

# **St. Xavier's College (Autonomous), Kolkata**

## **RET Examinations Syllabus- 2018**

### **Subject: COMMERCE**

#### **Unit—1**

##### **Business Environment**

Meaning and Elements of Business Environment

Economic environment, Economic Policies, Economic Planning

Legal environment of Business in India, Competition policy, Consumer protection, Environment protection

Policy Environment: Liberalization, Privatisation and Globalization, Second generation reforms, Industrial policy and implementation. Industrial growth and structural changes

#### **Unit—2**

##### **Accounting**

###### **A: Financial Accounting**

Basic Accounting concepts, Capital and Revenue, Preparation of Financial Statements

Partnership Accounts: Admission, Retirement, Death and Dissolution

Advanced Company Accounts: Issue and forfeiture of shares, Liquidation, Valuation of shares, Amalgamation and Reconstruction of Companies, Holding Company Accounts

Accounting standards in India, Inflation Accounting, Human Resource Accounting, Responsibility Accounting, Social Accounting

###### **B: Cost and Management Accounting**

Ratio Analysis, Cash Flow Analysis, Marginal costing and Break-even analysis, standard costing, Budgetary control, Costing for decision – making .

### **Unit—3**

#### **Business Economics**

Nature and uses of Business Economics, Concept of Profit and Wealth maximization, Demand Analysis and Elasticity of Demand, Indifference Curve Analysis,

Utility Analysis and Laws of Returns and Law of proportions Cost, Revenue, Price determination in different market situations: Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing strategies

### **Unit—4**

#### **Business Statistics**

Data types, Data collection and analysis, sampling, need, errors and methods of sampling, Normal distribution, Hypothesis testing, Analysis and Interpretation of Data

Correlation and Regression, small sample tests—t-test, F-test and chi-square test

### **Unit—5**

#### **Business Management**

Principles of Management

Planning- Objectives, Strategies, Planning process, Decision-making

Organising- Organizational structure, Formal and Informal organizations, Organizational culture

Staffing

Leading: Motivation, Leadership, Committees, Communication

Controlling

Corporate Governance and Business Ethics

## **Unit—6**

### **Marketing Management**

The evolution of marketing, Concepts of marketing mix, Marketing environment

Consumer behavior, Market segmentation

Product decisions

Pricing decisions

Distribution decisions

Promotion decisions

Marketing planning, Organising and Control

Marketing Tasks, Concepts and Tools, Marketing Environment

Marketing Research

On- line marketing

Direct Marketing; Social ethical and legal aspects of marketing in India

## **Unit—7**

### **Financial Management**

Capital Structure, leverage

Cost of capital, Capital budgeting

Working capital management

Dividend Policy

Money and Capital market, working of stock exchanges in India, NSE, OTCEI, NASDAQ, Derivatives and Options

## **Unit—8**

### **Human Resources Management**

Concepts, Role and Functions of Human Resource management

Human Resource Planning, Job analysis, Job description and specifications, Use of Job analysis information, Recruitment and Selection

Training and Development, Succession Planning

Compensation: Wage and Salary administration, Incentives and Fringe benefits, Morale and Productivity

Performance Appraisal

Industrial Relations in India, Health, Safety, Welfare and Social Security, Workers participation in Management

## **Unit—9**

### **Income-tax Law and Tax Planning**

Basic concepts, Residential status and tax incidence, exempted incomes, computation of taxable income under various heads

Computation of taxable income of individuals and firms

Deduction of tax, filing of returns, different types of assessment; Defaults and penalties

Tax planning: Concept, Significance and problems of tax planning, Tax evasion and tax avoidance, methods of planning

Goods and Service Tax: Applicability and Basic Provisions