



JSPM UNIVERSITY PUNE



**SYLLABUS**



**Research Program Entrance Test**

# **Subject Concerned Syllabus**

## **Commerce**

### **1. Business Administration-**

- Principles of Management
- Functions of management: Planning, Organizing, Staffing, controlling, Communication, Leadership, Motivation
- Corporate Governance
- Corporate Social Responsibilities

### **2. Marketing –**

- Marketing Task, Concept, Tools
- Marketing Environment
- Consumer Behaviour and Market Segmentation
- Product and Pricing Decisions
- Direct and Online Marketing

### **3. Business Environment-**

- Legal, Political and Economic Environment
- E-Commerce
- E-Governance
- Corporate Governance
- Social Responsibilities of Business
- Public and Private Partnership (PPP)
- Knowledge Management

### **4. Accountancy-**

- Accounting Concepts
- Accounting Conventions
- Financial Statements
- Accounts of Non Trading Concerns
- Company Accounts – Issue of Shares
- Management Accounting – Ratio Analysis
- Income Tax – Concepts, Computation and Tax Planning by individuals.

## **5. Cost and Works Accounting -**

- Elements of Cost
- Classification of Cost
- Cost Unit
- Cost Centre
- Methods of Costing
- Techniques of Costing
- Cost Audit

## **6. Indian Companies Act-**

- Formation and Incorporation of Companies
- Memorandum of Association
- Articles of Association
- Prospectus
- Consumer Protection Act
- Negotiable instrument Act
- Sale of Goods Act

## **7. Insurance and Transport-**

### *Insurance*

- Introduction
- Types of Insurance
- Principles
- Actuarial
- Role of IRDA

### *Transport-*

- Transport
- Transport system in India
- Documentation in Transit and Transport
- Role of Transport in Indian Economic Growth

## **8. Business Economics-**

- Nature and uses of Business Economics
- Concept of Profit and Wealth Maximisation
- Demand Analysis
- Elasticity of Demand
- Curve Analysis

- Law of Demand
- Cost Revenue
- Price
- Determination in Different Market Situation
- Pricing Strategy

#### **9. Banking-**

- Importance of Banking to Business
- Types of Banks and their functions
- Role and functions of RBI

#### **10.Co-operation and Rural Development**

##### *Co-operation*

- Concept and Principles of Co-operation
- Co-operative Credit System
- Co-operative Banks

##### *Rural Development*

- Rural Devolvement
- Concepts and Approaches
- Role of Govt. agencies in Rural Development