

Syllabus for Ph.D. Entrance Examination

In Commerce

Business Environment:

Second Generation reforms, Privatization and Globalization and Liberalization, Planning Policy, Meaning and definition of Business Environment, Legal Environment of Business in India, Industrial Policy, Industrial Growth and Structural Changes, Environment protection, Economic Policy, Economic Environment, Consumer Protection, Competition Policy.

Accounting:

Financial Accounting: Basic Accounting Concept, Principles of Accounting and Accounting standard, Accounting Cycle, Capital and Revenue, Advanced Company Accounts.

Cost Accounting: Basic Concept, Costing Methods and techniques, Classification of costs, Costing records.

Management Accounting: Financial statement Analysis, Ratio Analysis, Budget and Budgetary Control, Marginal costing and Break Even analysis, Fund flow cash flow analysis, Standard costing.

Emerging Trends in Accounting: Inflation accounting, Human Resource Accounting, Environmental Accounting, Forensic Accounting, Responsibility Accounting.

Business Economics:

Utility analysis, Price determination in different Market Situations, Nature and Uses of Business Economics, Laws of Variable Proportion, Laws of Returns, Elasticity of Demand, Demand Analysis, Concept of Profit and Wealth Maximization.

Business Statistics and Data Processing:

Sampling, need of sampling method and sampling Errors, Data types, Data Processing, Data Collection and Analysis, Correlation and Regression, Computer Application to Functional Areas, Analysis and Interpretation of data, Hypothesis Testing and techniques.

Business Management:

Principles of Management, Planning Process, Staffing, Organizing, Organizational Culture and Structure, Leadership and Control, Decision Making, Business Ethics and Corporate Governance.

Financial Management: Valuation of Shares and Securities, Working Capital Management, Financial and Operating Leverage, Dividend Policy, Cost of capital, Capital Budgeting, Capital Structure.

Marketing Management: Concepts of Marketing, Evolution of Marketing, Marketing Environment, Marketing Mix, Marketing Planning, Pricing, Distribution and Promotion, Product decision.

Human Resource Management: Role and Functions of HRM, Succession Planning, Recruitment and Selection, Training and Development, Performance Appraisal, Industrial Relations, HR Planning, Compensation.

Banking and Financial Institution:

Importance of Banking to Business, Types of Banks, E Banking, Development Banking, Banking Sector Reforms in India, Reserve Bank of India, NABARD and Rural Banking.

Entrepreneurship:

Definition of Entrepreneur and origin, Principles of Entrepreneurship, Innovation & Entrepreneurship, Role and achievements Nature and characteristics of Entrepreneur Development programme, Role of Government in Entrepreneurship development, Role of Entrepreneur in socio Economic Growth.

Income Tax:

Basic concepts, Tax free Income, Computation of Income from various Heads, Computation of Taxable Income of individual & firms, Types of Tax Assessment, Appeal & Revision.

Tax planning: Concept, Definition, Importance & problems, Methods of Tax planning.