

TAMIL NADU PUBLIC SERVICE COMMISSION

COMMERCE (POST GRADUATE DEGREE STANDARD)

CODE NO:252

UNIT I Company law- Types of companies – one-man company, small company, private company, Public company – Prospectus – types – Shelf prospectus, Red-herring prospectus - Appointment of directors – powers of directors - Audit committee – Related party transactions - Doctrine of indoor management - Modes of winding up

UNIT II Business Environment – Meaning – Environmental scanning and Strategic Early Warning System (SEWS), intellectual property rights and information policy – FDI and its impact on the economy, technology transfer - Corporate social responsibility - business and environment - Interface - legal, political, economic, social and cultural aspects

UNIT III Management– Definition and significance of management – Principles and functions of management - planning – organising - direction - motivation - co-ordination and control - management Vs administration - scientific management - rationalisation - personnel management - nature, scope, labour problem, employee turnover, absenteeism, trade union – Core Competence, TQM

UNIT IV Marketing– Definition and approaches to marketing –market segmentation - new product development – product life cycle - market channel - Pricing - advertisement and salesmanship - promotional strategies - consumer protection in India - Market Intelligence - Procedure and Law **relating** to import and export - Quality control Standardisation agencies - national and international – e-commerce – meaning, features, importance

UNIT V Taxation - Sales tax, excise duty, customs duty, MAT, VAT - Direct taxation: Income tax: computation of income under heads salaries and house property – Transfer pricing - **DTAA (Double Taxation Avoidance Agreement) – ICDS (Income Computation & Disclosure Standards) – GST**

UNIT VI Financial Accounting - Advanced problems in partnership accounts, Departmental and branch accounts, Hire purchase and Instalment system, Depreciation and Insurance Claims - Recent developments in accounting – social accounting, forensic accounting, fair value accounting, carbon accounting, kaizen accounting)

UNIT VII Management and Cost Accounting – Management Accounting - **Meaning and significance** - cash flow, fund flow - Ratio analysis - interpretation of financial statements - Marginal costing cost - Volume Profit relationship, Break-even - analysis - budgets - budgetary control - **Cost Accounting**– Nature and scope –

cost centre and profit centre - Standard Costing - Variance analysis - responsibility accounting - profit planning and control

UNIT VIII Financial Management – Goals of financial management – Capital budgeting – methods of evaluating capital investment projects – pay-back method, Accounting rate of Return method, Net Present Value method, Internal Rate of Return method – Cost of capital – meaning and significance – capital structure – Operating leverage, financial leverage, combined leverage – EBIT-EPS analysis

UNIT IX Auditing: Meaning and significance – Audit of companies - appointment, status, Powers, duties and liabilities of auditors - audit report of share capital and transfer of shares – Investigation – Secretarial audit

UNIT X Computer programming for Management- Concept, languages: **C, C + +, java, visual basic, Oracle, xBRL (Extensible Business Reporting Language)** - Computerised Accounting