

**Paper III: Recent Trends in Commerce****Subject Code: COM04401C2****Credit Units: 03****Objective:**

1. To learn some of the recent theoretical perspectives in commerce & management.
2. To acquire analytical and interpretative skills so as to pursue career in research.

**Detailed Syllabus:**

Modules	Topics / Course content	Periods
I.	<b>Recent Trends in Business Environment:</b> a) Environmental changes in business- SWOT analysis, Role & performance of WTO in changing economic environment, Management change, Adaptability for success, b) Liberalization: structural reforms de-regulation. c) Privatization: change in the top management of public sector, disinvestment of public enterprises and entry into MOUs & Navaratnas, d) Globalization: integrating the Indian economy into the global economy, Free Trade Areas (FTAs) e) Concept of MSME (Micro Small and Medium Enterprise) f) Corporate Governance and CSR	6
II.	<b>Recent Trends in Management.</b> a) Total quality management (TQM), six sigma, Basic concept of ISO, Bench marking. b) Legal environment relating to business- Features of Consumer Protection Act, Competition Act, Intellectual Property Rights, Insolvency and Bankruptcy Code.	8
III.	<b>Recent Trends in Marketing &amp; HR.</b> a) Concept of services marketing, 7 P's (Product, Price, Place, Promotion, People, Physical evidence & procedure ), Customer relationship management (CRM), supply chain management, logistics management, concept of mega marketing. b) HRM in perspective, Human resource requirement, Developing effectiveness, compensation and security, employee relations, strategic Human Resource Management and performance appraisal.	6
IV.	<b>Recent Trends in Accounting &amp; Finance:</b> a) IFRS including International Accounting standards (Broad understanding of concepts is expected), Accounting for intangibles, Environmental Accounting and auditing, Forensic Accounting, Balanced scorecard, Human Resource Accounting, Social Accounting, Farm Accounting. b) Taxation- Income Tax and GST c) Portfolio management, security analysis, changes in capital market, Role of national level stock exchanges, Derivatives- Concept, New financial instruments, securitization of loans and risk management, Role of credit rating, Commodity markets. d) E- Banking, Core Banking, ATM, RTGS, Private Banking, Global Banking, IFC, SFCs, IDBI, SIDBI, EXIM Bank and regulatory agencies like SEBI, IRDA and recent trends in Central Banking. e) Concept and Development of Micro Finance.	16
	TOTAL	36

