

LEARNING MANAGEMENT SYSTEM (LMS)

DEPARTMENT OF COMMERCE (PG)

M.COM, SEM-1: MANAGERIAL ECONOMICS

UNIT-I NATURE AND SCOPE OF MANAGERIAL ECONOMICS	Meaning of Managerial Economics, Economics and Decision Sciences Optimization- functions slope, Total average and Marginal relationship	https://youtu.be/Lhvw_AOcVOw https://youtu.be/JbC4ubULZ88 https://youtu.be/Srr4nL4fbOI https://www.researchgate.net/publication/228364156 https://link.springer.com/chapter/10.1007/978-1-349-16225-3_2 https://youtu.be/jgBwXkZGnFU
UNIT-II DEMAND ANALYSIS	Demand Theory and Analysis, Relationship between AR and MR, Elasticity of demand, Demand estimation and demand forecasting, significance and methods	https://gacbe.ac.in/pdf/ematerial/18MCO12C-U2.pdf https://youtu.be/MmJcnEtuYjg https://youtu.be/Z0m994e9fW0 https://youtu.be/x44pfu0lbMI https://youtu.be/IG2bbDRoI9Y https://youtu.be/Ryb9ENA7HOw
UNIT-III PRODUCTION ANALYSIS	Meaning of Production function, Cobb Douglas Production Function, Production iso-cost, Returns to scale and economies of scope	https://youtu.be/CnV47NIRGmo https://youtu.be/VOVKQkKLtUg https://ncert.nic.in/textbook/pdf/leec203.pdf https://youtu.be/orFOtVLE0CU https://youtu.be/BKU-22a90vI https://youtu.be/1QtY2N9HjZU
UNIT-IV COST ANALYSIS	Concepts of cost, Short run cost functions, Long run cost function, Linear and nonlinear	https://www.epa.gov/sites/default/files/2017 https://youtu.be/H8uPssjep-4 https://youtu.be/PhzSvR53mWw https://youtu.be/Jjsyi2lftf8 https://youtu.be/n3eXKbm9E-E

	break even analysis	
UNIT-V MARKET STRUCTURE	Perfect and Imperfect market condition, Equilibrium Price, Monopoly, - Monopolistic, Oligopoly	https://rlacollege.edu.in/pdf/Eco_Presentations/3/Market-Structure.pdf https://youtu.be/y1x_PtmBJGg https://youtu.be/sTl7Fhd0KyE https://youtu.be/y1x_PtmBJGg https://youtu.be/4Bl0xsWuGIo

M.COM, SEM-V : ORGANISATION THEORY AND BEHAVIOUR

UNIT-I Introduction	Definition Organisation Theories, Classical Theory Neoclassical Theory, Contemporary Organisation Theory	http://text-translator.com/wp-content/filesfa/Organization-Theory.pdf https://youtu.be/v_oyhk2fMyc https://youtu.be/Y4xZOeAXvP4 https://youtu.be/Fg7PHdbyG00
UNIT-II Understanding Individual and group behaviour	Factors Influencing Individual Behaviour , Big five Personality factors Learning Theories, Attitudes and Behaviour, Team Effectiveness	https://youtu.be/NFZWR97eDw0 https://youtu.be/IB1FVbo8TSs https://youtu.be/c4qt8cc3bdM https://youtu.be/mbTtRVkuqI8 https://youtu.be/SwJzVmTR92s
Unit-3 Policy documents & surrender policy	Theories of Motivation Content Theories Maslow, Content Theories McClelland, Learning and Reinforcement Theory	https://www.academia.edu/ https://youtu.be/YV_LBx3t6pA https://youtu.be/L1kqADeE-BY https://youtu.be/K9u6t3t1frE https://youtu.be/dPiaRHsaGM8

Unit-4 Policy claims	Power and Politics, Individual Versus Organisational Power , Techniques of Organisational Politics	https://www.researchgate.net https://youtu.be/WZiBRqZlvKc https://youtu.be/yTPIddNe_Rs https://youtu.be/e2l3aBiRc5c https://youtu.be/ghFa9CC2ErY https://youtu.be/lsrcJ5sCudo
Unit-5 General insurance	Leadership and Management ,Theories of Leadership,Behavioral Model Managerial Grid, Inspirational approaches	https://www.pdfdrive.com https://youtu.be/jiPYOd_EWvU https://youtu.be/WOtBp0D85LI https://youtu.be/JpS45Ev-QpU https://youtu.be/iB8j181H56A

