COMMERCE

Unit I: FINANCIAL ACCOUNTING


Unit II: BUSINESS ECONOMICS

Theory of Consumer Behaviour - Concept of utility, Law of diminishing marginal utility and law of Equi- marginal Utility; Law of Demand; Elasticity of Demand, its types and methods of measurement; Theory of production - Factors of production, their meaning and characteristics, Land; Labour; Capital; and entrepreneur; Theory of distribution: Reward to factors of production, Rent, Wages, Interest and Profit, their nature and theories.

Unit III: BUSINESS ORGANISATION AND ENVIRONMENT

Concept, Characteristics and Objectives of Business: Components of business: Trade, Industry and Communication - their meaning and characteristics; Forms of business organization - non-corporate: Sole trader and Partnership; Corporate: Company, Cooperative societies and non-profit organization, public enterprises


Unit IV: COMPANY LAW

Concept, Features and Types of Companies: Conversion of a private company into public company and vice-versa; Formation of Company - Procedures/Stages;
Memorandum and articles of associates and prospectus, Documents required for formation of a company; Members and Shareholders: Meaning and difference, types of share and share capital, transfer and transmission of shares, buy-back of shares; Duties and power of Directors and board of directors.

Unit V: PRINCIPLES OF MANAGEMENT

Concept, Nature and significance of management; Planning & Decision Making - Concept & meaning, Types and objectives of planning; Steps involved in planning; Decision making.

Organizing function - Meaning and importance, Organization structure - Formal and informal; Motivation concepts and theories - Maslow, Herzberg; Leadership; Controlling – Meaning, Process and types and essentials of a good control system.

Unit VI: BUSINESS STATISTICS AND MATHEMATICS

Measures of Central Tendency - Arithmetic Mean, Geometrical Mean and Harmonic Mean, Median, Quartiles and Mode; Measures of Dispersions - Mean and standard Deviation and their Coefficient, Coefficient of Variation, Skewness and Coefficient of Skewness; Solution of Linear Equations in two Variables, Solution of Quadratic Equations; Cartesian Co-ordinate System; Equation of Straight Line.

Unit VII: BANKING AND INSURANCE

Banking – Meaning, features, significance, Types and function, Meaning, Objectives, Roles and functions - Central Bank, Commercial bank, Cooperative bank, Regional Rural bank; Credit creation - Meaning, significance and features; Structure of Indian Banking system.

Insurance - Meaning, Features, Types and significance, Purpose and need, Principles of insurance; Present state of insurance industries in India; Life Insurance and Non-life insurance: Meaning, Types, Significance and Importance.