# U. P. Higher Education Services Commission(UPHESC), PRAYAGRAJ

## Syllabus of COMMERCE

#### Unit 1: Business Environment and International Business

Concepts and elements of Business Environment:

Economic environment- Economic systems, Economic policies (Monetary and fiscal policies);

Political environment- Role of government in business;

Legal environment- Consumer Protection Act, FEMA;

Sociocultural factors and their influence on business;

Corporate Social Responsibility (CSR),

Policy Environment: Liberalization, Privatization, and Globalization, Second generation reforms, Industrial policy and implementation.

Industrial growth and structural changes.

Scope and importance of International Business;

Globalization and its drivers;

Modes of entry into international business,

Theories of international trade;

Government intervention in international trade;

Tariff and non-tariff barriers;

India's foreign trade policy,

Foreign direct investment (FDI) and Foreign portfolio investment (FPI);

Types of FDI, Trends in FDI;

India's FDI policy,

Balance of payments (BOP): Importance and components of BOP,

Regional Economic Integration: Levels of Regional Economic Integration;

Trade creation and diversion effects;

Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA,

International Economic institutions: IMF, World Bank, UNCTAD, World Trade Organisation (WTO):

Functions and objectives of WTO.

### **Unit 2: Accounting**

Basic accounting principles; concepts and postulates,

Partnership Accounts: Admission, Retirement, Death, Dissolution and Insolvency of partnership firms,

Corporate Accounting:

Issue, forfeiture and reissue of shares;

Liquidation of companies;

Acquisition, merger, amalgamation and reconstruction of companies,

Holding company accounts,

Cost and Management Accounting:

Marginal costing and Break-even analysis;

Standard costing;

Budgetary control;

Process costing;

Activity Based Costing (ABC);

Costing for decision-making;

Life cycle costing, Target costing, Kaizen costing and JIT,

Financial Statements Analysis:

Ratio analysis;

Funds flow Analysis;

Cash flow analysis,

**Human Resources Accounting;** 

Inflation Accounting;

Environmental Accounting,

Indian Accounting Standards and IFRS,

Responsibility Accounting.

#### **Unit 3: Business Economics**

Meaning and scope of business economics, Objectives of business firms, Demand analysis: Law of demand; Elasticity of demand and its measurement; Relationship between AR and MR, Consumer behavior: Utility analysis; Indifference curve analysis, Law of Variable Proportions: Law of Returns to Scale, Theory of cost: Short-run and long-run cost curves, Price determination under different market forms: Perfect competition; Monopolistic competition; Oligopoly- Price leadership model; Monopoly; Price discrimination, Pricing strategies: Price skimming; Price penetration;

#### **Unit 4: Business Finance**

Scope and sources of finance;

Cost of capital and time value of money,

Capital structure,

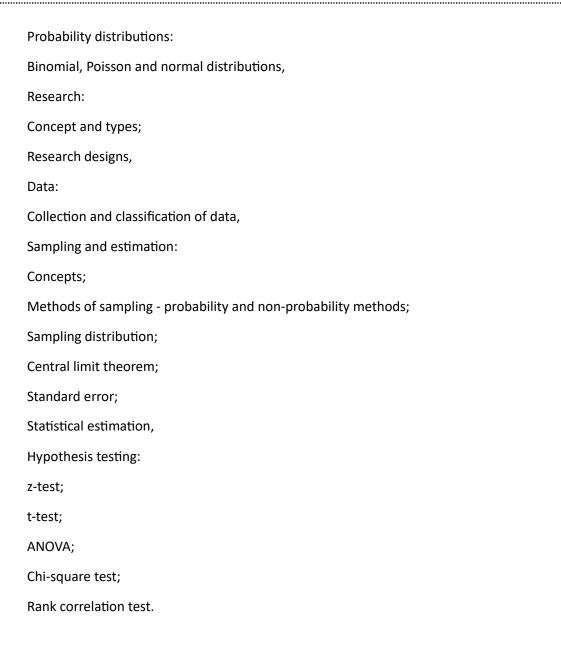
Peak load pricing.

Leverages- Operating, Financial & Combined Leverages, EBIT- EPS Analysis, Capital budgeting decisions: Conventional and scientific techniques of capital budgeting analysis, Working capital management; Dividend decision: Theories and policies, Risk and return analysis; Asset securitization, Foreign exchange market; Exchange rate risk and hedging techniques, International financial markets and instruments: Euro currency; GDRs; ADRs, International arbitrage; Multinational capital budgeting, Portfolio management- CAPM, APT; Derivatives. Unit 5: Business Statistics and Research Methods Measures of central tendency, Measures of dispersion, Measures of skewness, Correlation and regression of two variables, Association of attributes,

Probability:

Bayes' theorem,

Approaches to probability;



# Unit 6: Business Management and Human Resource Management

Principles and functions of management,

Planning - Objectives, Strategies, Planning process and decision making,

Organization structure:

Formal and informal organizations;