M.COM.IISEM-IV

QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

UNIT:1	TOPICS	E-CONTENT
STATISTICAL ESTIMATION AND HYPOTHESIS TESTING	a) Population, sampling, b) sampling distribution, c) central limit theory	a) https://www.investopedia.com/terms/r/representative-sample.asp b) https://www.khanacademy.org/math/ap-statistics/sampling-distribution-ap/what-is-sampling-distribution/v/introduction-to-sampling-distributions c) https://www.statisticshowto.com/probability-and-statistics/normal-distributions/central-limit-theorem-definition-examples/
UNIT:2 Sample of variables	A) Large and small samples. b) mean of 2 samples difference c) standard deviation of two samples. d) T-testing	a) https://www.khanacademy.org/math/statistics-probability/confidence-intervals-one-sample/old-confidence-interval-videos/v/small-sample-size-confidence-intervals b) https://www.khanacademy.org/math/ap-statistics/xfb5d8e68:inference-quantitative-means/two-sample-t-test-means/v/two-sample-t-test-for-difference-of-means c) https://www.khanacademy.org/math/ap-statistics/xfb5d8e68:inference-quantitative-means/two-sample-t-test-means/v/two-sample-t-test-for-difference-of-means
UNIT:3 ANALYSIS OF VARIANCE AND STATISTICAL QUALITY CONTROL	a) f –testing b) ANOVA C) standard deviation chart	a) https://www.statisticshowto.com/probability-and-statistics/hypothesis-testing/f-test/ b) https://www.khanacademy.org/math/statistics-probability/analysis-of-variance-anova-library/analysis-of-variance-anova/v/anova-3-hypothesis-test-with-f-statistic c) https://www.gotrendable.com/what-is-a-standard-deviation-chart/
UNIT:4 STATISTICAL DECISION THEORY AND GAME THEORY UNIT:5 LINEAR PROGRAMMING	a) nature of decision b) Types of decision situations a) requirements for applications b) linear programming problems	a) https://study.com/academy/lesson/decision-making-without-probabilities-optimistic-conservative-minimax-approaches.html b) https://study.com/learn/lesson/decision-making-styles-analytical-directive-conceptual-approaches.html a) https://stat.columbia.edu/ma-programs/applications-checklist/ b) https://www.superprof.co.uk/resources/academic/maths/linear-algebra/linear-programming/linear-programming-problems-and-solutions.html

