

University of Kalyani

Department of Commerce

Syllabus

RET in Commerce

from

2021-2022 session

(Approved in the meeting of the DRC meeting held on 4th January, 2022)

Syllabus

RET in Commerce

Written Test[50 marks]:[Pattern of questions: preferably multiple-choice questions (single/multi-select)/ rank order scaling questions/ text slider questions/likert scale questions/ stapel scale questions/ constant sum questions/demographic questions/ analytical questions/ any other types of questions as selected fit by respective DRC– carrying 1/2/3/4/ marks each.]

Research Methodology[25 marks]:An Introduction to Research Methodology, Defining the Research Problem, Research Design, Methods of Data Collection, Primary data collection, Questionnaire construction, Secondary data collection, Measurement of Attitudes – Scaling Techniques, Basic Statistics in Research, Processing and Analysis of Data, Summarising Data – Histogram, Stem-Leaf, Box-Whisker, Central Tendency, Dispersion, Measuring Shape of data – Skewness and Kurtosis, Correlation & Regression Analysis, Sampling Design, Estimation and Hypothesis Testing, Procedure for Hypothesis Testing, Parametric Test, Non-Parametric Test.

Specific Subject (Commerce)[25marks]:

Unit 1: Business Environment and International Business

Unit 2: Accounting and Auditing

Unit 3: Business Economics

Unit 4: Business Finance

Unit 5: Business Statistics

Unit 6: Business Management and Human Resource Management

Unit 7: Banking and Financial Institutions

Unit 8: Marketing Management

Unit 9: Legal Aspects of Business

Unit 10: Income-tax and Corporate Tax Planning