



**Swami Ramanand Teerth
Marathwada University,
Vishnupuri Nanded 431606**

Centre For External Education

M.Com. (External Mode)

First Year

SYLLABUS 2023-24

Business Communication Skills

MC-01

Unit I: Introduction to Communication Skills: The role of and process of communication. Barriers to communication Surmounting barriers to communication, Types of communication; Listening process–Elements of good listening–improving listening competence. Importance of feedback – Principles of feedback.

Unit II: Oral and Written Communication: Meaning and significance of Oral and Written Communication –Presentation Skills - Principles of oral communication – Audience analyses – Preparing for oral communication – Practice of oral communication with pre-announced topics – Extempore. Tenets of written communication – Practice of written communication with displayed text and audio – Precise writing - Non verbal communication: Signs – Body language.

Unit III: Business and Corporate Correspondence: Meaning – Significance – Types of Business Letters - Principles of letter writing – Formats – Practice of letter writing in different situations. Corporate correspondence: Types of Meetings -Notice and Agenda – Practice of preparing notice and agenda for different meetings –advertisements – Circulars – Memos – Enquires – Replies – Director report and Chairman speech – Writing minutes and resolutions of different meetings. E-mails – Writing e-mails.

Unit IV: Resume Writing: Meaning – Significance – Types of Resume – Defining career objectives – Understanding skill description – Describing hobbies – Formats of Resume – Preparing self Resume – Practice of presenting Resume. Business Etiquettes – Career Planning: Meaning – Significance – Strategies.

Suggested Readings:

- Aruna Koneru, Professional Communication, Tata McGraw Hill, New Delhi, 2008
- Sehgal M K and Khetarpal Vandana, Business Communication, Excel Books, New Delhi, 2008.
- Sarma V V S, Muralidhar D and Saritha M, LOTUS: Interactive Communication, Camel Published, 2016.
- Varinder Kumar and Bodh Raj, Business Communication, Kalyani Publishers, Ludhiana, 1998.
- Biswajit Das and Ipseeta Satpathy, Business Communication and Personality Development: Lessons for Paradigm Change in Personality, Excel Books, New Delhi, 2008.
- Dalmar Fisher, Communication in Organisations, Jaico Publishing House, 1999.
- Kitty O Locker and Stephen Kyo Kaczmarek, Business Communication: Building Critical Skills, Tata McGraw Hill, New Delhi, 2007.
- Kelly M Quintanilla and Shawn T Wahl, Business and Professional Communication, Sage Publications, New Delhi, 2011.
- Varinder Kumar, Managerial Communication, Kalyani Publications, new Delhi, 2015.

Business Economics
MC-02

Unit-I: Introduction to Business Economics – Nature – Scope – Applications of Micro Economics and Macro Economics – Need and Significance – Theory of firm - Business objectives of Organization

Unit-II: Demand and Supply Analysis – Concepts – Determinants of Demand – Law of Demand- Elasticity of Demand – Price Elasticity of Demand- Income Elasticity of Demand- Cross Elasticity of Demand- Supply function – Law of Supply – Exceptions to the Law of Supply – Demand forecasting – Objectives and methods

Unit-III: Production and Cost functions – Cobb Douglas Production function – Isoquants – Isocosts – Production Equilibrium – Returns to Scale – Cost function – Behaviour of costs in Short run and Long run – Economies and Diseconomies of Scale

Unit-IV: Structure of Competition – Price and Output decisions in Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Barriers to Entry – Pricing – Dual Pricing – Discriminatory Price – Pricing methods and Strategies. Concept of Industry – Plant – Firm - Industry – Factors influencing size of firm – Optimum firm – Location and size decisions – Measurement of Efficiency – Productivity – Profit- Policy – Planning- Controlling and Forecasting

Suggested Readings

- Mote V.L., Paul Samuel, Gupta G.S., Managerial Economics – Concepts and Cases, Tata McGraw Hill Publishing Company Limited, 2013.
- Varshney R.L., Maheshwari K.L., Managerial Economics, Sultan Chand and Sons, 2014.
- Mehta P.L., Managerial Economics, Sultan Chand & Sons (P) Limited, 2007.
- Joel Dean, Managerial Economics, Prentice-Hall of India Pvt. Limited, 2010.
- Mithani, D.M., Managerial Economics, Himalaya Publishing House Pvt. Limited, 2010.
- Robinson E.A.G., Structure of Competitive Industry, NISBET & Co. Limited, 1958.
- Justin Paul, Leena Kaushal and Sebastian VJ., Managerial Economics, Cengage Learning India, 2012.
- Christopher R.Thomas and Charles Maurice.S., Managerial Economics, McGraw Hill Education (India) Private Limited, 2014.

