

ANDHRA PRADESH
RECRUITMENT OF ASSISTANT PROFESSORS IN THE UNIVERSITY
SYLLABUS FOR THE SCREENING TEST
COMMERCE
SUBJECT CODE - 11

Unit – I:

Business Environment:

- Meaning and Elements of Business Environment.
- Economic environment, Economic Policies, Economic Planning.
- Legal environment of Business in India, Competition policy, Consumer protection, Environment protection.
- Policy Environment: Liberalization Privatisation and globalisation, Second generation reforms, Industrial policy and implementation. Industrial growth and structural changes.

Unit – II:

Financial & Management Accounting:

- Basic Accounting concepts, Capital and Revenue, Financial statements.
- Partnership Accounts: Admission, Retirement, Death, Dissolution and Cash Distribution.
- Advanced Company Accounts: Issue, forfeiture, Purchase of Business, Liquidation, Valuation of shares, Amalgamation, Absorption and Reconstruction, Holding Company Accounts.
- 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:

- Nature and uses of Business Economics, Concept of Profit and Wealth maximization. Demand Analysis and Elasticity of Demand, Indifference Curve Analysis, Law.
- Utility Analysis and Laws of Returns and Law of variable proportions.
- 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
- Profit maximisation Vs Wealth maximisation

Unit – VIII:

Human Resources Management:

- Concepts, Role and Functions of Human Resource management.
- Human Resource Planning, Recruitment and Selection.
- 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.

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.