

Unit-I

- Macroeconomics and Microeconomics: Concept and difference, Economic Systems- Concept and types, Business Environment: Concept and Components of Business Environment, National Income,
- Meaning and Nature of Entrepreneurship, types of Entrepreneur, Qualities of Entrepreneur, Entrepreneurship Development Programme.

Unit-II

- Concept of marketing, 7 P's Market Segmentation (Introduction only), 5 M's of Advertising (Introduction only), 6 C's of Distribution Channel (Introduction only).
- Market Segmentation and Marketing Research.

Unit-III

- Meaning, Function, Process, Functional Area of Management, Management by objective.
- Financial Statement: Meaning, Objectives, and Importance

Unit-IV

- Concept of Banks, Functions and Importance of Banks, E-Banking: Concept and Components - Core Banking, ATM, RTGS, NEFT,
- Objectives and Functions of WTO, IMF and World Bank.

Unit-V

- Direct and Indirect Taxes: Concept, Merit, Demerit,
- Goods and Services Taxes: Main Features of GST, Merit & Demerit.

Reference Books:

- Business economics, S.H.K. Singh Sahitya Bhawan Publication
- Business Environment, Anju Agarwal, Dr. Mayank, Sahitya Bhawan Publication
- Marketing Management, Dr. S. M. Shukla, Sahitya Bhawan Publication
- Banking law and practice, S.N. Maheswari & S.K. Maheswari, Kalyani Publication
- Fundamentals of Entrepreneurship, Dr. Praveen Agrwal, Sahitya Bhawan Publication
- Principles of Business Management, Dr. R.C. Gupta Sahitya Bhawan Publication
- Income Tax , H.C. Malhotra, Sahitya Bhawan Publication

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10/05/2019

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10/5/2019