

M. COM
SANT GAHIRA GURU VISHWAVIDYALAYA
Sarguja Ambikapur (C.G.)

CHOICE BASED CREDIT SYSTEM
(CBCS)

SYLLABUS
M. COM

SEMESTER SYSTEM
SESSION 2018-19



For Affiliated Colleges of
SANT GAHIRA GURU VISHWAVIDYALAYA
Ambikapur (C.G.)-497001

M. COM. SECOND SEMESTER

Course Code	Paper/Subject	Credit	Contract Hour Per			EoSE (Hrs.)	
			L	T	P	THY	P
MCM 201	Business Economics	6	4	3	0	3	0
MCM 202	Specialized Accounting	6	4	3	0	3	0
MCM 203	Accounting for Managerial Decision	6	4	3	0	3	0
MCMSO2-OSC (Compulsory)	Social Outreach & Skill Development	6	4	3	0	3	0
ECC/CB-B01	Environment & Forest Law						
ECC/CB-B02	Advanced Statistics						
ECC/CB-B03	Business Law						
ECC/CB-B04	Marketing Strategy						
ECC/CB-B05	Advertising & Sales Management	6	4	3	0	3	0
ECC/CB-B06	Personnel Management						
MINIMUM CREDIT IN INDIVIDUAL SUBJECT IS 6 AND IN COMPLETE SEMESTER IT WOULD BE 30		30					

M.COM. SECOND SEMESTER

COURSE CODE: MCM201

COURSE TYPE: CCC

COURSE TITLE: : BUSINESS ECONOMICS

CREDIT: THEORY: PRACTICAL: 6 HOURS: THEORY: PRACTICAL: 90

MARKS:

THEORY: PRACTICAL : 80+20

MARKS THEORY: PRACTICAL :

OBJECTIVE:

This course develops managerial perspective to economic fundamentals as aids to decision making under given environmental constraints.

UNIT-1 18 Hours

Cost Theory and Estimation, economic value analysis, Short and long run cost functions- their nature, shape and inter-relationship; Law of variable proportions;-Law of returns to scale.

UNIT-2 18 Hours

Price Determination under Different Market Conditions: Characteristics of different market structures; Price determination and firm's equilibrium in short-run and long-run under perfect competition, monopolistic competition, oligopoly and monopoly

UNIT-3 18 Hours

Pricing Practices : Methods of price determination in practice, pricing of multiple products; price discrimination; International price discrimination and dumping; Transfer pricing.