

F.Y.B.A.
COMMERCE PAPER I

SECTION I

- 1) Meaning, nature and importance of Trade, Commerce & Industry-Economic & Non-Economic activities – classification of Industries, Trade, Commerce, Aids to trade. Importance of Commerce-Role of commerce in modern business - Objectives of business.
- 2) Banks
Importance – Types of Banks – Central Bank and its functions – Function of commercial Banks – (Primary & Secondary) – Cheque, D.D. , M.T., T.T., A.T.M., E-Banking (Electronic Fund Transfers, A.T.M. S. Credit Card, Debit Cards), Phone Banking, Types of Accounts, Types of Loan Accounts & procedures for opening & taking loan, Modes of giving security (Mortgage, Charge, Pledge, Hypothecation).
- 3) Insurance
Meaning, Importance, Terms used in Insurance (insurer, Insured, Proposal, Policy, Premium, Claim). Principle of Insurance, Double Insurance & reinsurance, Life Insurance – Meaning, Important technical words (surrender value, Paid-up-value, Nomination, Assignment) Procedure for taking a policy & claim, Types of policies, Fire-Insurance, Marine Insurance, Health Insurance, General Insurance.
- 4) Wholesaling and Retailing – Role of wholesaler & retailer in modern business.

SECTION II

- 5) Meaning and Features of Forms of Organization-I
Sole Trader, Partnership (Meaning and Features). Joint Stock Company, Co-operative.
- 6) Joint Stock Company I
Stages involved in the formation of company, important documents required for formation, Structural organization of JSC (Shareholders, Board of Directors, Managing Director, Auditor and Company Secretary).
- 7) Joint Stock Company II
Owned Capital (Equity Share Preference Shares), Debt Capital (Debentures, Stock, Bonds) Issue of Shares (at par premium & discount)., Underwriting of issue, Bonus Shares, Right Issue, Application & Allotment of shares, Membership.
- 8) Joint Stock Company III
Company Meeting –(Statutory meeting, Annual General meeting, Board of Directors meeting, Extra Ordinary meeting). Provisions for conveying & conducting a valid meeting, Provisions relating to notice, agenda, quorum, proxy, voting, motions, resolutions, amendments, minutes.

S.Y.B.A.
Principles & Practices of Marketing

1. Nature And Concept Of Marketing
2. Marketing Environment
3. Product Life Cycle
4. Market Segmentation
5. Product Pricing Policies
6. Channels Of Distribution
7. Nature Of Selling & Sales Organization
8. Training & Motivation

Business Management

1. Nature of Management
2. Functions of Management Part1 (Planning organizing and Staffing)
3. Functions of Management Part 2 (Directing, Co-ordinating & Controlling)
4. Functions of Management Part3
5. Organisation Part1 (Line, Functional, Line & Staff)
6. Organisation Part2 (Departmentation & Span of Control)
7. Organisation Part3 (Delegation of Authority & Centralization v/s Decentralization Authority)
8. Organisation Part4 (Committees And Matrix)
9. Human Resource Management
10. Manpower Planning, Recruitment & Selection
11. Training & Managerial Development
12. Promotions & Transfers Of Employees

- 13.Labour turnover & Labour Absenteeism
- 14.Employee Morale
- 15.Management Of Change
- 16.Professional Management
- 17.Globalisation of Business
- 18.Employee & Development Part 4
- 19.Wage & Salary Administration
- 20.Industrial Safety Measures
- 21.Labour Management Relation Part 1
- 22.Labour Management Relation Part 2
- 23.Labour Management Relation Part 3
- 24.New Trends in Human Resource Management

T.Y.B.A

Personnel Management

1. Meaning Functions & Importance Policies & Principles
2. Manpower Planning Recruitment & Selection Training & Promotion
3. Employee Morale Management Development & Performance Appraisal
4. Wage & Salary Administration
5. Industrial Safety Measures
6. Labour Management Relations
7. New Trends In Human resource Management

Financial & Production Management

1. Finance Function Production Management
2. Production Planning & Control
3. Capital Gearing
4. Fixed & Working Capital
5. Sources Of Funds
6. Capital Market Merchant Banking
7. SEBI & ABL Analysis
8. Production Management & Planning
9. Total Quality Management Quality Control
10. Production & Productivity
11. Industrial Sickness
12. Materials Management

Management of Small Scale Industries

1.Role of Small Scale Industries in the Indian Economy

2.General Management

3.Production

4.Finance

5.Marketing

6.Single Window Clearance