

Medi-Caps University
Syllabus for Ph. D. Entrance Exam in Commerce

Unit 1 – Business Environment and Economics

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

Unit II – Financial Management and Accounting

- Capital and Revenue, Basic Accounting Concept, Advanced Company Accounts, Working Capital Management, Financial and Operating Leverage, Dividend Policy, Cost of capital; Capital Budgeting, Capital Structure.
- Valuation of Shares, Responsibility Accounting, Ratio Analysis, Partnership Accounts, Liquidation, Financial Statements, Cost and Management Accounting.

Unit III– Business Statistics and Data Processing

- Sampling Errors, Data types, Data Processing, Data Collection and Analysis, Correlation and Regression, Computer Application to Functional Areas, Analysis and Interpretation of data

Unit IV– Business and Human Resource Management

- Staffing, Principles of Management, Planning Process ‘Organizational Culture and Structure, Organizing, Leadership and Control, Decision-making, Business Ethics and Corporate Governance,
- Role and Functions of HRM, Training and Development, Succession Planning, Recruitment and Selection, Performance Appraisal, Industrial Relations, HR Planning, Compensation

Unit V– Banking/ Financial Institution and Marketing Management

- Reserve Bank of India, NABARD and Rural Banking, Importance of Banking to Business, Types of Banks, E Banking, Development Banking, Banking Sector Reforms in India,
- Product decision, Pricing, Distribution and Promotion, Marketing Planning, Marketing Mix, Marketing Environment, Evolution of Marketing, Concepts of Marketing