Marketing Management

MC-03

Unit-I: Introduction:– Marketing Management – Definition – Core concepts – Nature, scope and importance of marketing – Evolution of marketing concepts – Role of marketing in economic development – Functions and tasks of marketing management – Marketing mix – Recent trends in marketing.

Unit-II: Market Analysis - Marketing environment – Macro and Micro components and their impact on marketing decisions- Competitive Marketing Strategies- Market Leader, Challenger, Follower and Nicher – STP marketing – Market segmentation – Concept – Bases and process – Target market selection – Positioning – Concept , bases and process - Consumer behavior- Concept - Factors influencing consumer behavior – Consumer buying decision process – Marketing research - Steps and process.

Unit-III: Product And Pricing Decisions – Concept of product – Classification – Levels – Product line decisions - New product development – Product life cycle and its implications – Branding and packaging decisions. Price – Concept –Objectives - Factors influencing pricing decisions – Methods of Pricing- Cost based, demand based and competition based pricing strategies – Initiating and responding to price changes.

Unit-IV: Place & Promotion Decisions – Channels of distribution – Concept – Levels – Functions and types of distribution channels – Channel management decisions – Channel conflict – Channel cooperation – Retailing and wholesaling. Physical distribution decisions **Promotion mix** –Concept , process – Nature and importance of advertising – Advertising copy – Media selection – Advertising budget – Measurement of advertisement effectiveness - Personal selling – Nature and importance – Process – Sales force management.

Suggested Readings

- Kotler.P, Keller K.L., Koshy.A., and Jha.M, Marketing Management : A South Asian Perspective, Pearson Education Limited, 2014.
- Stanton W.J., Michael J.Etzel and Bruce J.Walker, Fundamentals of marketing, McGraw-Hill publications, 1997.
- Ramaswamy V.S., and Namakumari S., Marketing Management: Planning, Implementation and Control, Macmillan India publishers, 1991.
- Rajan Saxena, Marketing Management, Tata McGraw Hill Education Private Limited, 2009.
- Gandhi, J.C., Marketing: A Managerial Introduction, Tata McGraw-Hill Publishing Company Limited, 1985.
- Kazmi S.H.H., Marketing Management: Text and Cases, Excel Books, 2007.
- Michael R.Czinkota and Masaaki Kotabe, International Marketing, Cengage Learning, 2013.
- Arun Kumari and Meenakshi N, Marketing Management, Vikas Publishing House, 2010.

Organizational Behavior

MC-04

Unit I: Introduction to Organisational Behavior: Organization – Definitions and Characteristics – Principles of Organization. Organisational Behavior: Meaning – Definition - Factors influencing organizational behavior - Significance - Emergence of Organisational Behavior - Contributing Disciplines - Emerging challenges to organizational behavior - Understanding Human Behavior: Similarities and dissimilarities.

Unit-II: Individual and Group Behavior in Organizations: Personality – Definitions – Characteristics – Determinants - Personality Traits Influencing Organisational Behavior - Models of Human Personality: Attitudes: Definitions and Formation of Attitudes - Learning: Definitions, Learning Process, Classical Conditioning, Operant Conditioning, Social Learning Theories. **Group Behavior in Organizations:** Groups Meaning – Formation - Group Development -Types of Groups - Group Dynamics: Definitions Group Behavior: Team Development: Meaning, Definitions, Groups vs. Teams,

Unit III: Behavioral Basis of Organization Theory: Motivation: Meaning – Motivators – Maslow and Herzberg Theories of Motivation – Approaches to Motivating Employees. Stress: Meaning –Individual - Organisational dimensions of Stress- Stress Management Techniques: Individual and Organisational. Organisational Change: Meaning – Need - Types – Resistance to Change and Overcoming Resistance.

