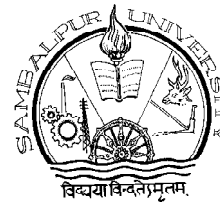


COURSES OF STUDIES
PRIVATE EXAMINATION



Sambalpur University

MCom PART - I

2015

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PAPER - II
BUSINESS ADMINISTRATION

UNIT - I

Introduction - Meaning. Nature and Scope of Management : Management as Art and Science - Management as a profession-Evaluation of Management Thought, Social Responsibility of Management.

UNIT - II

Planning-Meaning, Nature and Importance of planning, Varieties of plans : Process of planning background, Decision Making, Operations and limitation of planning.

UNIT - III

Organising - What is Organisation, Designing the company organisation structure, Divisionalisation and Departmentation. The Process of Delegation, Methods of Delegation, Centralisation and Decentralisation, Span of Management.

UNIT - IV

Staffing : Nature and purpose of staffing - Selection of Managers, Appraisal of Managers; Development and Training of Managers.

Direction : Nature and function of directing - Environment for directing : Techniques of directing : Leadership and Directing Motivation and Morale-

M.COM. PART- I

There shall be five papers, each paper carrying 100 marks. The duration of examination of each written paper shall be four hours for papers of 100 marks each and three hours for papers upto 70 marks.

Paper - I	: Business Economics	100 marks
Paper - II	: Business Administration	100 marks
Paper - III	: Business Finance	100 marks
Paper - IV	: Quantitative Techniques and Advanced Business Statistics	100 marks
Paper - V	: Business Environment	100 marks

PAPER - I
BUSINESS ECONOMICS

UNIT - I

Introduction - Meaning. Nature and Scope of Business Economics. Role and Responsibility of Management Economicst. Goals of the Firm. Profit. Nature and Theories of Profit. Measurement of Profit. Accounting - view Vs. Economic View. Profit Policies. Profit Planning and Forecasting.

UNIT - II

Demand Analysis and Forecasting-Concept and types of Demand. Determination of Demand. Demand Function. Law of Demand . Elasticity - Concept.

Measurement and its significance. Demand Forecasting. Methods of Demand Forecasting.

UNIT - III

Production and Cost Analysis - Production Function- Input-Output Relationship. Managerial uses of Production Function. Cost concepts Classification of Cost. Cost-Output Relationship, Cost Estimation and Cost Control.

UNIT - IV

Pricing-Policies and Methods. Pricing over Product life Cycle. Price Discrimination. Product Line coverage and Pricing : Price Discounts and Differentials : Price Forecasting - Pricing under Different market structures Perfect. Monopoly, Monopolistic Competition and Oligopoly.

UNIT - V

Advertising - Concept and Nature of Advertising - Advertising Budget, Methods of Determining total Advertising Budget. Effects of Advertising Measuring Advertising Effectiveness.

BOOKS RECOMMENDED :

1. Varshney R.N. And Meheswari K.L., Managerial Economics, Sultan Chand and Sons, New Delhi.
2. Dean. Joel, managerial Economics Prentice Hall of India, New Delhi.

3. Mote, V.L., Paul S. and Gupta, G.S., Managerial Economics Concepts and Cases. Tata Mc. Graw Hill, New Delhi.
4. Rahman Habib - ur, Managerial Economics, Himalaya Publishing House, New Delhi.
5. Dwivedi, D.N., Managerial Economics Vikas Publishing House Pvt. Ltd., New Delhi.
6. D. Gopal Krishna "A Study of Managerial Economics."

PAPER - IV

**QUANTITATIVE TECHNIQUES AND
ADVANCED BUSINESS STATISTICS**

UNIT - I

Multiple Correlation Analysis, Regression and Multiple Regression Analysis.

UNIT - II

Sampling and Statistical Inference - Sampling of Attributes, Sample of Variables, Large samples, Test of Significance of Variables and Large Samples.

UNIT - III

Small samples - Student's 't' - Test and 't' distribution, Chi-Square Test and Chi-Square Distribution, Test of Goodness of fit, 'Z'

Distribution and Z - Test, 'F' Distribution and 'F' Test.

