

COURSES OF STUDY

for

**B.Com Subsidiary subjects
Part I Examination**

Subsidiary Papers for All Three Groups of Honours
Subjects will be same

Time - 3 hours

Full Marks - 100

Paper I**PRINCIPLES OF BUSINESS MANAGEMENT**

- i. Introduction - Concept, Nature, Process and Significance of Management, An Overview of Functional Areas of Management, Levels of Management.
- ii. Planning - Concept, Process and Types of Planning, Planning and decision-making.
- iii. Organising - Concept, Nature, Process and Significance, Forms of Organization Structure.
- iv. Motivating and Leading - Concept of Motivation and Leadership.
- v. Communication - Concept, Types, Effectiveness and Barriers.
- vi. Controlling - Meaning and process of Managerial Control, Techniques of Control.

Suggested Readings :-

1. Druker Peter F. - Management Challenges for the 21st Century, Oxford.
2. Wrihrich and Koontz et al - Essentials of Management, Tata McGraw Hill, New Delhi.
3. Stoner and Freeman - Management, Prentice Hall, New Delhi.
4. Tripathy and Reddy - Principles of Management, Tata McGraw Hill, New Delhi.
5. Gupta C.B. - Management Theory and Practice, S. Chand and Co, New Delhi.
6. Saxena S. P. - Vyavsay Prashashan Avam Prabandh, Sahitaya Bhawan, