

SYLLABUS

Subject: COMMERCE

Note:

There are two Papers for each of the subjects. Paper – I on Teaching and Research aptitude, Paper – II based on the syllabus of concerned subjects. Details are furnished below:

PAPER – I

Subject : General Paper on Teaching & Research Aptitude

The Test is intended to assess the teaching/research aptitude of the candidate. They are supposed to possess and exhibit cognitive abilities like comprehension, analysis, evaluation, understanding the structure of arguments, evaluating and distinguishing deductive and inductive reasoning, weighing the evidence with special reference to analogical arguments and inductive generalization, evaluating, classification and definition, avoiding logical inconsistency rising out of failure to see logical relevance due to ambiguity and vagueness in language. The candidates are also supposed to have a general acquaintance with the nature of a concept, meaning and criteria of truth, and the source of knowledge. There will be 50 questions for Paper – I.

1. The Test will be conducted in objective mode. The Test will consist of two Papers. All the two Papers will consist of only objective type questions and will be held on the day of Test in two separate sessions as under :

Session	Paper	Number of Questions	Marks	Duration
First	I	50 question	$50 \times 2 = 100$	1 Hours
Second	II	100 questions	$100 \times 2 = 200$	2 Hours

2. Candidates who appear in two Papers and secure at least 40% aggregate marks for candidates belonging to General Category and at least 35% aggregate marks for candidates belonging to reserved categories will be declared qualifies for Eligibility for Assistant Professor by following the reservation policy of the State Government.
3. The Syllabus of Paper – II and Paper – III will be combined for Paper – II of each subject.

COMMERCE

PAPER - II & PAPER -III (A) (Core Group)

Unit - I : Business Environment

Meaning and Elements of Business Environment
Economic environment, Economic Policies,
Economic Planning,
Legal environment of Business in India.
Competition policy, Consumer protection,
Environment protection.
Policy Environment : Liberalization, Priyatation
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
Partnership Accounts : Admission, Retirement,
Death, Dissolution and Cash Distribution
Advanced Company Accounts : Issue, forfeiture,
Purchase of Business Liquidation, Valuation of
shares, Amalgamation, Absorption Reconstruction,
Holding Company Accounts
Cost and Management Accounting : Ratio Analysis,
Funds Analysis, Cash Flow Analysis, Marginal
costing and Break-even analysis, Standard costing
Budgetary control, Costing for decision-making
Responsibility accounting

Unit - III : Business Economics

Nature and uses of Business Economics, Concept
of Profit and Wealth maximization. Demand
Analysis and Elasticity of Demand, Curve Analysis
Law.

Utility Analysis and Indifference of Returns and Law
of variable proportion Cost, Revenue,
Price determination in different market situation :
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

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, Concept of marketing, Marketing mix, Marketing environment
 Elements of 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

Unit - VIII : Human Resources Management

Concepts, Role and Functions of Human Resource management, Human Resource Planning, 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, Welfare and Social security, 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 Reforms in India, NPA, Capital adequacy 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

PAPER -III (B)
(Elective/Optional)

Elective-I : Accounting and Finance

Accounting standards in India, Inflation Accounting, Human Resource Accounting, Responsibility Accounting, Social Accounting
 Money and Capital market, Working of stock exchanges in India,
 NSE, OTCEI, NASDAQ, Derivative and Options
 Regulatory Authorities : SEBI, Rating Agencies;
 New Instruments : GDRs ADRs
 Venture Capital Fund. Mergers and Acquisitions, Mutual Funds, Lease Financing, Factoring,
 Measurement of risk and returns securities and portfolios
 Computer Application in Accounting and Finance

Elective-II : Marketing

Marketing Tasks, Concepts and Tools, Marketing Environment
 Consumer Behaviour and Market Segmentation
 Product decisions
 Pricing decisions
 Distribution decisions
 Promotion decisions

Marketing Researchs
 On-line Marketing
 Direct Marketing; Social, ethical and legal aspects of marketing in India

Elective-III : Human Resource Management

Concept : Role and Function of Human Resource Manager
 Human Resource Planning, Job analysis, Job description and specifications, Use of Job analysis information, Recruitment and Selection
 Training and Development, Succession Planning
 Compensation : Wage and Salary administration, Incentives and Fringe benefits, Morale and Productivity
 Appraisal of Performance
 Industrial Relations in India, Health, Safety, Welfare and Social Security, Workers participation in Management

Elective-IV : International Business

Foreign Direct Investment and Multinational Corporations - MNCs Culture, MNCs and LDCs, Joint Ventures
 Regional Economic Integration : SAARC, ASEAN, E.C. NAFTA
 India and WTO, Intellectual Property Rights
 Foreign Exchange - Exchange rate, Mechanism, Risk management, Transfer of international payments, Convertibility of Rupee, Current and Capital Accounts; Issues and Perceptions, Derivatives and Futures
 Foreign investment Institutions, Instruments : GDRs, ADRs, FIIs-their role in Indian Capital Market

Elective-V : Income tax Law and Tax Planning

Basic Concepts, Residential status and tax incidence exempted income, 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
 Tax considerations in specific business decisions, viz., make or buy; own or lease, retain or replace; export or domestic sales; shut-down or closure; expand or contract; invest or disinvest
 Computer Application in Income tax and Tax planning