Unit IV: Organisational Communication and Leadership –Communication- Meaning - Process – Barriers – Overcoming Barriers. Leadership: Meaning – Styles – Managerial Grid – Traits vs. Situational – Transformational Leadership – Leadership for Millennium Organizations..

Suggested Readings

- Greenberg Jerald and Baron A Robert, Behavior in Organizations, Prentice Hall of India Learning Private Limited, 2009.
- Sarma V S Veluri, Organisational Behavior - An Interactive Learning Approach -Text and Cases, Jaico Publishing House, 2009.
- Robbins P Stephen, Judge A Timothy and Sanghi Seema, Organizational Behavior, Pearson Education, 2009.
- McShane L Steven and Mary Von Glinow., Organizational Behavior, McGraw Hill Education India, 2010.
- Rae Andre., Organizational Behavior – An Introduction to Your Life in Organizations, Pearson Education, 2009.
- Slocum W John and Hellriegel Don, Fundamentals of Organizational Behavior, Cengage Learning India Private Limited, 2007.
- Suja R Nair, Organisational Behavior – Text & Cases, Himalaya Publishing House, 2010.

Auditing

MC-05

Unit I: - Auditing: Nature and scope, audit process, objective of audit – Relationship between Accounting and Auditing principles - Types of Audit – periodical audit, interim audit, continuous audit - Extended meaning of audit, philosophy of audit - Auditing as a social science and social objects of audit.

Unit II: - Planning and Programming of Audit: Planning the flow of audit work, Audit checklist-Review of audit notes and working papers - Reliance on another auditor, on internal auditor and on an expert. **Evaluation of Internal Control System and Internal Audit :** Evaluation of internal control procedures - Techniques including questionnaire, flow-chart etc., - internal audit - scope, duty, rights - coordination between the two - Role of Audit Committee.

Unit III: - Statements / Standards and Guidance Notes: Concepts of generally accepted accounting principles - their significance with reference to audit - Concepts of generally accepted auditing Standards - Statements of Auditing and assurance standard issued by ICAI - Compliance with accounting standards including Standards issued under Income Tax Act.

Unit IV: - Audit of Limited Companies: Statutory requirements - Audit report - independence of auditor-concept of true and fair and materiality in the context of audit of companies - dividends and divisible profits. **Special Audit :** Concept of Management and Operational Audit - its nature & purpose & organization ; Cost Audit - Forecast Audit - Audit of interim financial statements - Limited review - as per listing agreement. **Professional Ethics and Code of Conduct:** Enhancing the quality of audit- emerging issues and measures.

References:

- Contemporary Auditing - Kamal Gupta, Tata McGraw Hill
- Auditing : Theory & Practice - P. Kumar, P. Sachdeva & J. Sing,
- Fundamentals of Auditing - Gupta & Aurora, Tata McGraw Hill
- Cost Audit & Management Audit - Sexena & Vashit, Sultan Chand & Sons.

Business Environment

MC-06

Unit-I: Introduction to Business Environment: Business Environment – significance – Types of Environment – Internal and External Environment – Micro and Macro Environment – Environmental Analysis Stages – Approaches – Techniques of Environmental Analysis – Steps – Types and Techniques of Environmental forecasting – Benefits and limitations.

Unit-II: Economic Environment – Economic System – Capitalism – Communism and Mixed Economy – Economic Reforms – Economic Policies – Industrial Policies – Trade policies – Fiscal and Monetary Policies – Economic Development and Role of Government – Technological Environment – features – Impact – Technology transfer.

Unit-III: Political and legal Environment: Political Institutions – Legislative – Executive and judiciary – Constitution of India – Fundamental rights – Directive Principles of State policy – Business Responsibilities to Government – Government responsibilities to business – Legal framework of Business- Regulatory Institutions- TRAI-SEBI-IRDA- Electricity Regulatory Agencies- Central Electricity Regulatory Commission-Telangana State Electricity Regulatory Commission (TSERC) .

