

SYLLABUS

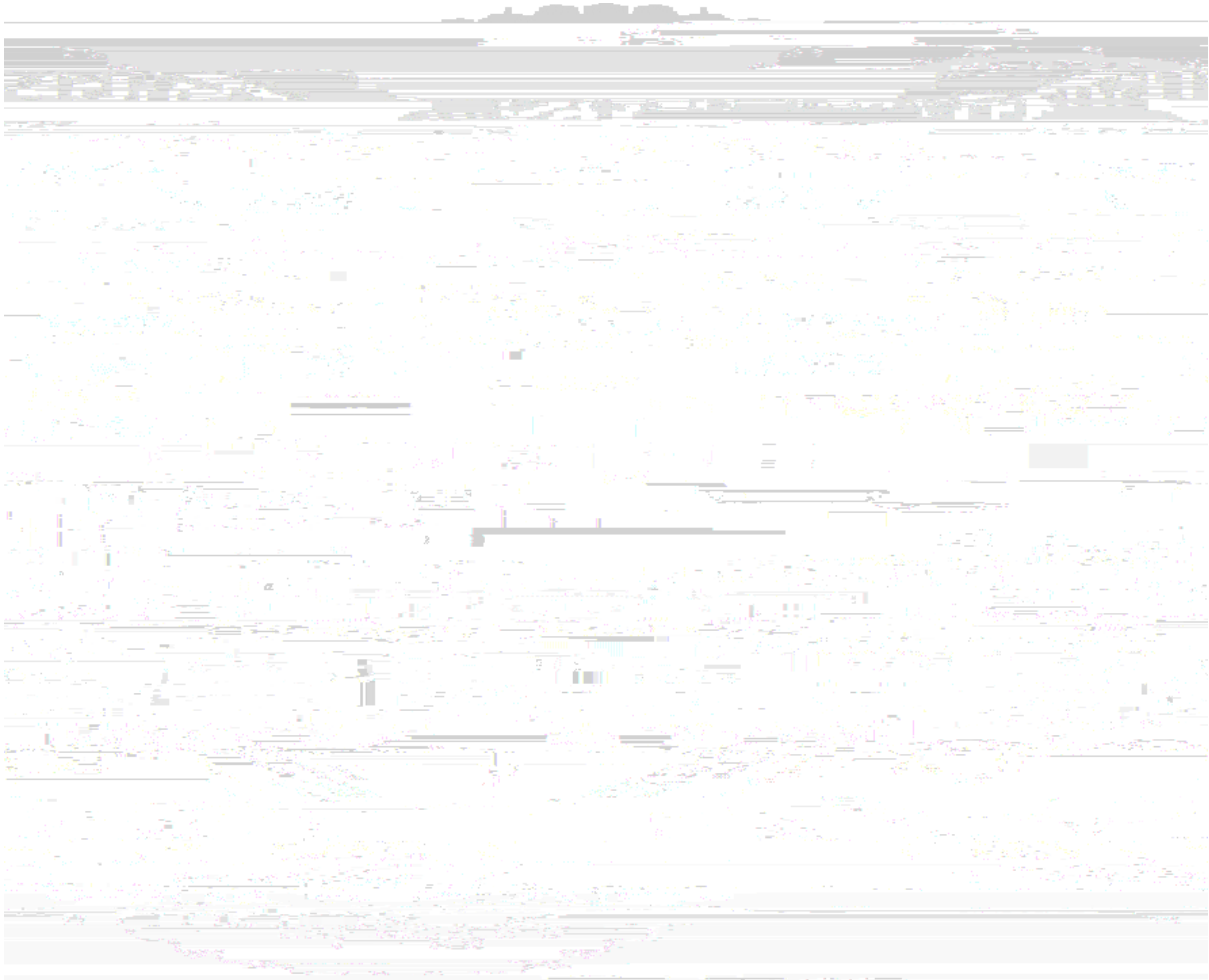
M. Com. Previous (PART-I)