M.COM SEM-I

INDIAN ACCOUNTING STANDARDS

<p>UNIT-1 INTRODUCTION</p>	<p>a) IASB b) IFRS</p>	<p>a) https://www.google.com/search?q=iasb&source=lnms&tbm=vid&sa=X&ved=2ahUKEwvj_Ijtf_AhXO-zgGHR-iAt4Q0pQJegQIBBAG&biw=1106&bih=485&dpr=1.74#fpstate=ive&vld=cid:b52df820,vid:Z2u5JbzOFbY b) https://www.investopedia.com/ask/answers/011315/what-difference-between-gaap-and-ifs.asp</p>
<p>UNIT-2 INDIAN ACCOUNTING STANDARDS(AS -1 TO 21)</p>	<p>a) As-1 presentation of financial statement b) As-7 cash flow statement c) As-17, Lease</p>	<p>a) https://www.google.com/search?q=AS-1&biw=1106&bih=485&tbm=vid&ei=YV6UZMmcL5Tg4-EPqaGROA&ved=0ahUKEwiJ0Z3pitf_AhUU8DgGHalQBACQ4dUDCA0&uact=5&og=AS-1&gs_lcp=Cg1nd3Mtd2l6LXZpZGVvEAMyBQgAEIAEMgUIABCABDIFCAAQgAQyBQgAEIAEMgUIABCABDIICAAQigUQhgMyCAGAEIoFEIYDOgsIABCABBCxAxCDAToICAAQgAQQsQM6CwgAEIoFELEDEIMBOggIABCCKBRCxAzoHCAAQigUQQ1DPB1ixLmCCOmGAcAB4AIABjwGIA YQIkEDMC44mAEAoAEBsAEAwAEB&sclient=gws-wiz-video#fpstate=ive&vld=cid:d1e7241a,vid:BrTJdU2aO-o b) https://www.google.com/search?q=AS-7&tbm=vid&ei=x16UZM-UH9Oz4-EP15G46As&start=10&sa=N&ved=2ahUKEwiPIN-Zj9f_AhXT2TgGHdcIDr0Q8tMDegQIDxAE&biw=1106&bih=485&dpr=1.74#fpstate=ive&vld=cid:6ab0edf6,vid:mkRDFmkwQ3s c) https://www.google.com/search?q=AS-17&biw=1106&bih=485&tbm=vid&ei=-F6UZOyAMY2J4-EPkb2cmAw&ved=0ahUKEwjs3J-xj9f_AhWNxDgGHZEeB8M4ChDh1QMIDQ&uact=5&og=AS-17&gs_lcp=Cg1nd3Mtd2l6LXZpZGVvEAMyBQgAEIAEMgUIABCABDIFCAAQgAQyBQgAEIAEMgUIABCABDIICAAQigUQhgMyCAGAEIoFEIYDOgcIABCCKBRBDOgcIABCABBAKOGgIABCCKBRCRAID5BljzEmCIG2gAcAB4AIABjOGIAZ4EkEDMC40mAEAoAEBwAEB&sclient=gws-wiz-video#fpstate=ive&vld=cid:39e9ac1e,vid:bz1Fvlnf40</p>
<p>UNIT-3 INDIAN ACCOUNTING STANDARDS(AS -23 TO 41)</p>	<p>a) As-24, related party disclosure. b) As-34, Interim financial statement</p>	<p>a) https://www.google.com/search?q=iAS-24&biw=1106&bih=485&tbm=vid&ei=Z1-UZOioC4eN4-EP_ZOJOA&ved=0ahUKEwio-PDlj9f_AhWHxjgGHf1JAgcQ4dUDCA0&uact=5&og=iAS-24&gs_lcp=Cg1nd3Mtd2l6LXZpZGVvEAMyBQgAEKIEOgUIABCABFCiLViiLWC4OGgAcAB4AIABkAGIA YgDkgEDMC4zmAEAoAEBwAEB&sclient=gws-wiz-video#fpstate=ive&vld=cid:b92bf3ca,vid:DdI-Jb9xTjk b) https://www.google.com/search?q=iAS-34&biw=1106&bih=485&tbm=vid&ei=fV-UZMSQKnU4-EPhqSs6A4&ved=0ahUKEwiEw7zwj9f_AhUp6jgGHQYSC-0Q4dUDCA0&uact=5&og=iAS-34&gs_lcp=Cg1nd3Mtd2l6LXZpZGVvEAMyBAGAEBA4yCAGAEIoFEIYDMggIABCCKBRCGAzIICAAQigUQhgMyCAGAEIoFEIYDOgUIABCABFCpB1j3GWCSJ2gAcAB4AIABtwGIAeAFkgEDMC41mAEAoAEBwAEB&sclient=gws-wiz-video#fpstate=ive&vld=cid:840472ea,vid:pfhizhuNsnE</p>

