

M. COM: FIRST SEMESTER

PAPER- 411: BUSINESS COMMUNICATION

Duration: 3 Hrs.

Marks: (External- 70: Internal- 30)

Objectives:

To understand the process of business communication, and acquire required skills to manage business communication. .To give awareness about and to help develop the personality of the students.

COURSE CONTENTS:

Unit I:

Business Communication – meaning – need – process – methods – written, Verbal, non verbal, visual, telecommunications; types of business communications – internal and external, upward and downward, lateral; barriers to communication-physical, psychological, linguistic, mechanical.

Unit II:

Communication through letters, business letters, layout of letters, kinds of business letters, characteristics of a good letter; application for appointment – resume – references; appointment orders; Business enquiries – offers and quotations; orders- execution of orders – cancellation of orders. Letters of complaint, letters of agency – status enquiries; circulars and circular letters; notices; reports by individuals; reports by committees; annual report; writing of reports.

Unit III:

Non-verbal communication: Body language: kinesics, proxemics, para language Effective listening: Principles of effective listening; factors affecting listening .Interviewing skills: appearing in interviews; conducting interviews.

Unit IV:

Self – development and communication: Development of positive personal attitudes; SWOT analysis. Personality development: Concept of personality; Concept of self; Perception; Personality types; Transaction analysis.

Suggested Readings:

1. Darma Fisher, Communication in Organizations, Jaico Publishing House, Mumbai, 1999.
2. Bovee and Thill: Business Communication Today, Tata McGraw Hill, New Delhi.
3. Randall E. Magors: Business Communication, Harper and Row, New York.
4. Balasubramanyam: Business Communications: Vikas Publishing House, Delhi.
5. Kaul: Effective Business Communications, Prentice Hall, New Delhi.
6. Patri V.R.: Essentials of Communications; Greenspan Publications, New Delhi.
7. Allan Pease, Body Language, Sudha Publications, New Delhi.
8. Taylor, Shirley: Model Business Letters. Pearson Education Asia, New

M. COM: FIRST SEMESTER

PAPER-412: MANAGERIAL ECONOMICS

Duration: 3 Hrs.

Marks: (External- 70: Internal- 30)

Objective – The objectives of this course is to develop the ability of students to apply Micro-economic concepts, tools and techniques in business decision-making by a firm.

Course Contents:

Unit - I

Nature, scope and application of Managerial Economics.

Theory of the firm and business objectives; Economic Behavioural and Managerial theories.

Unit - II

Demand Analysis; Law of Demand; Determinants of Demand; Elasticity of Demand; Demand forecasting.

Unit - III

Consumer Behaviour, Cardinal and ordinal approaches: Consumer's equilibrium; the revealed preference.

Unit - IV

Input-Output decisions, Law of supply; Elasticity of supply; Production function; short-run analysis; Long-run function. Short-run and long-run cost functions.

Unit - V

Price-Output Decisions, Market structures; Price determination under perfect, imperfect, monopoly and duopoly. Pricing practices and strategies.

Suggested Readings:

- Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi.
- Kreps, D., A Course in Microeconomics Theory, Princeton Univ. Press, N.J.
- Chopra, O.P., Managerial Economics, Tata-McGraw Hill, New Delhi.
- Baumol, W.J., Economics Theory and Operations Analysis, Prentice Hall International, New Delhi.
- Agarwal, Manju, Economics for decision Making, Indian Institute of Finance, 1997, Delhi.
- Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi.
- Mehta, P.L., Managerial Economics, Sultan Chand, New Delhi.
- Gough, J. and Hills, S., Fundamentals of Managerial Economics, 1981.
- Petterson: Managerial Economics, 3rd Ed., Prentice Hall of India, Delhi.
- Adhikary M., Managerial Economics, Khosla Publication.
- Salvatore, Domnick, Managerial Economics in a global economy, Irwin McGraw Hill.
- Varshney, RL and Maheshwari, K.L., Managerial Economics, Sulatan Chand & Sons
- Dwivedi, DN., Managerial Economics, Vikas Publications.
- Gopalakrishna, A Study of Managerial Economics, D. Himalaya Publishing
- Trivedi, ML, Managerial Economics, Tata Mc. Graw Hill
- Reddy, Essentials of Managerial Economics, Appannaiah&OthersHimalaya Publishing
- ML. Trivedi , Managerial Economics,Tata Mc. Graw Hill
- Managerial Economics, Atlantic publishers & distributors
- Mithani, D.M., Managerial Economics - Theory and Application, Himalaya Publishing

• **M. COM :FIRST SEMESTER**

PAPER- 413: BUSINESS ENVIRONMENT & LEGAL FRAMEWORK

Duration: 3 Hrs.