PAPER

MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR



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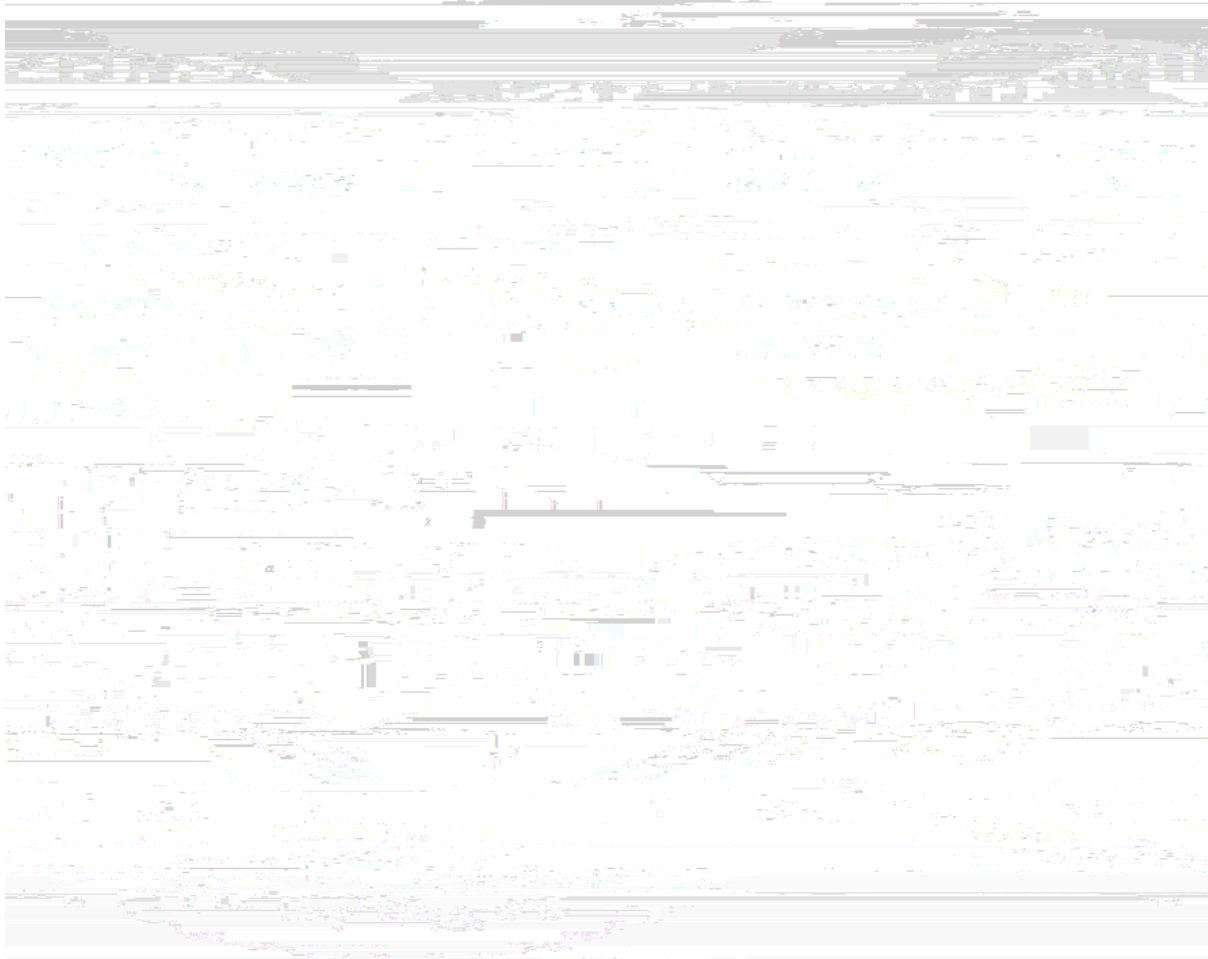
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PAPER VI

ACCOUNTING FOR MANAGERIAL DECISIONS

Objective

The objective of this course is to acquaint students with the accounting concepts, tools and techniques.



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PAPER VII

MARKETING MANAGEMENT

Objective

The objective of this course is to facilitat



SYLLABUS**AAAER VIII****FINANCIAL MANAGEMENT****Objective**

The objective of this course is to help students to understand the conceptual framework of financial management and its applications under various environment constraints.

Course Inputs

1.

