

# **EIILM University**

**DIRECTORATE OF DISTANCE  
LEARNING**

**SYLLABUS BOOKLET  
Year - I TO II**

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

**JAN 2010 ONWARDS**

**SYLLABUS  
MASTER OF COMMERCE  
YEAR – I**

**MANAGEMENT FUNCTIONS AND BEHAVIOUR**

**Sub. Code: MCM/Y/110**

**Credits: 02**

**Total Marks: 100  
Marks: 40%**

**Minimum Pass**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**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

**SYLLABUS  
MASTER OF COMMERCE  
YEAR – I**

**ACCOUNTING FOR MANAGERS**

**Sub. Code: MCM/Y/120**

**Credits: 02**

**Total Marks: 100  
Marks: 40%**

**Minimum Pass**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**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

**SYLLABUS  
MASTER OF COMMERCE  
YEAR – I**

**QUANTITATIVE ANALYSIS AND MANAGERIAL APPLICATIONS**

**Sub. Code: MCM/Y/130**

**Credits: 02**

**Total Marks: 100  
Marks: 40%**

**Minimum Pass**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**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

**SYLLABUS  
MASTER OF COMMERCE  
YEAR – I**

**MANAGERIAL ECONOMICS**

**Sub. Code: MCM/Y/140**

**Credits: 02**

**Total Marks: 100  
Marks: 40%**

**Minimum Pass**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**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

**SYLLABUS  
MASTER OF COMMERCE  
YEAR – II**

**ORGANISATIONAL DESIGN DEVELOPMENT & CHANGE**

**Sub. Code: MCM/Y/210**

**Credits: 02**

**Total Marks: 100  
Marks: 40%**

**Minimum Pass**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**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

**SYLLABUS  
MASTER OF COMMERCE  
YEAR – II**

**MARKETING FOR MANAGERS**

**Sub. Code: MCM/Y/220**

**Credits: 02**

**Total Marks: 100  
Marks: 40%**

**Minimum Pass**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**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

**SYLLABUS  
MASTER OF COMMERCE  
YEAR – II**

**ECONOMIC & SOCIAL ENVIRONMENT**

**Sub. Code: MCM/Y/230**

**Credits: 02**

**Total Marks: 100  
Marks: 40%**

**Minimum Pass**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**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

**SYLLABUS  
MASTER OF COMMERCE  
YEAR – II**

**CORPORATE POLITICS AND PRACTICE**

**Sub. Code: MCM/Y/240**

**Credits: 02**

**Total Marks: 100  
Marks: 40%**

**Minimum Pass**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**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