

**THIRUVALLUVAR UNIVERSITY, VELLORE, TAMIL NADU.**

**Syllabus for M.Phil., and Ph.D., Common Entrance Test**

**COMMERCE**

**UNIT 1: ACCOUNTS & FINANCE**

Basic Accounting concepts – Capital & Revenue – Financial statements - Preparation of final Accounts.

Company Accounts – Issue & forfeiture of shares – Issue & Redemption of Preference shares & Debentures – Purchase of Business – Profits prior to Incorporation - Managerial Remuneration - Dividend declared out of the past and current profits – Issue of Bonus shares – Preparation of company balance sheet - Amalgamation, Absorption, Internal reconstruction – External reconstruction – Liquidation – Valuation of shares & goodwill - Inflation Accounting - CPP & CCA Method

Cost Accounting – Meaning & definitions – Nature & Significance – Characteristics of ideal costing system – Elements of Costing – Cost concepts – Fixed & Variable costs – Preparation of Cost sheet - Costing methods: Job costing, Unit costing. Process costing. Service costing, contract costing & marginal costing – Materials – Labour – Overheads – Reconciliation of cost & financial accounts.

Management Accounting – Meaning – Nature – Objectives – Scope & Importance – Limitations – Analysis and interpretation of financial statements – Tools of management accounting: Ratio Analysis, Fund flow statements, Cash flow statements, Budgetary control, Variance analysis and Marginal costing

**UNIT 2: FINANCIAL MANAGEMENT**

Financial Management - Meaning and Definitions – Nature and scope - objectives – Role and functions of financial manager – Risk and Return relationship – Cost of Capital: Meaning and importance – Cost of debt, equity, preference equity and retained earnings - Weighted average cost of capital – Capital budgeting techniques: ROI, Payback period and discounted cash flow. Financial leverages - operating leverages – EBIT – EPS analysis - Financial, operating and business Risks - Capital structures – Theories – Net Income approach – Net operating income approach – MM approach – Determinants of capital structure - leasing and its types - Advantages and disadvantages of leasing - Evaluation of leasing. Working capital management – Concept – Importance – Determinants and computation of working capital – Working capital forecasting.

**UNIT 3: HUMAN RESOURCE MANAGEMENT**

Human Resource Management – Meaning – Importance – Scope – Objectives – functions - Organisation structure - Human resource planning – Job Analysis - Role Analysis - Selection and recruitment – Testing – Interview – Placement - Promotion – Job evaluation and Merit rating – Job morale and Satisfaction – Performance appraisal - Various Training programmes - Theories X and Y – Motivation theories. Human behaviour in organisation – Perception Learning – Definition of learning - Learning theories – Concept – Personality – Determinants of personality – Theories of personality - Group dynamics – Decision making process – Nature - psychological

barriers of decision making – Creativity in decision making - Traditional, Quantitative, Creative and Participative decision making techniques.  
Discipline – Meaning - Causes of indiscipline – Acts of Indiscipline – Procedure for disciplinary action – Grievance - Meaning – Characteristics of Grievance – Causes of Grievance - Grievance knowing methods - Redressal procedure. Organisation conflict – Individual conflict – Organisational conflict – Management of conflicts – leadership – Types of leaders – Theories of leadership – Qualities of a good leader – Workers participation in management.

#### **UNIT 4: MARKETING**

Marketing – Meaning and Definitions – Nature and scope – Objectives - Functions - Marketing concepts – Market forecasting – Market Segmentation – Market research - meaning, scope and objectives – Future of marketing research - Market information system – Consumer rights and protection – Consumer responsibility.  
Product Mix - Product planning – Product development – Pricing Mix – Role of Pricing - Need and importance of pricing – Price determination process – Pricing policies and methods - Promotional Mix – Sales promotion – Various methods of sales promotions - Advertising – Meaning and definition – Functions and objectives of advertising – Channels of advertising - Personal selling process. Distribution process – Meaning – Importance – Objectives – Establishment of sales policies – Sales organisation structure – Sales force management - Selection, training and control of sales force.

#### **UNIT 5: INCOME TAX and GOODS AND SERVICES TAX**

Income tax – Meaning – Sources of Indian Tax laws – Principles of good tax system - Income Tax Act 1961 – Basic concepts – Previous Year - Current Year – Assessment – Types - Assessee and its types - Person and different types of persons - Residential Status for various persons - Scope of Total Income – Incomes exempted from total income – Agricultural Income - Tax free and relief incomes.  
Computation of taxable income under various heads: Salaries, House Property, Business or Profession, Capital Gains and Other Sources.  
Aggregation of Income – Set off and carry forward of losses – Deductions – Computation of total income of individuals only. Basic concepts of Goods and Services Tax.

#### **UNIT 6: INTERNATIONAL TRADE**

International trade - Meaning, Nature and Scope – Role of foreign trade in India - Need for foreign capital – Forms of foreign capital – limitations – Government policies towards foreign capital - Promotion of foreign investment – NRI Investment - Problems in NRI Investment - Balance of Trade and Balance of Payment. Multi National Corporations – MNC Culture and its Implications in social and economic issues – Government policies towards MNCs – Transnational Corporations.  
Regional Economic Integration: SAARC – ASEAN – EC -NAFTA  
Euro Currency Market – GATT – WTO – World Bank – IMF - IDA.  
Foreign Exchange – Exchange rate – Mechanism for exchange rate -Risk Management-Transfer of international payments – Convertibility of rupee – Foreign Investment Institutions & Instruments: GDRs, ADRs.

## **UNIT 7: RESEARCH METHODOLOGY AND QUANTITATIVE TECHNIQUES**

Research Methodology - Definition, meaning and nature – Scope and objectives - Types of research: Experimental Research, Survey Research, Case study methods and Ex post facto Research.

Research design – Research Problem – Process of Research - Sources of data collection -Methods of Primary data collection – Sampling and Sampling design – Pilot study and Pre testing - Analysis and interpretation of data – Report writing - Steps in report writing - presentation of a report.

Quantitative techniques – Meaning – Role – Advantages and limitations - Correlation Analysis – Simple – Partial and multiple regression analysis - Time series.

Probability – Elements – Theorems – Theoretical distributions – Binomial - Poisson - Normal Distribution. Hypothesis – Definition – Types - Type I Error - Type II Error - 't' test - 'F' test – Chi square test.

## **UNIT 8: BANKING AND FINANCIAL INSTITUTIONS**

Bank and Banking – Meaning and definitions – Origin - Types and classification of banks – Commercial banks and its functions – Modern functions of banks - ATM, Credit card, Debit card – Reserve bank of India – Role of RBI – Functions of RBI - credit control measures exercised by RBI – Quantitative and Qualitative measures. Rural banking system in India - NABARD and its functions - Non Banking Financial Institutions – Development Banks: IDBI, IFCI, SFCs, UTI and SIDBI  
Stock exchanges - Working process of stock exchanges – SEBI – Functions & Importance of SEBI as a regulatory authority - credit Rating Agencies  
Venture capital funds – Mutual funds - Lease Financing – Factoring – Risk and returns from securities and portfolios.