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M. Com. Final

PAPER IX



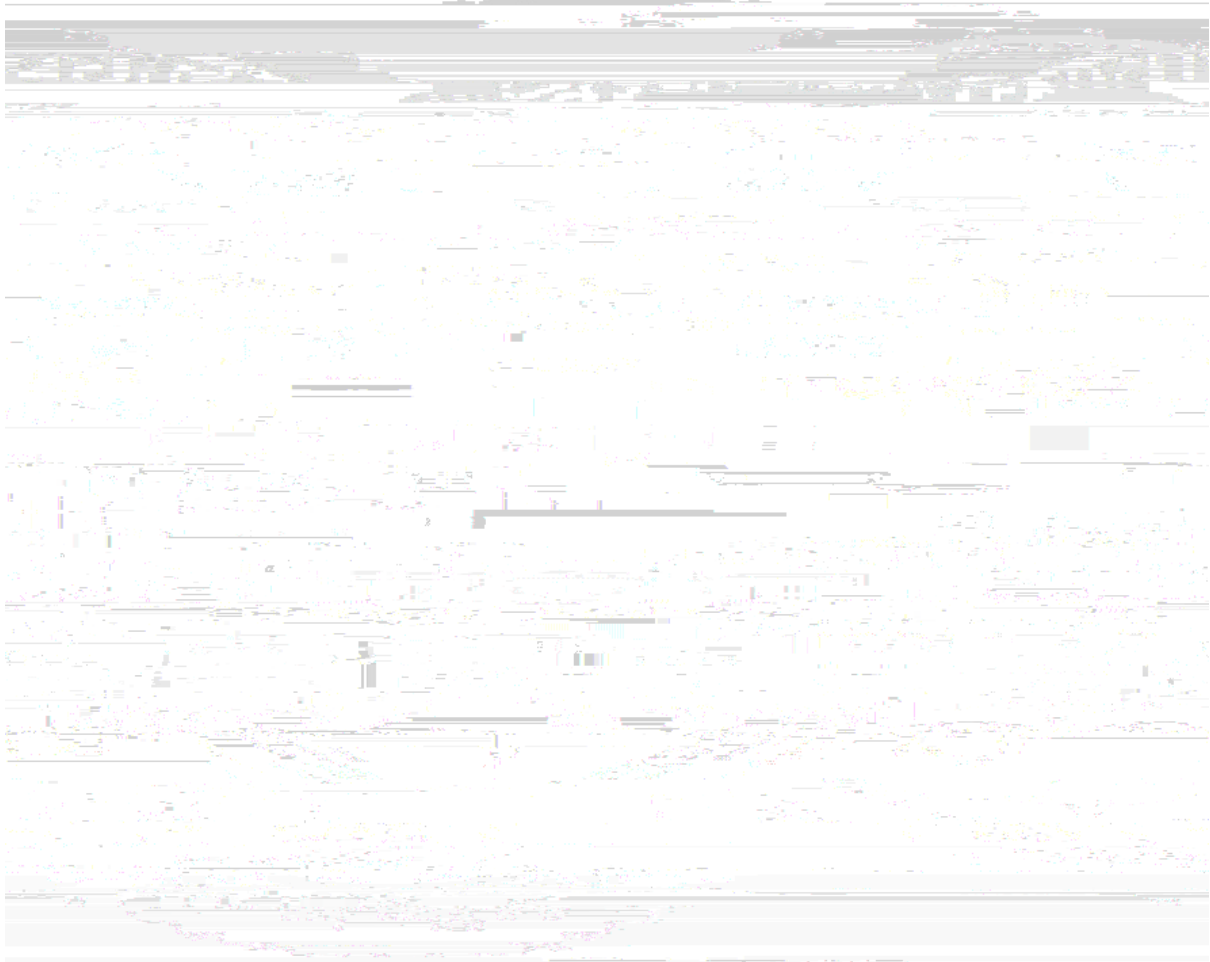


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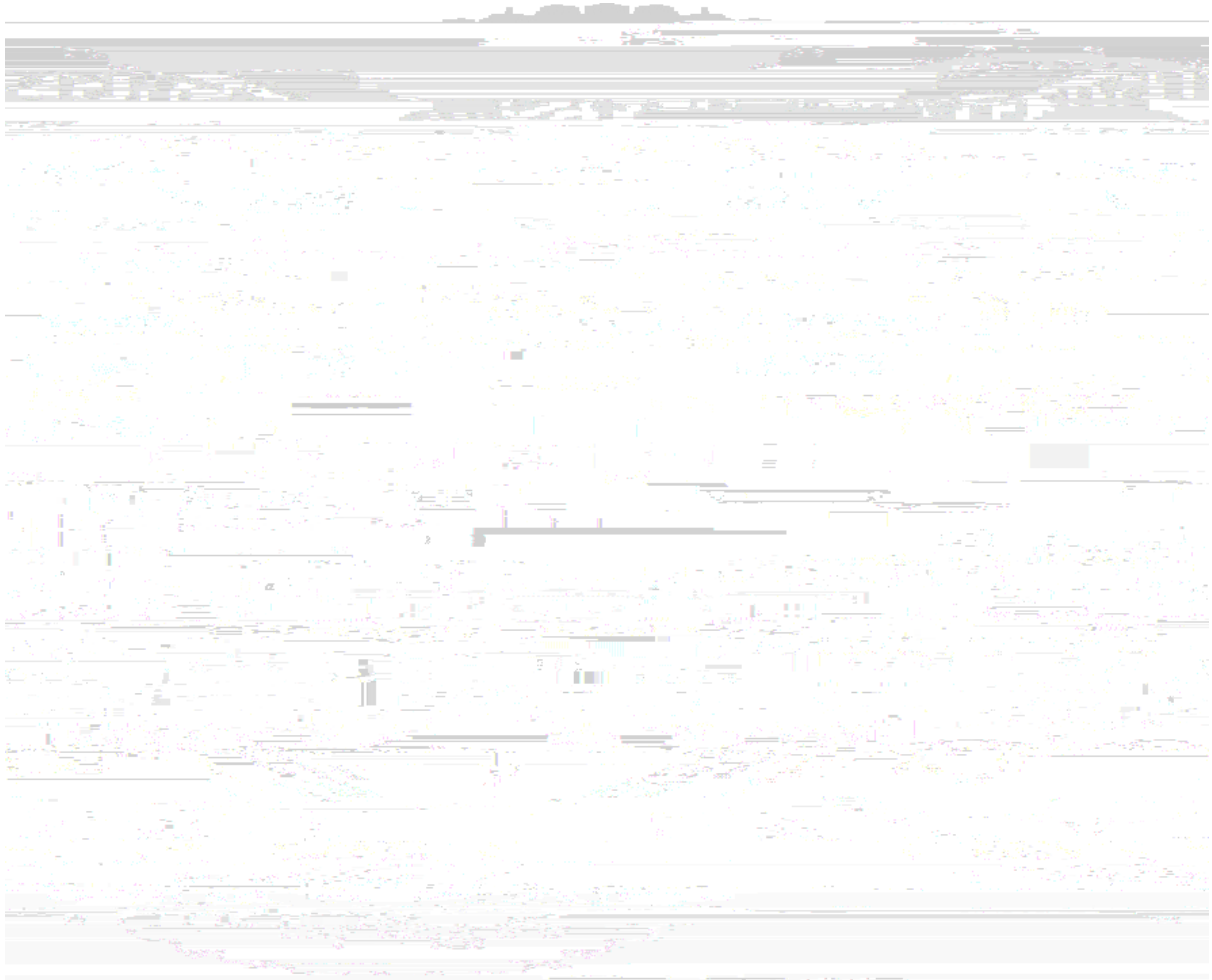
PAPER X

