

201. Commerce

Unit-I: ACCOUNTING & FINANCE:

- a). Accounting Theory, Principles and Standards.
- b). Management Accounting, Human Resources Accounting, Responsibility Accounting, Inflation Accounting.
- c). Analysis of Financial Statements: Ratio Analysis, Funds Flow and Cash Flow Analysis.
- d). Cost Concepts, Process Costing. Activity-Based Costing. Absorption Costing & Marginal Costing, Budgetary Control, Standard Costing.
- e). Financial Management, Capital Budgeting. Working Capital Management, Financing and Dividend Decisions, Indian Capital Markets and Regulations. Risk Management.

Unit – II: MANAGERIAL ECONOMICS & BUSINESS ENVIRONMENT AND POLICY:

- a). Economic Profit and Accounting Profit, Economic Optimization.
- b). Demand Analysis, Production Function, Cost Function.
- c). Perfect, Imperfect, Monopoly, Monopolistic, Oligopoly markets.
- d). Business Environment, Liberalization, and Globalization, FDI, WTP and Trade Policy.
- e). Public Sector and Privatisation, Mergers and Acquisitions.

Unit – III: MARKETING, ORGANISATION BEHAVIOUR & HRM:

- a). Marketing, Segmentation, Targeting and Positioning, Consumer and Organisational Buying Behaviour.
- b). Product, Price, Promotion and Place Marketing Research Management.
- c). On-line and Direct Marketing, Retailing. Management.
- d). Organisational Behaviour, Understanding Individual and Group Behaviour, Motivation, Conflict, Leadership and Change.
- e). Human Resource Management & Development, Acquisition of Human Resource, Training & Development, Performance Appraisal, Maintenance of Human Resource.

Unit – IV: QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS:

- a). Data Collection, Presentation, Analysis, Interpretation and Report Writing
- b). Probability Distributions, Association of Attributes & Chi Square Test.
- c). Statistical Estimation, Hypothesis Testing & Test of Significance.
- d). Sampling of Variables, Analysis of Variance.
- e). Statistical Decision Theory.