

Entrance Test syllabus for 1-Year PG in Commerce (Management Vertical) for 2026 onwards

UNIT-I

Management: Process, Dimensions & Function of Management; Management as Art & Science. Planning: Nature, Need & Laminations; Components & Process of Planning; Levels of Planning: Corporate Level, Business Level & Operating Level. Decision Making: Programmed & Non- Programmed; Decision Making Conditions. Organizing: Need & Importance; Chain of Command; Span of Control; Delegation of Authority; Decentralization Vs. Centralization; Line & Staff Relations.

UNIT-II

Motivation: Process & Significance; Theories of Motivation: Maslow's Need Hierarchy, Two-Factor Theory & Expectancy Theory; Motivation & Morale. Leadership: Functions & Principles; Theories of Leadership: Trait Theory, Behavioral Theory & Situational Theory; Formal Vs. Informal Leadership. Control: Characteristics & Limitations; Essentials of Good Control System; Types & Levels of Control; Tools & Techniques of Control.

UNIT-III

Marketing Concepts; Marketing Mix; Selling Vs. Marketing. Consumer Behavior: Need & Significance; Consumer Buying Decision Process; Factors Affecting Consumer Buying Behavior. Market Segmentation: Importance & Bases. Product: Concept & Classification; Product Mix; Product Life Cycle. Pricing: Significance & Strategies; Factors Affecting Pricing of a Product.

UNIT-IV

Distribution Channels: Need & Importance; Types of Distribution Channels; Factors Affecting Choice of Distribution Channels; Wholesale Vs. Retailing; Types of Retailers. Promotion: Scope, & Significance; Types of Promotion: Advertising, Personal Selling, Public Relation & Sales Promotion; Factors Affecting Promotional Mix.

UNIT-V

Business Organization: Components & Functions. Industry Vs. Commerce; Business Vs. Profession. Industry: Primary, Secondary & Tertiary. Business Organization Environment: Economic, Technological, Political & Legal. Forms of Business Organizations: Sole-Proprietorship, Partnership, Joint Stock Companies & Co-Operatives. Non-Profit Organizations: Characteristics, Merits & Demerits. Private Company Vs. Public Company Vs. One Person Company.

UNIT-VI

Public Private Partnership: Concept & Characteristics; Franchising: Features & Types; Four P's of Franchising. Multi-National Corporation. E-Commerce Models: Business to Business (B2B), Business to Consumer (B2C), & Consumer to Consumer (C2C). E-Services: Match Making Services, Information Selling, E-Entertainment, & Auction; E-Commerce Revenue Model. Outsourcing: Concept & Characteristics.

UNIT-VII

Organizational Behavior: Scientific Management Movement, Hawthorne Study, Theory X, Theory Y & Theory Z. Models of OB: The Autocratic Model, The Custodial Model, & The Supportive Model. Concept of Personality; Determinants of Personality: Heredity, Environment, & Situation. Personal Attributes Influencing OB: Locus of Control, Self-Esteem, Self-Monitoring, & Risk Taking. Attitude: Concept, Sources, Types & Functions. Perception: Concept & Process. Learning: Classical Conditioning, Operant Conditioning, & Law of Effect.

UNIT-VIII

Human Resource Management: Functions & Role; Human Resource Information Systems. Human Resource Planning: Need & Process; Job Analysis: Uses & Methods; Job Description Vs. Specification. Recruitment: Nature, Process & Sources; Factors Affecting Recruitment Process. Selection Process. Orientation: Concept, Need & Process.

UNIT-IX

Training: Concept, Need, & Process; Methods of Training; Development: Concept, Scope & Methods. Performance Management System: Importance & Uses; Performance Management Methods. Career Planning: Importance & Stages. Compensation: Concept & Components; Factors Affecting Compensation; Determination of Compensation. Job Evaluation: Concept & Scope. Incentives: Significance & Types.

UNIT-X

Management Thought: Evolution & Importance. Early Management Thinkers: Robin Owen, Charles Babbage, Henry Metcalf & Charles Dupin. Weber's Bureaucratic Theory: Elements, Merits & Criticism; Fayol's Administrative Theory: Elements, Principles, Merits & Criticism; Taylor's Scientific Theory: Elements, Principles, Merits & Criticism.

UNIT-XI

Business Ethics: Principles & Characteristics. Types & Sources of Ethics. Ethical Codes. Ethical Dilemma. Kohlberg's Model & Ethical Decision Making. Morality & Ethics; Ethics & Values. Principles of Professional Ethics; Principles of Work Ethics. Ethics & Religion. Factors Affecting Business Ethics; Sources of Business Ethics. Corporate Governance: Concept, Need, Principles & Features. Concept of Good Governance. Corporate Governance Theories: Agency Theory, & Stewardship Theory. Concepts of Green Governance & E-Governance.

UNIT-XII

Advertising: Legal, Social & Ethical Aspects. Advertising Budget: Establishment & Allocation of Funds. Advertising as Communication: DAGMAR Approach. Kinds of Advertising: Print-Media, Broadcast Media, Non-Media, & Online Advertising. Unfair Advertising Practices. Sales Management: Concept & Importance. Sales Promotion Vs. Sales Management; Salesmanship Vs. Sales Management Vs. Personal Selling. Sales Force Management: Estimating Manpower Requirement; Recruitment & Selection of Salespersons. Salespersons: Training, Induction & Motivation.

UNIT-XIII

Marketing strategies & E – Commerce: Website – components of website – Concept & Designing website for E– Commerce – Corporate Website – Portal – Search Engine – Internet Advertising – Emergence of the internet as a competitive advertising media– Models of internet advertising – Weakness in Internet advertising – Mobile Commerce. Electronic Payment System: Introduction – Online payment systems – prepaid and post-paid payment systems – e– cash, e– cheque, Smart Card, Credit Card, Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics. Legal and ethical issues in E– Commerce: Security issues in E– Commerce–Regulatory framework of E– commerce.

UNIT-XIV

Meaning, Need and Objectives of HR Accounting, Historical Development of Human Resource Accounting, Cost of Human Resource – Acquisition Cost, Training and Development Cost and Additional Cost, Benefits and Limitations of Human Resource Accounting, Reporting of Human Resource Accounting at National Levels, Disclosures at International Level.

UNIT-XV

Reasons for learning statistics, its origin and development, definitions, types, importance and scope in planning, state, economics, business management, accountancy, and auditing. Role of computers in statistics. Limitations and distrusts of statistics. Need, types, sources, organisation and, classification of data – its rules and bases, frequency distribution, principles for forming a grouped frequency distribution, cumulative frequency distribution, bivariate frequency distribution (with problems). Tabulation – meaning, importance and types, requisites of a good table (with problems). Graphical presentation of data, general rules for drawing diagrams, types of diagrams, limitations of diagrams and graphs.

UNIT-XVI

Entrepreneurship vs. Entrepreneur. Entrepreneur, Entrepreneurship and Enterprise. Forms of Entrepreneurial Organization, Reason for Starting an Enterprise. Entrepreneur, Innovation and Ecosystem. Market Economy & Entrepreneurship. Types of Economies: Socialism, Market Economy, Mixed-Economy. The Human Agent: The Entrepreneur and Market Economy, Conditions of Market Economy to boost Entrepreneurship. Theories of Entrepreneurship: Economic Theory, Resource Based Theory, Opportunity- Based Theory, Sociological Theory.