CORPORATE LEGAL FRAMEWORK

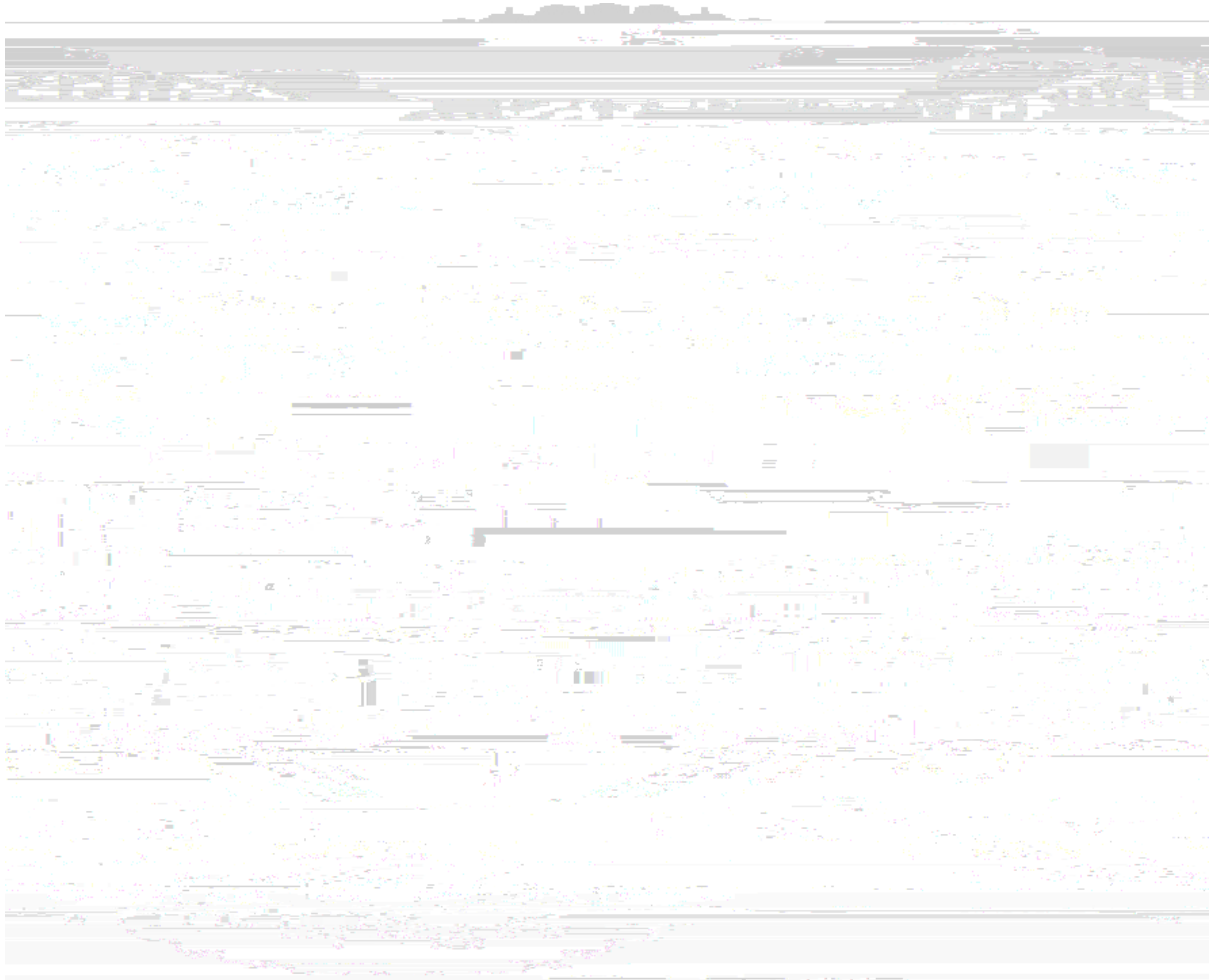
Objective



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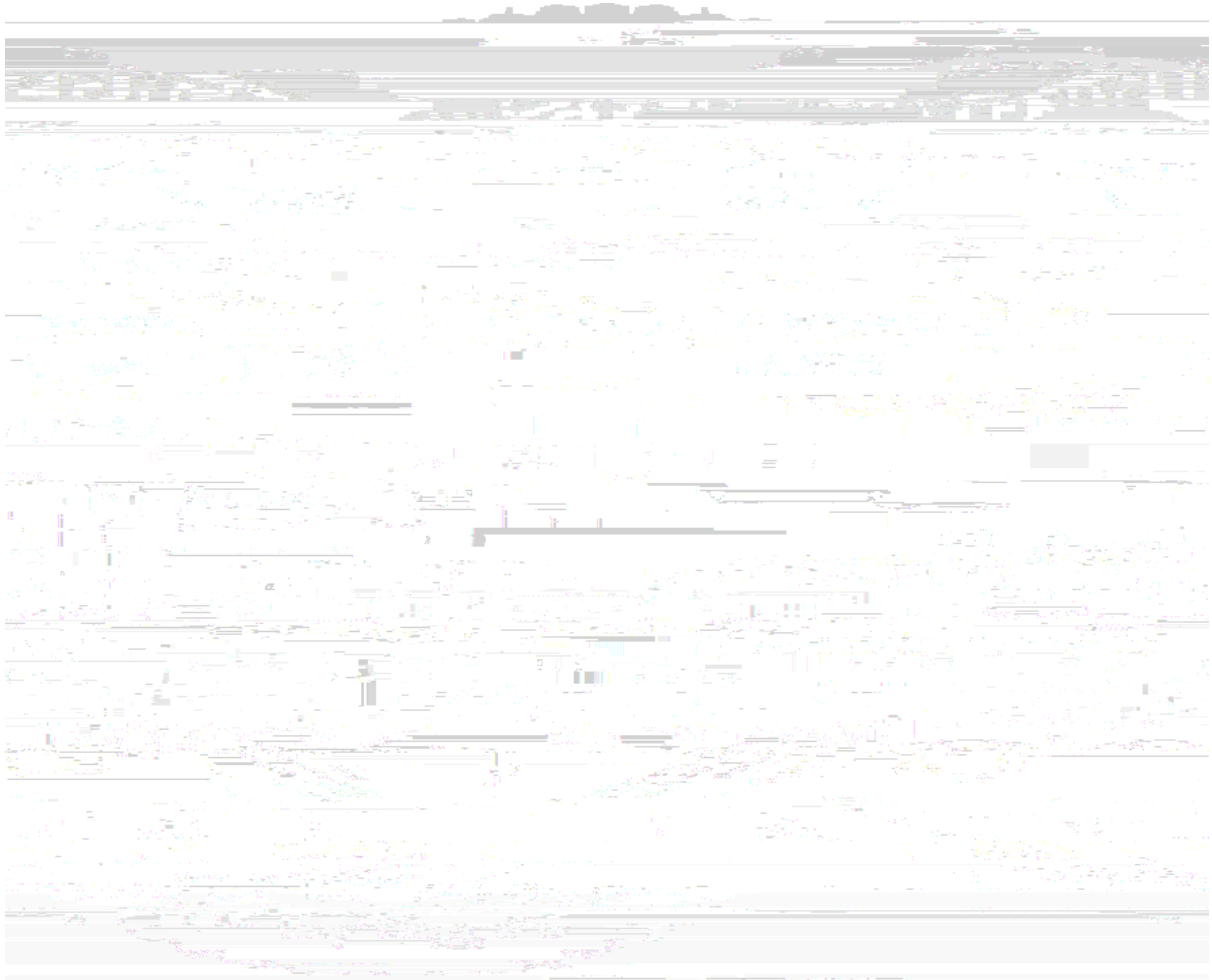




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6. Insurance Sector: Objective, role, investment practices of LIC and

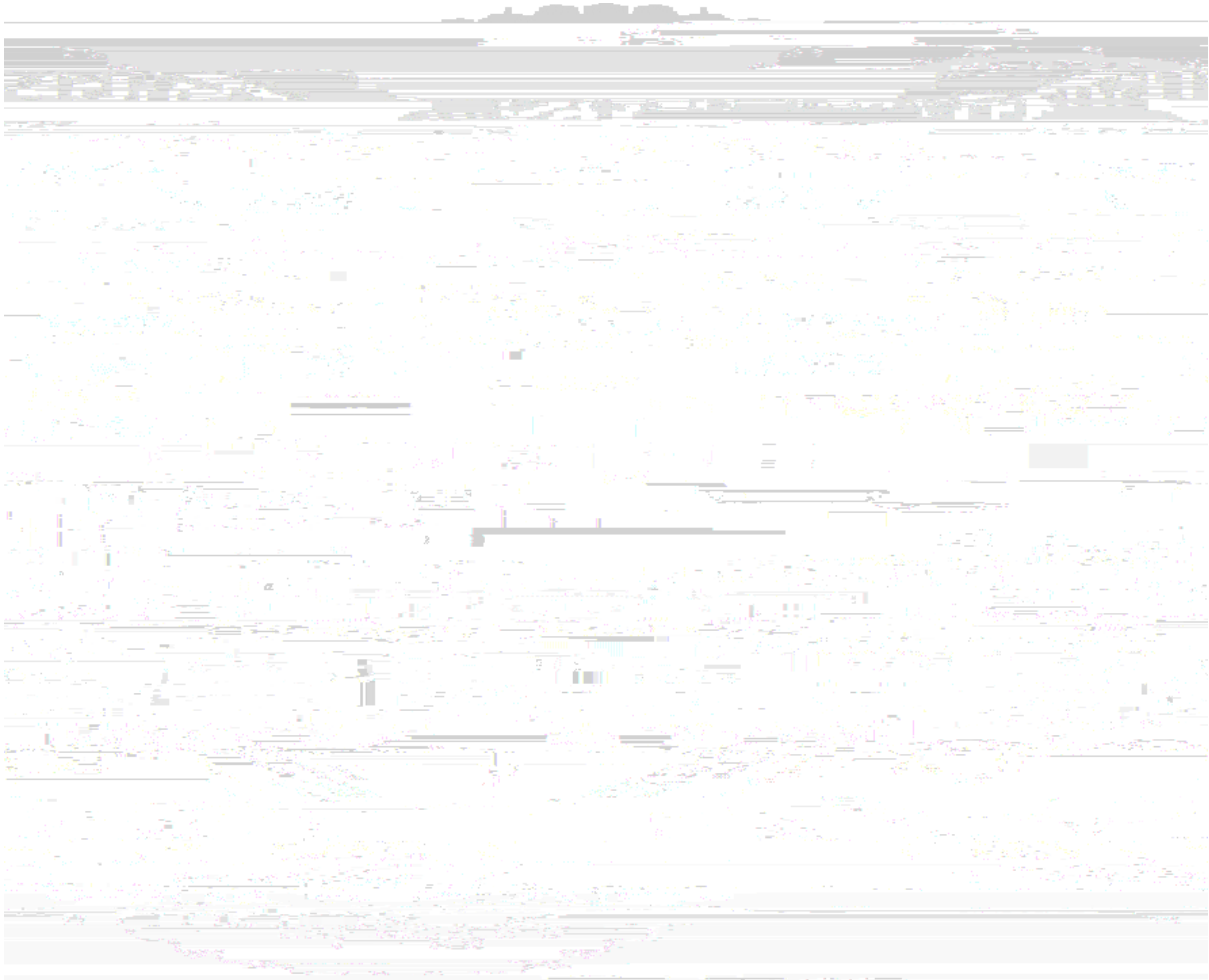




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PAPER XV [B]

INTERNATIONAL MARKETING

Objective

The objective of this course is to expose students to the conceptual framework of international marketing management.

