

16.Commerce

Unit – I :Business Environment

- Meaning and Elements of Business Environment.
- Economic environment, Economic Policies, Economic Planning.
- Legal environment of Business in India, Competition policy including Competition Act 2002, Consumer protection, Environment protection, FEMA, Corporate Social Responsibility in India.
- 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, Accounting Standards in India.
- 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, Human Resource Accounting, Social Accounting, Inflation 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.
- 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

- Nature, Significance and 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, Customer Relationship Management, Social marketing and E-Marketing.
- 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
- Regulatory Authorities: SEBI, Rating Agencies, New Instruments: GDRs, ADRs.

Unit – VIII : Human Resources Management

- Concepts, Role and Functions of Human Resource management, Human Resource Audit.
- Human Resource Planning, Job analysis, Job description and Job specifications. Recruitment and Selection.
- Training and Development, Succession Planning.
- Compensation : Wage and Salary Administration, Incentive and Fringe benefits, Morale and Productivity.
- Performance Appraisal
- Industrial Relations in India, Health, Safety, Social security and welfare, 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 Reform in India, NPA, Capital adequacy norms, Basel 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.
- Foreign Direct Investment and Multinational Corporations- MNCs Culture, MNCs and LDCs, Joint ventures.
- Regional Economic Integration: SAARC, ASEAN, EC, NAFTA.

Unit – XI : 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.

Unit- XII : Legal aspects of Business

- Companies Act, 2013- Administration of company law, Procedure of formation of a company, Buy-back of shares, insider trading and whistle Blowing.
- Information Technology Act- Major Provisions.