

## 201. Commerce

### **Unit-I: Accounting, Cost & Management Accounting and Financial Management:**

- (a) **Accounting:** Concept – Evolution – Accounting as Information System – Users of Accounting Information – Accounting Principles: Concepts & Conventions – Accounting Standards.
- (b) **Cost Accounting:** Cost Concepts – Marginal Costing, Absorption Costing and Differential Costing – Managerial Application of Marginal Costing– Process Costing.
- (c) **Management Accounting:** Ratio Analysis – Funds Flow Analysis - Cash Flow Analysis - Human Resource Accounting – Responsibility Accounting – Inflation Accounting -
- (d) **Financial Management:** Capital Budgeting Decisions — Financing Decisions – Dividend Decisions -Working Capital Management.
- (e) **Investment Management:** Indian Capital Markets – Risk and Return Analysis – Portfolio Analysis – Portfolio Selection.

### **Unit-II: Managerial Economics and Business Environment:**

- (a) **Demand Analysis:** Individual Demand and Market Demand – Elasticity of Demand – Demand Estimation and Forecasting.
- (b) **Production and Cost Analysis:** Production Function – Law of Diminishing Marginal Returns – Short-run Cost Functions and Long-run Cost Function.
- (c) **Market Structure:** Perfect, Imperfect, Monopoly, Monopolistic, Oligopoly Markets.
- (d) **Liberalisation, Privatisation and Globalisation:** New Economic Policy – Nature and Forms of Privatisation – Stages and Consequences of Globalisation.
- (e) **WTO and Trade Policy:** AOA – GATS – TRIPS – TRIMS – Regional Economic Integration – Regional Trade Agreement – EU – ASEAN – SAARC – NAFTA – BRICS – India's Trade Policy.

### **Unit-III: Marketing Management, Organisation Behaviour and Human Resource Management:**

- (a) **Marketing:** Evolution of Marketing Concepts- Production – Marketing Myopia- Selling – Marketing – Societal - Segmenting, Targeting and Positioning -Target Market – Diffused Market – Concentrated Market – Clustered Market – Market Segmentation Concept and Bases – Product Positioning – Concept and Bases.
- (b) **Marketing Mix: Product, Price, Promotion and Place.**
- (c) **Marketing Research, Source of Market Information and Marketing-mix Research**
- (d) **Organisational Behaviour:** Understanding Individual Behaviour: Personality – Learning – Perception – Attitude – Individual Behaviour – Group Behaviour: Fundamentals of Groups – Stages of Development – Team Effectiveness – Cohesiveness.
- (e) **Human Resource Management:** Human Resource Planning - Recruitment – Selection - Training – Development – Performance Management – Empowerment – Knowledge Management – Virtual Organisations.

### **Unit-IV: Quantitative Techniques and Research Methodology:**

- (a) **Data Collection, Presentation and Analysis:** Sources of Data: Primary and Secondary Sources – Designing Questionnaire / Schedule – Census Vs. Sampling – Measurement and Scaling – Processing and Presentation of Data – Editing – Coding – Classification – Tabulation – Graphic and Diagrammatic Presentation.
- (b) **Hypothesis Testing:** Parametric tests: Z-test, t-test, ANOVA – Non-Parametric tests: Chi-Square, Sign test – Paired Sample Sign Test, Mann-Whitney Test (U-TEST), One-Sample Run Test, Kruskal – Wallis test (H-Test), Rank Correlation Test.
- (c) **Statistical Decision Theory:** Nature of Decision – State of Nature – Pay-off Tables – Expected Pay-off – Expected Opportunity Loss – Value of Perfect Information – Types of Decision Situation.
- (d) **Game Theory and Linear Programming:** Characteristics – Two Persons Zero Sum Game – Maximum and Minimax Strategies – Saddle Point – Dominating Strategy – Mixed Strategy – Linear Programming - Graphical Solutions with two variables.
- (e) **Interpretation and Report Writing:**– Interpretation: Essentials - Precautions – Conclusions & Generalisation – Statistical Fallacies – Report Writing: Meaning –Types of Reports – Stages in Preparation of Reports – Characteristics – Structure – Documentation – Footnotes and Bibliography.