Marks: (External- 70: Internal- 30)

Objective – The course is aimed at acquainting the students with the nature and dimensions of the evolving environment in India which influence managerial decisions.

Course Contents:

Unit - I

Nature and significance of environmental analysis for business decisions, Dimensions of Business Environment: Economics, Technological, Socio-cultural, Political, Legal-Regulatory and market Conditions; General and specific relevance of environmental conditions.

Unit - II

Economic environment: Economic Policy - An overview Changes in Government policies since 1991. Impact of liberalization, globalization, and structural reforms, Import policy and its domestic and international implications, Financial Sector reforms.

Unit - III

Technological environment: Dynamics of technological environment; Challenge of technology upgradation, Impact of foreign investment and foreign collaboration.

Unit - IV

Socio-cultural environment: Demographic profile. Class structure and mobility. Rural- urban convergence. Changes in consumption habits and life styles. Social responsibilities of business.

Suggested Readings:

- Cherunilam, Francis, Business Environment, Himalaya Pub. House, 1996.
- Ghosh, P.K. Business and Government, 1998 Sultan Chand, Delhi.
- Devis, Keith, and Blomstrom, Robert L, Business and Society: Environment and Responsibility, 1975.
- Ghosh, P.K. and Kapoor ,G.K. Business Policy and Environment, 1998, Sultan Chand, Delhi.
- Adhikary, M. Economics Environment of Business (latest ed.), Sultan Chand, Delhi.
- Jalan, B., India's Economic Crises, 1991. Oxford Univ. Press, New Delhi.
- Dhingra, I.C., The Indian Economy: Environment and Policy, 1998, Sultan Chand, Delhi.

Cherunilam, Francis, Business and Government, Himalaya.

- Aswathappa, K., Essentials of Business Environment, Himalaya.
- Prakash , Business Environment
- Shaikh , Business Environment
- Cherunilam, Francis, Business Environment and Policy, Himalaya Publishing
- Asvathappa, K., Business Environment for Strategic Management, Himalaya Publishing

PAPER- 414: MANAGERIAL ACCOUNTING

Duration: 3 Hrs.

Marks: (External- 70: Internal- 30)

Objective: The objective of the course is to enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting and to make the students develop Competence with their usage in managerial decision making and control

COURSE CONTENT:

Unit I:

Management Accounting – Nature and Functions; Financial vs. Management Accounting; Cost vs. Management Accounting; Role of Management Accountant. Cost Concepts and Classifications.

Unit II:

Activity Based Product Costing – Concept and uses; Emerging Costing Approaches. Variable and Absorption Costing – Concept, Comparison, Applications of Variable Costing, Preparation of Income Statements.

Unit III:

Cost-Volume-Profit (CVP) Analysis – Contribution Margin; Break – Even Analysis; Profit Volume (P/V) Analysis; Multiple-Product Analysis; Optimal use of Limited Resources.

Unit IV:

Budgeting – Nature and functions; Preparation of Different Types of Budgets, Fixed Versus Flexible Budgeting.

Suggested Readings:

1. Atkinson Anthony A., Rajiv D. Banker, Robert Kaplan and S. Mark Young, Management Accounting, Prentice Hall, 2001.
2. Horngreen Charles T., and Gary L. Sundem and William O. Stratton, Introduction to Management Accounting, Prentice Hall of India, 2006.
3. Drury Colin, Management and Cost Accounting, Thomson Learning, 2001.
4. Garison R.H. and E.W. Noreeb, Managerial Accounting, McGraw Hill, 2000.
5. Ronald W. Hilton, Managerial Accounting, McGraw Hill Education, 2006.
6. Jawahar Lal, Advanced Management Accounting, Text, Problems and Cases, S. Chand & Co., New Delhi, 2009