Syllabus for the Recruitment Test for the post of
Assistant Professor (College Cadre) in the subject of
Commerce.

Unit – I : Business Environment :

Meaning and Elements of Business Environment.


Legal environment of Business in India: Competition policy, Consumer protection, Environment protection.


Unit – II : Financial & Management Accounting :

Basic Accounting concepts, Capital and Revenue, Financial statements.

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


Cost and Management Accounting : Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Marginal costing and Break-even analysis, Standard costing, - Budgetary control, Costing for decision-making, Responsibility accounting.

Unit – III : Business Economics :


Cost, Revenue, Price determination in different market situations : Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing strategies.
Unit-IV : **Business Statistics & Data Processing** :

Data types, Data collection and analysis, sampling, need, errors and methods of sampling, Normal distribution, Hypothesis testing, Analysis and Interpretation of Data.

Correlation and Regression, small sample tests - t-test, F-test and chi-square test.

Data processing : Elements, Data entry, Data processing and Computer applications.

Computer Application to Functional Areas - Accounting, Inventory control, Marketing.

Unit – V : **Business Management** :

Principles of Management.

Planning : Objectives, Strategies, Planning process, Decision-making.

Organising, Organisational structure, Formal and Informal organisations, Organisational culture.

Staffing

Leading : Motivation, Leadership, Committees, Communication.

Controlling

Corporate Governance and Business Ethics.

Unit – VI : **Marketing Management** :

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

Consumer behaviour, Market segmentation.

Product decisions

Pricing decisions

Distribution decisions

Promotion decisions

Marketing planning, Organising and Control.
Unit – VII : **Financial Management :**

- Capital Structure, Financial and Operating leverage.
- Cost of capital, Capital budgeting.
- Working capital management
- Dividend Policy

Unit – VIII : **Human Resources Management :**

- Concepts, Role and Functions of Human Resource management.
- Training and Development, Succession Planning.
- Compensation : Wage and Salary Administration, Incentive and Fringe benefits, Morale and Productivity.
- Performance Appraisal
- Industrial Relations in India, Health, Safety, Welfare and Social security, Workers’ Participation in Management.

Unit – IX : **Banking and Financial Institution :**

- Importance of Banking to Business, Types of Banks and Their Functions, Reserve Bank of India, NABARD and Rural Banking.
- Banking Sector Reform in India, NPA, Capital adequacy norms.
- E-banking
- Development Banking : IDBI, IFCI, SFCs, UTI, SIDBI & MUDRA.

Unit – X : **International Business :**

- Theoretical foundations of international business, Balance of Payments.
- International liquidity, International Economic Institutions : IMF, World Bank IFC, IDA, ADB.
- World Trade Organisation-its functions and policies.
- Structure of India’s foreign trade : Composition and direction, EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade.