

PET Syllabus
Faculty of Commerce & Management

Subject: Commerce

Unit – I

Evolution of Management Thought, Functions of Management, Motivation concept and Theories, Group Dynamics, Organizational conflict, Fundamental Economic Concepts, Demand Analysis, Price Determination, Business Cycles, E-Business Models, Electronic Banking, E-Commerce Retailing, Foreign Market Selection, Management of change.

Unit – II

Financial Accounting, Indian & International Accounting Standards, Financial Statement of Companies, Valuation of Shares, Merges & Acquisition, Holding Companies, Budgetary control, standard costing Breakeven & DEP, Operating & Financial Plans & Policies, Types of Budget, Capital Market, Security Pricing, Trading in Securities & Technical Analysis, Portfolio Management, International Money Market Instruments.

Unit – III

Internal & External Business Environment, Industrial Policy, Monetary Policy, MRTP Act, FEMA, Business Laws, Consumer Protection Act, MNC's, Collaboration, WTO, World Bank, GATT, IMF, Patent Laws, Company Law 2013 (with Amendments), SEBI Act 1992, Recent Trends in International Business Scenario, Foreign Trade Policy, Instruments of Export Promotion, FDI, Tariff & Non-Tariff Barriers, Export Incentives EPCG, EPZ, SEZ, GATS.

Unit – IV

Marketing, Evolution, Market Segmentation, Pricing Decisions, Marketing Research, Distribution channels, Advertising & Media Selection, Strategic Management Process, Growth Strategies, E-Business Models, Fundamentals of Human Resource Planning, Job Analysis, Training & Development, Performance Management & Appraisal, Strategic HRM, Levels of HRD Strategy, Building Advertising Program, SCM, CRM.

Unit – V

Research Methodology, Planning Research Projects, Identification, Selection, Hypothesis, Methods of Investigation, Methods of Data Collection, Primary & Secondary Data, Questionnaire, Interview, Observation, Case Study, Analysis & Interpretation of Data, Sampling, Types of Sampling, Analysis of Time Series & Forecasting, Report writing, steps in Drafting Reports.
Inventory Management Techniques, PERT / CPM Techniques & Concept.