UNIT - IV

Business Forecasting, Statistical Quality Control, Statistical Decisions, Net Work Analysis - CPM and PERT, Time - Cost Trade Off.

UNIT - V

Linear programming - Meaning, Importance, Scope, Formulation of the problem, Solving the problems by Graphic Method and Simplex Method.

communication : Channels of Management
Communication and Barriers in Communication.

UNIT - V

Controlling : The system an Process of Controlling :
Control Techniques : Control of overall performance -
direct control assuring effective management.

BOOKS RECOMMENDED :

1. T. Heimman. Professional Management
2. L.M. Prasad, Principle and Practice of Management.
3. Koontz O' donnel and Weihrich, Essentials of Management.
4. E. Dale, Management : Theory and Practice.
5. P.F. Drucker, Practice of Management.
6. G.R. Terry, Principle of Management.
7. L. Uriwick, Elements of Administration.
8. Allen, Organisation and Management.
9. Gupta N.S., Principles and Practice of Management.

PAPER - III
BUSINESS FINANCE

UNIT - I

Introduction - The financial need of modern industry :
Promotion - Company Promotion and Growth in India
: Corporation and Capital Structure, Corporate
Securities their marketing, Role and Functions of
Stock Exchanges, Under-Writing of Securities in India.

UNIT - II

Internal Financing : Profits and reserves, Financing
replacement : Depreciation - Self financing in
corporate undertakings : Ploughing back of profits,
Dividend policy and Bonus Issue.

UNIT - III

External Financing : Debentures, public deposits, long
term debts, institutional financing and other sources.

UNIT - IV

Short term Loans - Loans. Trade Credits, Bank
Borrowing : Current liabilities, Concept and
Management of Working capital.

UNIT - V

Financing Institutions in India : IFC, ICICI, IDBI, LIC,
UTI, and SFCs.

BOOKS RECOMMENDED :

1. Hogland Corporation Finance
2. Howard and Upton Intruduction to
corporation finance
3. Gerstenberg Corporation Organisation
Management & Control
4. S.C. Kuchhal Corporation Finance
5. Srivastava, R.M. Intruduction to
corporation finance
6. Mohsin, M Corporation Finance

BOOKS RECOMMENDED :

1. Statistical Methods by S.P. Gupta
2. Fundamentals of Statistics by S.S. Gupta
3. Statistics : an Introductory analysis by Turo Yamane
4. Fundamentals of Mathematical Statistics by Gupta & Kapoor
5. Quantitative Techniques by C.R. Kothari.
6. Regulation and Fibsee, Business Statistics
7. Elements of Statistics by D. N. Elhanse
8. Elements of Statistics by B. D. Asthana.

PAPER - V

BUSINESS ENVIRONMENT

UNIT - I

Meaning, Scope and Characteristics of Business, Business Environment : Meaning and significance. The Emerging Scenario - Global and Indian Scenario.

UNIT - II

Facets of Business Environment : Economic competitive Socio-cultural, Political and Legal, Technological, Natural and Global Environment.

UNIT - III

Industrial Policy, Small Scale Industries, Public Sector in India, Role of Private Sector, Industrial Sickness - Concept and Courses, Remedial Measures.

UNIT - IV

Privatisation : Nature and Objectives, Benefits and Obstacles of Privatisation in India.

Role of Foreign Capital, Multinational corporations, Benefits and Drawbacks, NRI Investment

Globalisation : Need and Importance, Globalisation of Indian Business.

UNIT - V

Social Responsibility of Business, Business Ethics, Consumerism : Meaning and Significance, Consumer Protection in India.

BOOKS RECOMMENDED :

1. Essentials of Business Environment : K. Aswathappa (Himalaya)
2. Business Environment : F. Cherunilam (Himalaya)
3. Business Environment : B. Gosh
4. Business Environment : K. Chidambaram and V. Alagappan (Vikas)
5. Business Environment: Pradeep Kumar (Kedar Nath)
6. Business and Government by F. Cherunilam
7. Economic Environment of Business by S. Mukherji.