

There will be two papers in the subject:

Paper I - Theory: 3 hours80 marks

Paper II- Project Work20 marks

PAPER - I (THEORY) – 80 Marks

1. Business Environment

Concept, and importance of Business Environment.

Meaning, features and importance of Business Environment;

Dimensions of Business Environment – Micro (Internal and External factors) and Macro (Economic, social, technological, political and legal) – meaning and components.

S.W.O.T. Analysis - A basic understanding of S.W.O.T. (Strength, Weakness, Opportunity and Threat) Analysis.

2. Financing

- i. Capital: Sources of finance for sole trader; partnership; Joint Stock Company; financial planning.

Importance of finance for business. Sources of finance for different types of business firms. Meaning, features and importance of financial planning. Factors affecting capital structure. Fixed capital - meaning, factors affecting fixed capital. Working capital – meaning, types; factors affecting working capital. Comparison between fixed and working capital.

- ii. Sources of finance for a Joint Stock Company.

(a) Different types of shares: equity, preference.

Bonus shares, rights issue, ESOP, Sweat Equity Shares, Retained earnings.

Long-term sources of funds.

Equity shares - features, advantages and disadvantages.

Preference shares - features, types advantages and disadvantages; distinction between equity shares and preference shares.

Bonus and rights issue, ESOP and Sweat Equity Shares - meaning. Distinction between bonus shares and right shares.

Retained earnings – meaning, merits and demerits.

- (b) Loan capital: debentures.

Debentures – meaning; kinds of debentures; advantages and disadvantages of debentures. Distinction between shares and debentures.

- (c) Loans from commercial banks and Financial Institutions.

Loans from commercial banks and Financial Institutions - meaning, advantages and disadvantages.

(d) Short-term sources of funds.

Short-term sources of funds – different types of short-term financial assistance by Commercial Banks; public deposits, trade credit, customer advances, factoring, Inter corporate deposits and instalment credit. Meaning, advantages and disadvantages of various sources of funds.

(iii) Banking - latest trends.

Online services- transfer of funds through Real Time Gross Settlement (RTGS), National Electronic Funds Transfer (NEFT), Immediate Payment Service (IMPS), issue of demand drafts online meaning and features.

Online payments, e-Banking – meaning and features, advantages and disadvantages.

Mobile Banking - SMS alerts, transfer of funds, making payments - advantages and disadvantages.

Debit Cards vs Credit Cards, ATM (Automated Teller Machine) – Meaning; Debit card and credit card: features and differences.

3. Management

i. Management: Meaning, objectives and characteristics of management.

Meaning of Management: as an activity; as a group; as a discipline; as a process. Objectives and characteristics of management.

ii. Nature of Management – Science, Art and Profession.

Self explanatory.

iii. Importance of Management.

Self explanatory.

iv. Principles of Management: nature of principles; need for principles.

Nature of principles of Management; need for principles of management; Taylor's 5 scientific principles of Management; Fayol's 14 principles of Management; Relevance of the principles of Management in today's business scenario. Comparison of Taylor's and Fayol's principles.

v. Functions of Management: Planning; Organising; Staffing; Directing; Controlling and Coordinating.

(a) Planning:

Meaning, steps, importance & limitation; Types of plans; Objectives, policy, procedures, method, role, budget, program – meaning, features and differences.

(b) Organising:

Meaning, importance, steps; Structure of organization (line, line and staff, functional and divisional; Formal and informal organization) – Meaning, features, merits, demerits and differences between line and line & staff, functional and divisional, formal and informal; Meaning and importance of delegation of authority; Decentralization v/s Centralization, comparison between delegation and decentralization, merits and demerits.

(c) Staffing:

Meaning, steps and importance; Recruitment – Meaning and sources; Selection – Meaning and procedure; Training and development – Meaning, types of training, difference between selection and recruitment, Training and Development.

(d) Directing:

Meaning and importance; Supervision Meaning, functions and span of control;

Motivation - Meaning and Maslow's theory; Leadership- Meaning and qualities of a good leader;

Communication - Meaning, objectives and process. Barriers to communication and overcoming barriers to communication.

(e) Controlling:

Meaning, steps and importance; Relationship between Planning and Controlling; Management by Exception.

(f) Coordination:

Meaning of Coordination;

Coordination as an essence of Management.

4. Marketing

i. **Marketing: concept and functions.**

Meaning and types of markets; meaning and features of marketing. Marketing concepts: traditional v/s modern - meaning and features of traditional and modern concepts of marketing. Comparison between marketing and selling. Objectives and importance of marketing; functions of marketing – meaning, features of each function of marketing.

ii. **Marketing Mix - Meaning and Elements.**

Product Mix - goods and services - meaning, features and types of goods; meaning, features of services; difference between product and services. Branding: meaning and merits. Labeling: meaning and merits. Packaging: meaning and features of good packaging.

Price Mix – meaning, factors determining price.

Place Mix – meaning, channel of distribution choice of channels of distribution and physical distribution.

Promotion Mix – Meaning and elements.

Elements – Advertising, sales promotion, personal selling and publicity – meaning, features, objectives and differences.

iii. Consumer protection: rights of consumers, methods of consumer protection.

Need for consumer protection; methods of consumer protection - self-help, legislative measures and consumer associations/NGOs, Consumer Protection Act, 2019 - Rights of consumers.

The Consumer Disputes Redressal Commissions (National, State and District).

Difference between Consumer Protection Act, 1986 and Consumer Protection Act, 2019.

PAPER II – PROJECT WORK – 20 Marks

Candidates will be expected to have complete two projects from any topic covered in Theory.

