

Course Outline

- Why UGC NET?
 - Lectureship
 - Junior Research Fellowship
 - Academician

- What after UGC-NET?

- Who Conducts NET?

How many Papers?

- 3 papers

- Total MCQ's – 175

- Time – 5.5 hours

Paper 1 - General Paper which is Common to all streams - 60 MCQ's.
Out of which 50 MCQ's should be answered

All MCQ's carry 2 marks each

Topics

1. Teaching Aptitude – 5 MCQ's
2. Research methodology – 10 MCQ's
3. Environment & disaster Management – 5 MCQ's
4. Higher Education - 5 MCQ's
5. ICT- 5 MCQ's
6. Arithmetic, reasoning, Aptitude – 10 MCQ's
7. Communication -5 MCQ's
8. General Awareness – 5 MCQ's
9. Data Interpretation -5 MCQ's
10. Comprehension - 5 MCQ's

Subject: Commerce

Subject Code:08

Paper 2 - Subject - 50 MCQ's 2 Marks each. All MCQ's are Compulsory

Paper 3 – Subject - 75 MCQ's 2 marks each. All MCQ's are Compulsory

UGC NET Commerce Paper II & Paper III (A) [Core Group]

Unit – I :

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 – II :

Financial & Management Accounting :

- Basic Accounting concepts, Capital and Revenue, 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 – 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.
- **Computer Application to Functional Areas:** Accounting, Inventory control, Marketing.

Unit – V :

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 – VI :

Marketing Management :

- The evolution of marketing, 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 – VII :

Financial Management :

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

Unit – VIII :

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 – IX :

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 – 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.

Paper – III (B) (Elective / Optional) :

Elective – I : Accounting and Finance

- Accounting standards in India, Inflation Accounting, Human Resource Accounting, Responsibility Accounting, Social Accounting.
- Money and Capital market, Working of stock exchanges in India, NSE, OTCEI, NASDAQ, Derivatives and Options.
- **Regulatory Authorities** : SEBI, Rating Agencies; New Instruments; GDRs, ADRs.
- Venture Capital Funds, Mergers and Acquisitions, Mutual Funds, Lease Financing, Factoring, Measurement of risk and returns securities and portfolios.
- Computer Application in Accounting and Finance.

Elective – II : Marketing

- Marketing Tasks, Concepts and Tools, Marketing Environment.

- Consumer Behaviour and Market Segmentation.
- Product decisions
- Pricing decisions
- Distribution decisions
- Promotion decisions
- Marketing Researchs
- On-line marketing
- Direct Marketing; Social, ethical and legal aspects of marketing in India.

Elective – III : Human Resource Management

- Concept; Role and Functions of Human Resource Management.
- Human Resource Planning, Job analysis, Job description and specifications, Use of Job analysis information, Recruitment and Selection.
- Training and Development, Succession Planning.
- **Compensation** : Wage and Salary administration, Incentives and Fringe benefits, Morale and Productivity.
- Appraisal Performance
- Industrial Relations in India, Health, Safety, Welfare and Social Security, Workers participation in Management.

Elective – IV : International Business

- Foreign Direct Investment and Multinational Corporations-MNCs Culture, MNCs and LDCs, Joint Ventures.
- **Regional Economic Integration** : SAARC, ASEAN, EC, NAFTA.
- India and WTO, Intellectual Property Rights.
- **Foreign Exchange** : Exchange rate, Mechanism, Risk management, Transfer of international payments, Convertibility of Rupee, Current and Capital Accounts; Issues and Perceptions, Derivatives and Futures.
- **Foreign investment Institutions; Instruments** : GDRs, ADRs, FIIs-their role in Indian Capital Market.

Elective – V : 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.
- Tax considerations in specific business decisions, viz., make or buy; own or lease, retain or replace; export or domestic sales; shut-down or closure; expand or contract; invest or disinvest.
- Computer Application in Income tax and Tax planning.

