

Faculty of Commerce

SYLLABUS

Unit—I

Business Environment

Meaning and Elements of Business Environment

Economic environment, Economic Policies, Economic Planning

Policy Environment: Liberalization; Privatisation and globalization.

Unit—II

Financial & Management Accounting

Basic Accounting concepts, Capital and Revenue, Financial statements

Partnership Accounts: Admission, Retirement, Death, Dissolution and Cash Distribution

Unit—III

Business Economics

Demand Analysis and Elasticity of Demand, Indifference Curve Analysis, Law Utility Analysis and Laws of Returns.

Price determination in different market situations: Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly.

Unit—IV

Business Management

Planning—Objectives, Strategies, Planning process, Decision-making

Organising, Organisational structure, Formal and Informal organizations.

Staffing

Leading : Motivation, Leadership.

Controlling

Unit—V

Marketing Management

The evolution of marketing, Concepts of marketing, Marketing mix, Marketing environment

Product decisions

Pricing decisions

Distribution decisions

Promotion decisions

Unit—VI

Financial Management

Capital Structure, Financial and Operating leverage Cost of capital,

Capital budgeting Working capital management Dividend Policy

Unit—VII

Human Resources Management

Concepts and Functions of Human Resource management

Recruitment and Selection

Training and Development

Wage and Salary Administration, Incentive and Fringe benefits.

Performance Appraisal

Unit—VIII

Banking and Financial Institution

Importance of Banking to Business, Reserve Bank of India, NABARD and Rural Banking

Development Banking : IDBI, IFCI, UTI.

