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EIILM University

**DIRECTORATE OF DISTANCE
LEARNING**

**SYLLABUS BOOKLET
Year - I TO II**

**MASTER OF COMMERCE
(M. COM)**

JAN 2010 ONWARDS

**SYLLABUS
MASTER OF COMMERCE
YEAR – I**

MANAGEMENT FUNCTIONS AND BEHAVIOUR

Sub. Code: MCM/Y/110

Credits: 02

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Block – 1 Role of Manager

- Unit 1 Task of a Professional Manager
- Unit 2 Responsibilities of a Professional Manager
- Unit 3 Management Systems and Processes
- Unit 4 Managerial Skill

Block – 2 Decision Making

- Unit 5 Organisational Context of Decision
- Unit 6 Decision Making Models
- Unit 7 Decision Making – Techniques and Processes
- Unit 8 Management by Objectives

Block – 3 Organisational Climate and Change

- Unit 9 Organisational Culture and Managerial Ethos
- Unit 10 Management of Organisational Conflicts
- Unit 11 Managing Change

Block – 4 Organisation Structure and Processes

- Unit 12 Organisation Structure and Design
- Unit 13 Managerial Communication
- Unit 14 Planning Process
- Unit 15 Controlling
- Unit 16 Delegation and Interdepartment Coordination

Block – 5 Behavioural Dynamics

- Unit 17 Analysis Interpersonal Relations
- Unit 18 Leadership Styles and Influence Process
- Unit 19 Group Dynamics

**SYLLABUS
MASTER OF COMMERCE
YEAR – I**

ACCOUNTING FOR MANAGERS

Sub. Code: MCM/Y/120

Credits: 02

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Block – 1 Accounting Framework

- Unit 1 Accounting and Its Functions
- Unit 2 Accounting Concepts and Standards
- Unit 3 Accounting Information and Its Applications

Block – 2 Understanding Financial Statements

- Unit 4 Construction and Analysis of Profit and Loss Account
- Unit 5 Construction and Analysis of Balance Sheet
- Unit 6 Construction and Analysis of Funds Flow Statements

Block – 3 Cost Management

- Unit 7 Understanding and Classifying Costs
- Unit 8 Absorption and Marginal Costing
- Unit 9 Cost-Volume-Profit Analysis
- Unit 10 Variance Analysis

Block – 4 Financial and Investment Analysis

- Unit 11 Ratio Analysis
- Unit 12 Leverage Analysis
- Unit 13 Budgeting and Budgetary Control
- Unit 14 Investment Appraisal Methods

Block – 5 Financial Decisions

- Unit 15 Management of Working Capital
- Unit 16 Managing Cash Needs
- Unit 17 Capital Structure
- Unit 18 Dividend Decisions

**SYLLABUS
MASTER OF COMMERCE
YEAR – I**

QUANTITATIVE ANALYSIS AND MANAGERIAL APPLICATIONS

Sub. Code: MCM/Y/130

Credits: 02

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Block – 1 Basic Mathematics for Management

- Unit 1 Quantitative Decision Making – An Overview
- Unit 2 Functions and Progressions
- Unit 3 Basic Calculus and Applications
- Unit 4 Matrix Algebra and Applications

Block – 2 Data Collection and Analysis

- Unit 5 Collection of Data
- Unit 6 Presentation of Data
- Unit 7 Measures of Central Tendency
- Unit 8 Measures of Variation and Skewness

Block – 3 Probability and Probability Distributions

- Unit 9 Basic Concepts of Probability
- Unit 10 Discrete Probability Distribution
- Unit 11 Continuous Probability Distributions
- Unit 12 Decision Theory

Block – 4 Sampling and Sampling Distributions

- Unit 13 Sampling Methods
- Unit 14 Sampling Distributions
- Unit 15 Testing of Hypotheses
- Unit 16 Chi Square Tests

Block – 5 Forecasting Methods

- Unit 17 Business Forecasting
- Unit 18 Correlation
- Unit 19 Regression
- Unit 20 Time Series Analysis

**SYLLABUS
MASTER OF COMMERCE
YEAR – I**

MANAGERIAL ECONOMICS

Sub. Code: MCM/Y/140

Credits: 02

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Block – 1 Concept and Techniques

Unit 1 Introduction to Managerial Economics

Unit 2 Fundamental Concepts

Unit 3 Basic Techniques

Block – 2 Demand Decisions

Unit 4 Demand Concepts

Unit 5 Demand Analysis

Unit 6 Demand Elasticities and Demand Estimates

Unit 7 Demand Forecasting

Block – 3 Input-Output Decisions

Unit 8 Production Concept & Analysis

Unit 9 Cost Concepts and Analysis

Unit 10 Empirical Estimates of Production and Costs

Block – 4 Price-Output Decisions

- Unit 11 Market Environment of Price Output Decisions by the firm and Industry
- Unit 12 Analysis of Market Structure – Large Group Case
- Unit 13 Analysis of Market Structure – Small Group Case
- Unit 14 Pricing Strategies and Tactic

Block – 5 The Firm in Theory and Practice

- Unit 15 Economic Theory of the Firm
- Unit 16 The Behavioral Theory of the Firm
- Unit 17 Managerial Theories of the Firm
- Unit 18 Profit Concepts and Analysis

Block – 6 Investment Decisions

- Unit 19 Capital Budgeting
- Unit 20 Public Investment Decisions
- Unit 21 The Economic of Risk and Uncertainty

**SYLLABUS
MASTER OF COMMERCE
YEAR – II**

ORGANISATIONAL DESIGN DEVELOPMENT & CHANGE

Sub. Code: MCM/Y/210

Credits: 02

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Block – 1 Understanding Organisations

Unit 1 Approaches of Understanding Organisations

Unit 2 Typology of Organisations

Block – 2 Organisational Design

Unit 3 Some Dimensions of Organisational Design

Unit 4 Some Basic Organisational Design and Restructuring Strategies

Block – 3 Work Organisation

Unit 5 Analysis and Organising Work

Unit 6 New Forms of Organisation

Unit 7 Emerging Issues of Work Organisation and Quality of Working Life.

