

INSTITUTE OF ADVANCED STUDIES IN  
EDUCATION (DEEMED UNIVERSITY)  
GANDHI VIDYA MANDIR,  
SARDARSHAHR,  
RAJASTHAN.

*DETAILED SYLLABUS*

*FOR*

*DISTANCE EDUCATION*

**Post-Graduate Degree Programme**

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

**(YEARLY SYSTEM)**

**COURSE TITLE : M. Com**  
**DURATION : 02 YEARS (YEARLY SYSTEM)**  
**TOTAL DEGREE MARKS : 800**

**FIRST YEAR**

<b>COURSE TITLE</b>	<b>Paper Code</b>	<b>MARKS</b>		
		<b>THEORY</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
Management functions & behavior	MCM-Y110	100	00	100
Accounting for managers	MCM-Y120	100	00	100
Quantitative Analysis and Managerial Applications	MCM-Y130	100	00	100
Managerial Economics	MCM-Y140	100	00	100

**SECOND YEAR**

<b>COURSE TITLE</b>	<b>Paper Code</b>	<b>MARKS</b>		
		<b>THEORY</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
Organisational Design development & change	MCM-Y210	100	00	100
Marketing for Managers	MCM-Y220	100	00	100
Economic & Social Environment	MCM-Y230	100	00	100
Corporate Politics & Practice	MCM-Y240	100	00	100

## FIRST YEAR

<b>(Management Functions and Behaviour)</b>	<b>Code MCM-Y110</b>
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### **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

<b>(Accounting for Managers)</b>	<b>Code MCM-Y120</b>
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**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

(Quantitative Analysis and Managerial Applications)

Code MCM-Y130

**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

(Managerial Economics)	Code MCM-Y140
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**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

**SECOND YEAR**

<b>(Organisational Design Development &amp; Change)</b>	<b>Code MCM-Y210</b>
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**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

<b>(Marketing for Managers)</b>	<b>Code MCM-Y220</b>
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**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 Deferminants 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

<b>(Economic &amp; Social Environment)</b>	<b>Code MCM-Y230</b>
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**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

<b>(Corporate Politics and Practice)</b>	<b>Code MCM-Y240</b>
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**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]