

## Commerce

### **Unit- 1**

Business Economics- Concept; Nature and significance of Business Economics; Principles of Business Economics; Demand Analysis; Production Analysis; Pricing Analysis; Business Cycles, Inflation.

### **Unit- 2**

Business Environment- Concept, Nature and significance of Business Environment; Elements; Techniques of environmental scanning and monitoring; Economic Systems; Government Policies; Political, Legal, and Socio- Cultural Environment.

### **Unit- 3**

Organisational Theory and Behaviour- Evolution; Contingency theories of organization; Models of organizational behaviour; Personality; Perception and Learning; Transaction-Analysis;- Theories and Styles of Leadership; Management by Objective.

### **Unit- 4**

Business Statistics- Coefficient of Association, Methods and Uses of Chi-Square Test; Addition, Multiplication and Bay's Theorem of Probability; Binomial, Normal, and Poisson Method of theoretical frequency distribution; Types of Sampling; Standard Error; Hypothesis Testing.

## **Unit-5**

Accounting for Managerial Decisions- Nature; Scope and Objectives of Management Accounting; Ratio Analysis; Fund Flow and Cash Flow Analysis; Types of Budgets; Kinds of Variances and their uses; Cost- Volume-Profit Analysis; Break -Even Analysis and its practical applications.

## **Unit- 6**

Strategic Management- Concept of Strategy; Mission and Purpose; Objectives and Goals; Strategic Business Unit; Functional Strategies; Enviromental Analysis and Diagnosis, Strategy Formulation and Choice of Alternatives; Strategy Implementation; Strategy Evaluation.

## **Unit- 7**

Business Management- Evolution of Management Thought, Ethical Issues in Management; Social Responsibilities of Business; Corporate Governance; Essentials of Planning; Importance and Process of Decision Making; Nature of Organising; Different types of Organisational Structures; Leadership and its Role in Management of Organisations; Nature, Process and Types of Control; Essentials of an Effective Control System.

## **Unit- 8**

Entrepreneurship and Small Business- Functions, Types and qualities of an Entrepreneur; Main Theories of Entrepreneurship; Environmental factors affecting Entrepreneurial Development; Role of Government and other Institutions in the development of entrepreneurship in India; Role of Small and Medium Enterprises(SMEs) in Indian Economy; Problems of SMEs in India