

Commerce

UNIT-I

Nature of business environment : external environment, internal environment . Analysis of environment–framework analysis–scanning, monitoring, forecasting assessing. Nature of strategic management strategic management process.

Global environment -why firms go global, routes of globalization, active players in global business.

Economic environment with reference to Indian economy.

Cultural environment–nature of culture interface between culture and business

Political–legal environment.

Nature of International Business (IB). Drivers of IB. Routes of globalisation, players in International Business. Evolution of IB.

Theories of IB. International Human Resource Management (IHRM).

UNIT-II

Introduction to economics, macro economics, and its interface with business and Industry.

Consumption, Savings, investment, marginal propensity to consume, marginal propensity to save, multiplier, paradox of thrift, income and employment determination.

Money, monetary system, role of credit, financial intermediaries, level and structure of interest rates - interest and macro economic equilibrium, central bank, monetary management and policy.

UNIT III

Modern concepts of marketing, Marketing environment and consumer behaviour, company's micro and macro environment, models of buyer behaviour,

Product planning, new product development strategy, product life cycle concept, branding, packaging and labeling decisions, pricing considerations and approaches, objectives and methods, new product pricing strategies, product mix, pricing strategies, price adjustment strategies.

Channel management, factors affecting the choice of channel, channel design decisions.

Promotional strategies, promotional mix and budgeting.

UNIT-IV

Information systems in business — definition. Operations support systems, management support systems, expert systems. Role of computers and IT in Business. E-Commerce - Meaning and concept, E-Commerce and business interface. Network infrastructure for E-Commerce - Internet as a network infrastructure - business of Internet commercialization - Internet service providers.

Interorganizational commerce and EDI, EDI implications, VAN inter. Supply chain management - Advertising and marketing on the Internet.

UNIT :- V

The Finance function: Its nature and importance, Goals of financial environment, changing role of financial management.

Financing Decisions: Measure of leverage, capital structure theories, capital structure planning and factors affecting capital structure decisions, cost of capital, overall cost of capital.

Investment decision: Capital budgeting and its importance in decision making. estimating cash flows, techniques of investment appraisal NPV, ARR, and IRR.

Working capital management, planning, control and policy, management of various components cash, receivables and inventory financing of working capital.

UNIT -VI

Nature and scope of Human Resource Management (HRM) objective of HRM, HRM functions, qualities of HR Manager, new challenges of HRM, HRM model. Human Resource planning, Motivation: importance, theories. Leadership: theories, styles. Communication: interpersonal, organizational. Barriers and ways of overcoming barriers. Participative management. scope and way of participation, importance, requisites, limitations, practice.

UNIT -VII

Introduction to Research - Types of research, Scope of business research. Review of literature, need, purpose etc.

Selection and formulation of a research problem, formulation of hypothesis, sampling techniques, Research Design. Data: Sources of data, methods, of collection; tools for collection of data. Analysis of data; Simple and advanced statistical techniques and their uses. Use of SPSS and other statistical software packages. Advanced Techniques for Data. Report Writing: Planning report writing work - target audience, type of report, style of writing, synoptical outline of chapters; steps in drafting the report.

UNIT —VIII

Management Accounting - its nature and scope, comparison with cost accounting and financial accounting, uses, tools and limitations.

Financial analysis, comparative analysis, horizontal, vertical, time series and index analysis, ratio analysis, limitation of ratio analysis, dupoint control chart, predictive

power of financial ratios, prediction of sickness using various models, funds flow and cash flow analysis.

Accounting concepts, principles, policies and standards.

Accounting Standards— Definition— Benefits— Management and Standard setting- Standard setting process— Types of Accounting Standard Accounting Standards issued by ASB of ICAI till date.

Accounting Theory— Concept of theory and accounting theory; role of accounting theory; classification of accounting theory, Structure, interpretational and decision usefulness theories; Deductive, inductive, events, value, predictive, behavioural and ethical approaches; methodology in accounting theory and other approaches.

Valuation of Assets and liabilities.

UNIT-IX

Cost Management: areas of cost management, cost management and cost accounting, tools and techniques of cost management, role of cost accounting in strategic planning and management control.

Strategic Cost Management- issues in different elements of cost: material, labour and overheads; product design, value analysis and value engineering. Strategic analysis of cost, Business process re-engineering, Activity based costing.

Decision making process, Database for decision-making, Cost-based Decision-making.

Cost behavior and profits, Marginal Costing applications, diversification of products Product mix decision, make or buy decisions, effect of changes in selling prices, shut down, continued decision, application of differential cost analysis.

Uniform Costing and interfirm comparison: Steps and techniques

UNIT- X

Basic framework of direct taxation, principles of direct taxation appraisal of annual Finance Act, Tax planning and its methods, advanced tax rulings.

Salient features of company taxation, scheme of taxing business income of companies, business deductions/allowances, disallowances and depreciation.

Computation of taxable income of companies set off and carry forward of losses, deductions under section 80.

Wealth tax for companies, charging section, exempted wealth computation of net wealth. wealth tax planning. Indirect taxes—introduction-Central excise, historical background of Central Excise, Taxation in India, Central Excise Tariff Act, 1985.

Customs: History of Customs Act, 1962, custom tariff valuation, customs valuation (determination of price of imported goods) Rules 1988, levy and exemptions, prohibition on import and export, special provisions regarding baggage, goods imported and exported by post, offences and penalties, adjudication, appeals, revision and drawback.

Central Sales Tax Act, 1956 and VAT in Sale tax. Service tax provisions.