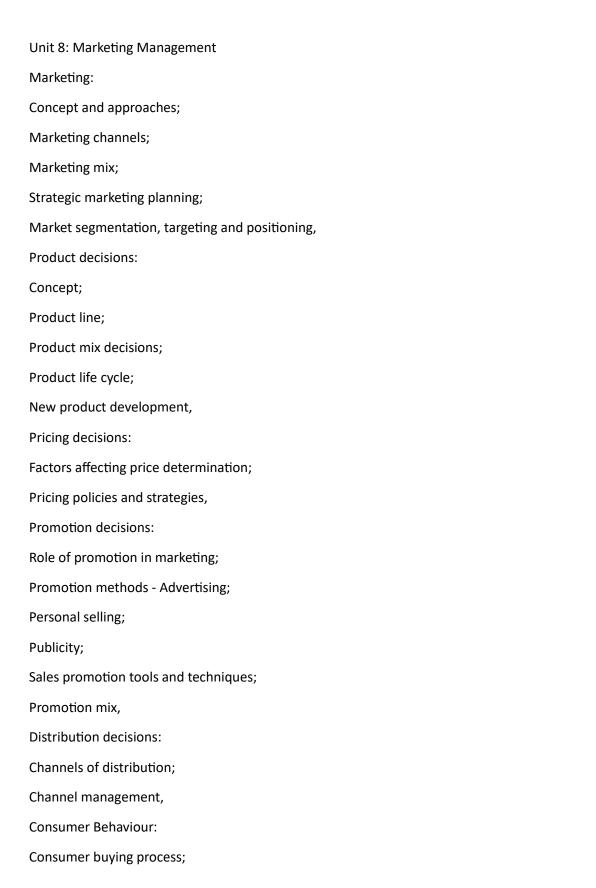
Span of control,

Responsibility and authority:

Delegation of authority and decentralization,
Directing,
Motivation and leadership:
Concept and theories,
Controlling,
Corporate governance and business ethics,
Human resource management:
Concept, role and functions of HRM;
Human resource planning;
Recruitment and selection;
Training and development;
Succession planning,
Compensation management:
Job evaluation;
Incentives and fringe benefits,
Performance appraisal including 360-degree performance appraisal,
Collective bargaining and workers' participation in management,
Personality:
Perception;
Attitudes;
Emotions;
Group dynamics;
Power and politics;
Conflict and negotiation;
Stress management,
Organizational Culture:
Organizational development and organizational change.

# Unit 7: Banking and Financial Institutions

Overview of Indian financial system,
Types of banks:
Commercial banks;
Regional Rural Banks (RRBs);
Foreign banks;
Cooperative banks,
Reserve Bank of India:
Functions;
Role and monetary policy management,
Banking sector reforms in India:
Basel norms;
Risk management;
NPA management,
Financial markets:
Money market;
Capital market;
Government securities market,
Financial Institutions:
Development Finance Institutions (DFIs);
Non-Banking Financial Companies (NBFCs);
Mutual Funds;
Pension Funds,
Financial Regulators in India,
Financial sector reforms including financial inclusion,
Digitisation of banking and other financial services:
Internet banking;
Mobile banking;
Digital payments systems.



Factors influencing consumer buying decisions,
Service marketing,
Trends in marketing:
Social marketing;
Online marketing;
Green marketing;
Direct marketing;
Rural marketing;
CRM.
Unit 9: Legal Aspects of Business Indian Contract Act, 1872:
Elements of a valid contract;
Capacity of parties;
Free consent;
Discharge of a contract;
Breach of contract and remedies against breach;
Quasi contracts;
Special contracts:
Contracts of indemnity and guarantee;
Contracts of bailment and pledge;
Contracts of agency,
Sale of Goods Act, 1930:
Sale and agreement to sell;
Doctrine of Caveat Emptor;
Rights of unpaid seller and rights of buyer,
Negotiable Instruments Act, 1881:
Types of negotiable instruments;
Negotiation and assignment;

Dishonour and discharge of negotiable instruments, The Companies Act, 2013: Nature and kinds of companies; Company formation; Management, meetings and winding up of a joint stock company, Limited Liability Partnership: Structure and procedure of formation of LLP in India, The Competition Act, 2002: Objectives and main provisions, The Information Technology Act, 2000: Objectives and main provisions; Cyber crimes and penalties, The RTI Act, 2005: Objectives and main provisions, Intellectual Property Rights (IPRs): Patents, trademarks and copyrights; Emerging issues in intellectual property, Goods and Services Tax (GST): Objectives and main provisions; Benefits of GST; Implementation mechanism; Working of dual GST. Unit 10: Income-tax and Corporate Tax Planning

Income-tax:

Basic concepts;

Residential status and tax incidence;

Exempted incomes;

Agricultural income;

Computation of taxable income under various heads;

Deductions from Gross total income;

Assessment of Individuals;

Clubbing of incomes,

Corporate Tax Planning:

Concepts and significance of corporate tax planning;

Tax avoidance versus tax evasion;

Techniques of corporate tax planning;

Tax considerations in specific business situations:

Make or buy decisions;

Own or lease an asset;

Retain; Renewal or replacement of asset;

Shut down or continue operations,

Deduction and collection of tax at source;

Advance payment of tax;

E-filing of income-tax returns.