Unit-IV: Socio-Cultural Environment – Business and Society – Objectives of Business – Social Responsibilities of Business – Business and culture – Cultural dimensions – Social audit – Nature – Evolution – benefits – Social Audit in India – Business Ethics – Nature Sources – Managing Ethics – Corporate Governance – Nature and Mechanism.

Suggested Readings

- Francis Cherunilam, Business Environment Text and Cases, Himalaya Publishing House, Text and Cases, Himalaya Publishing House, 2014.
- Aswathappa K, Essentials of Business Environment, Himalaya Publishing House, 2014.
- Faisal Ahmed and Absar Alam.M, Business Environment: Indian and Global Perspective, Prentice Hall of India, 2014.
- Veena Keshav Pailwar, Business Environment, Prentice Hall of India Private Limited, 2014.
- Justin Paul, Business Environment: Text and Cases, Tata McGraw-Hill Publishing Company Limited, 2008.
- Sukumar Nandi, International Business Environment, McGraw-Hill Education Company Limited, 2010.
- Fernando A.C, Business Environment, Dorling Kindersley India Pvt. Ltd, 2011.
- Ian Worthington and Chris Britton, The Business Environment, Pearson Education Limited, 2014.

Research Methodology

MC-07

Unit-I: Introduction- Business Research: Definition-Types of Business Research. Scientific Investigation: The Building Blocks of Science in Research-The Language of Research: Concepts, Constructs, Definitions, Variables, Propositions and Hypotheses, Theory and Models. Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites.

Unit-II: The Research Process & Design - Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Online Data Bases Useful for Business Research - Problem Definition- Theoretical Framework- -Components of Theoretical Framework - Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis **The Research Design-** Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study - Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales Rating Scales- Ranking Scales- Reliability and Validity- Content Validity, Criterion Related Validity and Construct Validity.

Unit-III: Collection and Analysis of Data -Sources of Data-Primary Sources of Data-Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews-Face to face and Telephone Interviews- Observational Surveys- Questionnaire Construction: Organizing Questions-Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires.

Unit-IV: The Research Report- -Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report-Acknowledgements – References-Appendix - Guidelines for Preparing a Good Research Report-Oral Presentation- Visual Aids-The Presenter-The Presentation and Handling Questions

Suggested Readings

- Uma Sekaran, **Research Methods for Business–A Skill Building Approach**, John Wiley & Sons (Asia) Pvt. Ltd, Singapore, 2003.
- William G. Zikmund, **Business Research Methods**, Thomson Business Information India Pvt. Limited, Bangalore, 2005.
- Donald R Cooper and Pamela S Schindler, **Business Research Methods**, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2007
- Wilkinson & Bhandarkar: **Methodology and Techniques of Social Science Research**, Himalaya Publishing House, 1996
- C.R. Kothari, **Research Methodology – Methods & Techniques**, Vishwa Prakashan, New Delhi, 2003

Business Statistics
MC-08

Unit I: Correlation and Regression Analysis – Partial correlation First order, second order Coefficient of correlation. Multiple correlations, coefficient of multiple correlation, Advantages and limitations of partial and multiple correlations. Regression Analysis – Regression equations of Bivariate frequency Table Standard error of estimate, Multiple Regression Analysis.

Unit II: Testing of Hypothesis: Chi-square Test of goodness of fit. Statistical Estimation and testing, Statistical testing – hypothesis and errors large and small sampling Tests, Z test T test F test

Unit III : Association of Attributes – Comparison of Observed and Expected Frequencies Method, Proportion method, Yule co efficient of Association, Co efficient of Colligation Co – efficient of contingency. Probability Distribution

Unit IV: Analysis of Time series: components of time series methods of measuring seasonal variations least Square method to fit straight Line trend Moving average method.

Books Recommended :

- 1) S.P. Gupta : Statistical Analysis
- 2) C.B. Gupta : Statistical Analysis
- 3) S.C. Gupta : Advanced Statistics
- 4) Croxen & Crutwell : Applied General Statistics