

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;

Peak load pricing.

Unit 4: Business Finance

Scope and sources of finance;

Cost of capital and time value of money,

Capital structure,

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:
Approaches to probability;
Bayes' theorem,

Probability distributions:

Binomial, Poisson and normal distributions,

Research:

Concept and types;

Research designs,

Data:

Collection and classification of data,

Sampling and estimation:

Concepts;

Methods of sampling - probability and non-probability methods;

Sampling distribution;

Central limit theorem;

Standard error;

Statistical estimation,

Hypothesis testing:

z-test;

t-test;

ANOVA;

Chi-square test;

Rank correlation test.

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.

Unit 8: Marketing Management

Marketing:

Concept and approaches;

Marketing channels;

Marketing mix;

Strategic marketing planning;

Market segmentation, targeting and positioning,

Product decisions:

Concept;

Product line;

Product mix decisions;

Product life cycle;

New product development,

Pricing decisions:

Factors affecting price determination;

Pricing policies and strategies,

Promotion decisions:

Role of promotion in marketing;

Promotion methods - Advertising;

Personal selling;

Publicity;

Sales promotion tools and techniques;

Promotion mix,

Distribution decisions:

Channels of distribution;

Channel management,

Consumer Behaviour:

Consumer buying process;

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.