Course Inputs



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PAPER XVI [B]

CONSUMER BEHAVIOUR

Objective

The objective of this course is to expose students to the conceptual framework of consumer behaviour.

Course Inputs

- 1. Introduction:** Why study of consumer behaviour – factors influencing consumer behaviour –

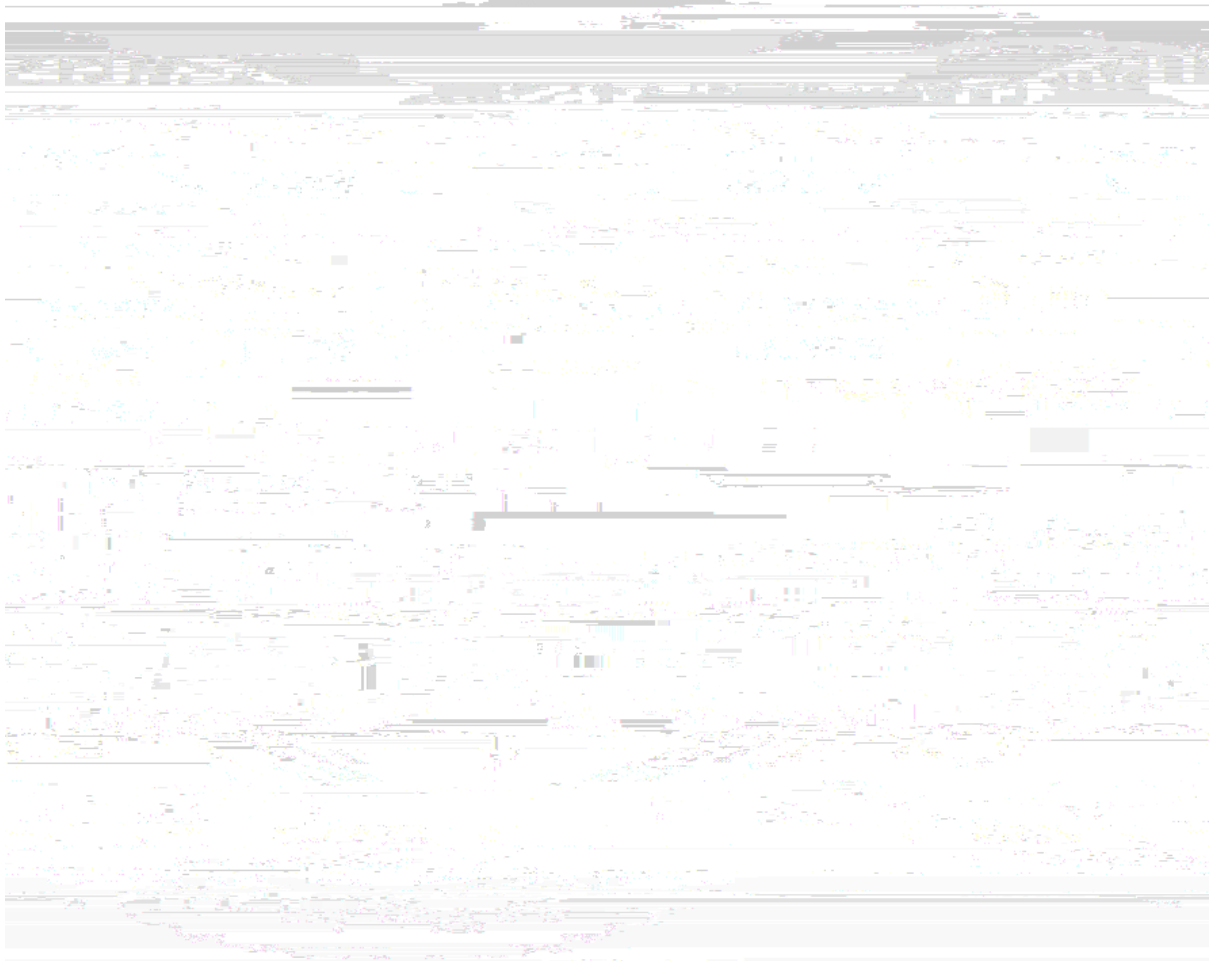
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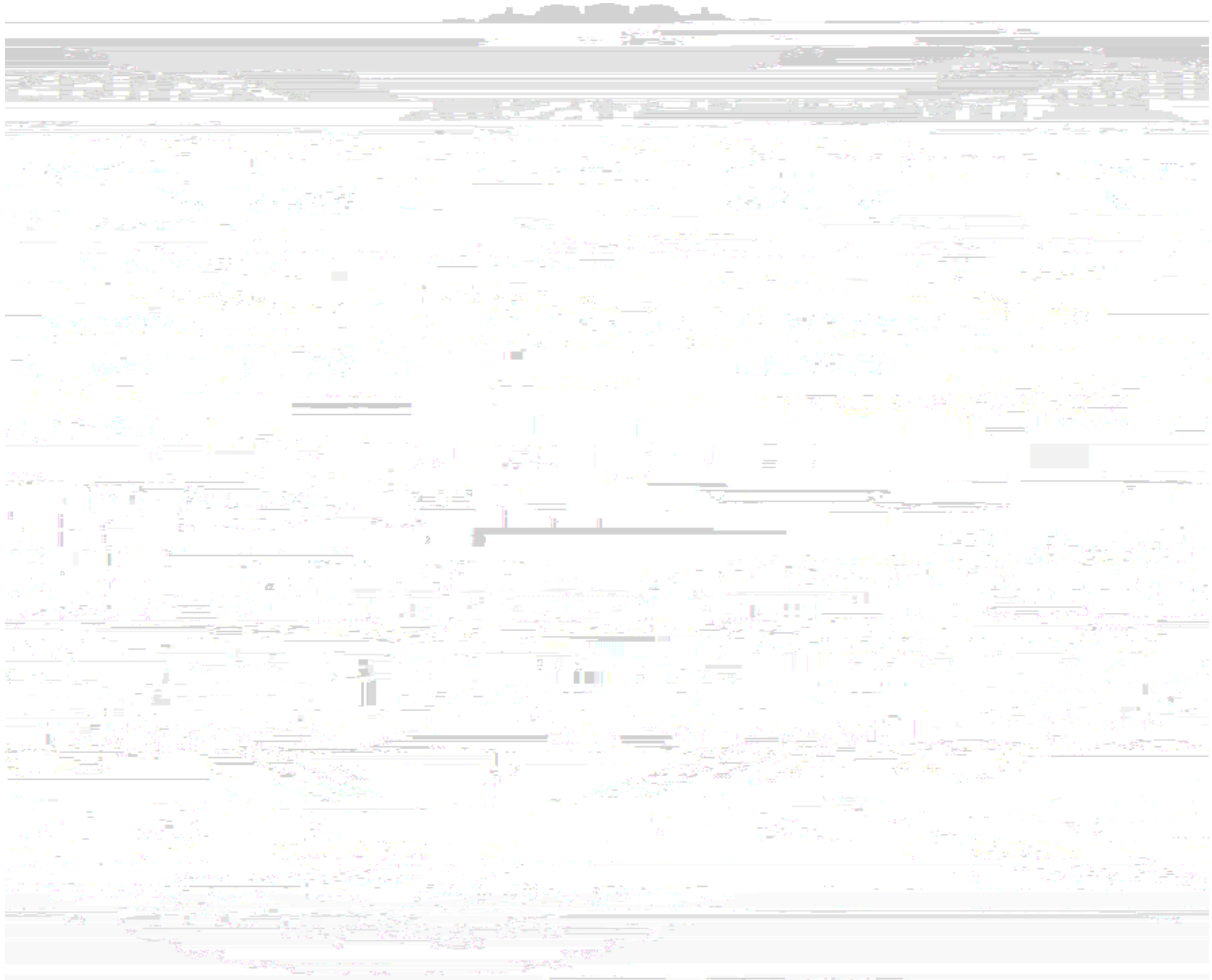
Group C [Human Resource Development]

PAPER XIII [C]

PERSONNEL MANAGEMENT

Objective





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role of trade unions and employers organization in promoting healthy industrial relations and interest of the nation.

8. **ILO** and its objectives.

PAPER XV [C]**PERSONNEL MANAGEMENT****Objective**

The objective of this course is to acquaint students with the theory and practice of the historical background and concept of labour legislation. After independence Indian constitution provided a broader outline of labour laws frames in India before and after independence.

Course Inputs

1. History of labour legislations in India.
2. Provisions relating to labour in Indian Constitution.
3. Evolution of Mini