<p>UNIT-4 INDIAN ACCOUNTING STANDARDS (AS-101 TO 106</p>	<p>a)As-103, business combinations, b)As-105,non-current assets held for sale and discontinued operations</p>	<p>a)https://www.google.com/search?q=iAS-103&biw=1106&bih=485&tbm=vid&ei=3l-UZLQL05WO4w-b44_ABA&ved=0ahUKEwi08sSekNf_AhXTimMGHZvxAOgQ4dUDCA0&uact=5&oq=iAS-103&gs_lcp=CgInd3Mtd2l6LXZpZGVvEAMyBQgAEKIEmgUIABCiBDIFCAAQogQyBQgAEKIEOgQIABAEoggIABCKBR CGAzoFCAAQgARQIQZYoCBggShoAHAAeACAAbYBiAGB B5IBAzAuNpgBAKABAcABAQ&sclient=gws-wiz-video#fpstate=ive&vld=cid:f99c577e,vid:N_Bwsctd9QI b)https://www.google.com/search?q=indian+accounting+standard+105&biw=1106&bih=485&tbm=vid&ei=W2CUZOTrHJLU4-EPpqOa0AQ&ved=0ahUKEwikha_akNf_AhUS6jgGHaaRBkoQ4dUDCA0&uact=5&oq=indian+accounting+standard+105&gs_lcp=CgInd3Mtd2l6LXZpZGVvEAMyBQgAEKIEmgUIABCiBDIFCAAQogQ6BggAEAgQHjoICAAQigUQhgM6CAgAEIoFEJE COg4IABCKBRCxAXCDARCRAjoFCAAQgAQ6CwgAEIoFEL EDEIMBOgsIABCABBcxAXCDAToICAAQgAQQsQM6CwgAEIoFELEDEJECoGgIABCKBRCxAzoHCAAQgAQQCjoFCCE QoAFQpghYwW9gyHloBnAAeACAAbEBiAH7IpIBBDauMzS YAQCgAQGwAQDAAQE&sclient=gws-wiz-video#fpstate=ive&vld=cid:a750454a,vid:cpi8hHJMiqk</p>
<p>UNIT-5 INDIAN ACCOUNTING STANDARDS(AS -107 TO 115</p>	<p>a)As-108, operating segment. b)As-109 Financial instruments</p>	<p>a)https://vlex.in/vid/indian-accounting-standard-ind-545656578 https://www.google.com/search?q=indian+accounting+standard+109&tbm=vid&ei=DWGUZMm3PNyo2roPu--xuAs&start=10&sa=N&ved=2ahUKEwiJ8r6vkdf_AhVclFYBHbt3DLcQ8tMDegQIDxAE&biw=1106&bih=485&dpr=1.74#fpstate=ive&vld=cid:6159e0dc,vid:eaob--PaIXE b)https://www.google.com/search?q=indian+accounting+standard+109&tbm=vid&ei=DWGUZMm3PNyo2roPu--xuAs&start=10&sa=N&ved=2ahUKEwiJ8r6vkdf_AhVclFYBHbt3DLcQ8tMDegQIDxAE&biw=1106&bih=485&dpr=1.74#fpstate=ive&vld=cid:6159e0dc,vid:eaob--PaIXE</p>

SEM-I : Principles of Marketing:

	TOPICS	E-CONTENT
UNIT:1 INTROD UCTION	Marketing Introduction	https://youtu.be/6a9yU87MwLI
	Marketing Environment in marketing management, marketing environment micro and macro	https://youtu.be/RPrtQWGch5o
	Marketing Concepts- Traditional and Modern	https://youtu.be/3yKrc5Qt_Vk
	Marketing Affects the Ec	https://youtu.be/aSpoM69yvgQ
UNIT-2	Detailed Information on "Trade Act,1986" In Law	https://youtu.be/lPKC4lS4uyo
	GATT (General Agreement On Tariff And Trade)	https://youtu.be/WQXeE_0xIBo
	Macro Environment External Business Environment	https://youtu.be/P52DbeN3ui0
	WTO Functions Objectives Features World Trade Organisation GATT TRIPS	https://youtu.be/a71aVM93b9g
Unit-3	MARKET SEGMENTATION IN HINDI Concept, Bases/Types/Forms with Examples STP Marketing Management	https://youtu.be/qlaqkLOCgJw
	Targeting, marketing strategies, marketing management	https://youtu.be/rdnJhxt-h6g
	Product Positioning	https://youtu.be/qlaqkLOCgJw

UNIT-4	Consumer Behaviour Models	https://youtu.be/n8JI5iakWcw
	Howard Sheth Model	https://youtu.be/pwXgMbu9U2I
	Marshallian Approach of C	https://youtu.be/STnXO-WzWJc
	Organizational Buying behavior	https://youtu.be/6wedDM_FTGo
UNIT-5	Corporate Planning	https://youtu.be/vMjEtTOs67E
	SWOT analysis	https://youtu.be/KOe1oVWqUxY
	Marketing Control	https://youtu.be/3whM3LeOTvc
	marketing myopia meaning	https://youtu.be/SAXsju9jwMo