementation and control system. Marketing mix.

Unit VI Cost and Management Accounting

Module 1.

- Cost accounting basic concepts- elements of cost, materials, labour and overheads. Activity based costing-Unit costing- process costing by product and joint product costing.

Module 2.

- Cost control and cost reduction - methods and techniques-value analysis- value engineering.

Module 3.

- Management accounting, basic concepts, Cost accounting Vs Management accounting.

Module 4.

- Financial statement analysis- ratio analysis, fund flow and cash flow analysis.

Module 5.

- Marginal costing, breakeven analysis and managerial decisions based on it.

06. Economics

Unit I Microeconomic Theory and Applications

Module 1. Theory of Consumer Behaviour

- Theory of consumer behavior – utility functions –demand analysis – price, income and substitution effects - theory and applications of indifference curves – Hicks and Slutsky effects – revealed preference theory - choice under uncertainty – recent developments in the theory of demand - LES, CES demand functions - dynamic versions of demand – duality and indirect utility functions – Bandwagon, Snob and Veblen effects