Block – 4 Organisation Analysis

Unit 8 Organisational diagnosis – Tools and Techniques

Unit 9 Questionnaire as a Diagnostic Tool

Unit 10 Interview as a Diagnostic Tool

Unit 11 Workshop, Task-forces and other Methods

Block – 5 Organisational Development and Change

- Unit 12 Organisation Development
- Unit 13 Alternative Interventions
- Unit 14 Skills of Change Agents
- Unit 15 Follow up and Consolidations
- Unit 16 Institution Building

**SYLLABUS
MASTER OF COMMERCE
YEAR – II**

MARKETING FOR MANAGERS

Sub. Code: MCM/Y/220

Credits: 02

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Block – 1 Marketing and Its Applications

- Unit 1 Introduction to Marketing
- Unit 2 Marketing in a Developing Economy
- Unit 3 Marketing of Services

Block – 2 Marketing Planning and Organisation

- Unit 4 Planning of Marketing Mix
- Unit 5 Market Segmentation
- Unit 6 Marketing Organisations
- Unit 7 Marketing Research and Its Applications

Block – 3 Understanding Consumers

- Unit 8 Determinants of Consumer Behaviour
- Unit 9 Models of Consumer Behaviour
- Unit 10 Indian Consumer Market

Block – 4 Product Management

- Unit 11 Product Decisions and Strategies
- Unit 12 Product Life Cycle and New Product Development
- Unit 13 Branding and Packaging Decisions

Block – 5 Pricing and Promotion Strategy

- Unit 14 Pricing Policies and Practices
- Unit 15 Marketing Communications
- Unit 16 Advertising
- Unit 17 Sales Promotion

Block – 6 Sales Distribution Strategy and Control

- Unit 18 Demand Forecasting
- Unit 19 Distribution Strategies and Channel Mix
- Unit 20 Managing Sales
- Unit 21 Marketing Strategy and Public Policy

**SYLLABUS
MASTER OF COMMERCE
YEAR – II**

ECONOMIC & SOCIAL ENVIRONMENT

Sub. Code: MCM/Y/230

Credits: 02

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Block – 1 Business Environment

- Unit 1 Economic Environment of Business
- Unit 2 Socio Cultural Environment
- Unit 3 Political Legal Environment Scenario

Block – 2 Political Economy

- Unit 4 Government and Business
- Unit 5 Trends and Structure of Indian Economy
- Unit 6 Socio-Economic Problems of India

Block – 3 Controls and Regulations

- Unit 7 Regulating Economic and Industrial Activities
- Unit 8 Industrial Licensing Policy
- Unit 9 Curbing Monopolies and Restrictive Trade Practices
- Unit 10 Foreign Exchange Flow Regulation
- Unit 11 Foreign Technology and Companies in India

Block – 4 Monetary and Fiscal System

Unit 12 Banking and Credit Structure in India

Unit 13 Financial Institutions

Unit 14 Fiscal System-Theory and Practice

Block – 5 Planning, Policies and Programmes

Unit 15 Promotional Policies and Programmes of Industrialisation

Unit 16 Macro-economic Planning and its Impact on Enterprise Management

Unit 17 Small Business in India

Unit 18 Public Sector in India

**SYLLABUS
MASTER OF COMMERCE
YEAR – II**

CORPORATE POLITICS AND PRACTICE

Sub. Code: MCM/Y/240

Credits: 02

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Block – 1 Corporate Strategy and Planning

- Unit 1 Concept of Corporate Strategy
- Unit 2 The 7-S Frame work
- Unit 3 Corporate Policy and Planning in India

Block – 2 Corporate Management

- Unit 4 Board of Directors : Role and Functions
- Unit 5 Top Management : Role and Skill

Block – 3 SWOT Analysis

- Unit 6 Environmental Analysis
- Unit 7 Competitive Analysis
- Unit 8 Internal Corporate Analysis

Block – 4 Strategic Analysis

- Unit 9 Cost Analysis
- Unit 10 Portfolio Analysis and Display Matrices
- Unit 11 Operating and Financial Analysis

Block – 5 Organisational Development and Change

- Unit 12 Strategic Alternatives
- Unit 13 Diversifications
- Unit 14 Mergers and Acquisitions

Block – 6 Implementation and Evaluation of Strategy

- Unit 15 Implementation of Strategy
- Unit 16 Evaluation and Control of Strategy
- Unit 17 Turnaround Management

Block – 7 Case Studies

- Unit 1 Nalanda State Small Industries Corporation Limited
- Unit 2 Hindustan Tractors Limited
- Unit 3 Raj Vardhan Enterprises
- Unit 4 Hindustan Special Tubes Limited
- Unit 5 Indian Petro-Chemical Limited
- Unit 6 Punjab Tractors Limited