

**PhD Entrance Exam
Commerce Syllabus: SMU**

Unit-I Financial & Management Accounting:

Basic Accounting concepts, Financial statements, Partnership Accounts: Admission, Retirement, Death, Dissolution and Cash Distribution. Advanced Company Accounts: Issue, forfeiture, Purchase of Business, Liquidation, Valuation of shares, Amalgamation, Absorption and Reconstruction, Holding Company Accounts. Cost and Management Accounting: Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Marginal costing and Break-even analysis, Standard costing, Budgetary control, Costing for decision-making Responsibility accounting.

Unit-II 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 globalisation, Second generation reforms, Industrial policy and implementation. Industrial growth and structural changes.

Unit-III Business Economics:

Nature and uses of Business Economics, Concept of Profit and Wealth maximization. Demand Analysis and Elasticity of Demand, Indifference Curve Analysis, Law. Utility Analysis and Laws of Returns and Law of variable proportions. Cost, Revenue, Price determination in different market situations: Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing strategies.

Unit-IV Business Statistics & Data Processing:

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. Data processing: Elements, Data entry, Data processing and Computer applications.

Unit-V Financial Management:

Capital Structure, Financial and Operating leverage. Cost of capital, Capital budgeting. Working capital management, Dividend Policy.

Unit-VI Banking and Financial Institution:

Importance of Banking to Business, Types of Banks and Their Functions, Reserve Bank of India, NABARD and Rural Banking. Banking Sector Reform in India, NPA, Capital adequacy norms. E-banking Development Banking: IDBI, IFCI, SFCs, UTI, SIDBI.

Unit – VII Business Management:

Principles of Management. Planning: Objectives, Strategies, Planning process, Decision-making. Organising, Organisational structure, Formal and Informal organisations, Organisational culture. Staffing Leading: Motivation, Leadership, Committees, Communication. Controlling Corporate Governance and Business Ethics.

Unit-VIII Marketing Management

Concepts of marketing, Marketing mix, Marketing environment. Consumer behaviour, Market segmentation. Product decisions Pricing decisions Distribution decisions Promotion decisions Marketing planning, Organising and Control.

Unit-IX Human Resources Management:

Concepts, Role and Functions of Human Resource management. Human Resource Planning, Recruitment and Selection. Training and Development, Succession Planning. Compensation: Wage and Salary Administration, Incentive and Fringe benefits, Morale and Productivity. Performance Appraisal Industrial Relations in India, Health, Safety, Welfare and Social security, Workers 'Participation in Management.

Unit-X International Business:

Theoretical foundations of international business, Balance of Payments. International liquidity, International Economic Institutions: IMF, World Bank IFC, IDA, ADB. World Trade Organisation-its functions and policies. Structure of India's foreign trade: Composition and direction, EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade.

Unit-XI 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 tax planning.