


PANJAB UNIVERSITY
(Estd. under the Panjab Univ

FAC  Y F B

M.CC

**SYLLABI AND COURSES OF READING FOR M. COM. (1st & 2nd SEMESTERS)
EXAMINATION, USOL, 2011-2012**

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- 2.

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or no pro n r

INSTRUCTIONS TO THE PAPER SETTERS :

IF THERE ARE TWO UNITS : q on n F q on ro n r
r q r o n r q on n n r q on ro n

IF THERE ARE THREE UNITS : q on n r or o r q on ro n r
n r r q r o n r q on n n r on q on n no or n o
ro n

IF THERE ARE FOUR UNITS : q on n o or r q on ro n r
n r r q r o n r q on n n r on q on ro n

IF THERE ARE FIVE UNITS : q on n o q on ro n r
r q r o " p q on n n on q on ro n

SCHEME OF EXAMINATION

1st Semester

- ✓ C E ono An or B n
- ✓ C A n B n r r o o o
- ✓ C p r on r
- ✓ C Con por r n A o n n
- ✓ C r n on B o r
- ✓ C C rr n o o on

2nd Semester

- ✓ C B n En ron n
- ✓ C n or on no o
- ✓ C ro on n n
- ✓ C Corpor F n n o
- ✓ C r n n n
- ✓ C r ro ,
- ✓ C App A p on F n n r

- 1. Option has to be exercised by the end of 2nd Semester for Optional Groups in 3rd Semester.**
- 2. Report on Research Project will be submitted within two weeks of the commencement of III Semester and Viva-Voce will be held thereafter within next two weeks.**

OUTLINES OF TESTS AND SYLLABI OF M. COM. SEMESTER SYSTEM USOL FOR 2011-12

SEMESTER-I

M.C. 510-I : ECONOMIC ANALYSIS FOR BUSINESS

OBJECTIVES : Determine the nature and scope of economics, its branches and its relationship with other social sciences. To study the basic concepts of economics and to understand the economic system of a country.

UNIT-I

Meaning and scope of economics, its branches and its relationship with other social sciences. The economic system of a country. The nature and scope of economics, its branches and its relationship with other social sciences. The economic system of a country.

UNIT-II

Meaning and scope of economics, its branches and its relationship with other social sciences. The economic system of a country. The nature and scope of economics, its branches and its relationship with other social sciences. The economic system of a country.

BOOKS RECOMMENDED :

- 1. Economics, by P. T. Puri, Vikas Publishing House, New Delhi.
- 2. Economics, by D. C. Sengupta, Eastern Book Company, Lucknow.
- 3. Economics, by F. D. M. R., Vikas Publishing House, New Delhi.
- 4. Economics, by A. R., Vikas Publishing House, New Delhi.

M.C. 511-1 : ADVANCE BUSINESS STATISTICS & RESEARCH METHODOLOGY

OBJECTIVE : or o ppr r n o r o q n o r n n
B n on n n o on r r n pro r po o
r n on p pr n p n pr o r r o o o n r pro n

UNIT-I

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M.C. 512-I: OPERATIONS RESEARCH

OBJECTIVE : To provide a comprehensive understanding of the concepts and applications of operations research in various fields.

UNIT-I

Concepts of operations research, linear programming, and its applications in various fields.

UNIT-II

Introduction to operations research, linear programming, and its applications in various fields.

REFERENCES :

- 1. Operations Research: An Introduction, by Taha, R. A. (2003)
- 2. Operations Research: Principles and Applications, by Chandra, P. (2004)
- 3. Operations Research: An Introduction, by Hillier, F. S. and Hillier, G. J. (2001)
- 4. Operations Research: An Introduction, by Taha, R. A. (2003)

M.C. 513-I : CONTEMPORARY ISSUES IN ACCOUNTING

OBJECTIVE : o o o r o r r n n r n
r n on ron on por r n n n

M.C. 514-I : ORGANIZATIONAL BEHAVIOUR & HRM

OBJECTIVES : o o pr n o r o n o r o or n on n or n n or n on r n on r o p op n or n o p n n r n p op o on or n np o n n op r o o n or n on

UNIT-I

r n on B or Con r n p n o B C n n oppor n or B Fo n on o n B or A n o on o on r p n r n ppro Fo n on o ro p B or Co n on n pro rr r Con n n

UNIT-II

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SEMESTER-II

M.C. 510-II : BUSINESS ENVIRONMENT

OBJECTIVES: To provide a comprehensive understanding of the business environment and its various components.

UNIT-I

Concepts of business environment, its components, and the role of business in the economy. It covers the internal and external environment of a business, including the legal, economic, and social aspects.

UNIT-II

Business law, including contracts, torts, and intellectual property rights. It also discusses the legal framework for business operations and the responsibilities of business entities.

REFERENCES :

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B n En ron n

A A r

E ono En ron n o B n

r r r

n nE ono

A r pp

E n o B n En ron n

M.C.511-II : INFORMATION TECHNOLOGY

OBJECTIVE : o o r o op n n n n n n n or on

M.C. 513-II : CORPORATE FINANCIAL POLICY

OBJECTIVES : A, on on o, o r, n, o, no o, n, n n n n n n, n on n, r pp, on n C p, E p n, r ro, A q, on n, r r

UNIT-I

n-ro, on, o Corpor, F n n o, n, on n Corpor, F n n o o F n n, n r r n, n-ro, on, o n, r n

C p, r, r An o, r o F n n n C o l, r, n E n on or Corpor, F n n C p, r, r o n o r o n App, on n, F n n n D,

C p, n on l E, n C o l n C p, B n n r n n n C p, B n r n n n Fo o n p on n D on

UNIT-II

or n E, on n F n n n D, n o r o D, r n n o D, n o A r or or n n D, n o

r o r Cr, on, r r n A q, on p on pr n

REFERENCES :

- A, D o r n Corpor, F n n o r n F n n
- A Br C, r r n p o Corpor, F n n
- n F n n, n n
- C n orn F n n, n n n o

M.C. 514-II : MARKETING MANAGEMENT

OBJECTIVE : o o o o r o p n n r n on p r or
o r n n n n o po p p n o r o on r n
r r q r o

UNIT-I

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o r r n n B n r n r n n r n n r p m n n r n
r r n n or n D n o p on
r n n on r n n o on n r n o r on p r n

UNIT-II

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p n pr n r n nn r n r r pro r n on r o
o o n o r n ro o on

M.C. 515-II : RESEARCH PROJECT

M.C. 516-II : APPLIED ASPECTS ON FINANCIAL SERVICES

OBJECTIVES : ↑ or or n n , n o r , pro r n op r , on
p , n o , n n n r , ro on , pro on n , n or n , on
n n n n r

UNIT-I

A Merchant Ban ng / under EBI, MB, egu at ons
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n n r n r r on r p r n p pro r n r
p pro ro o n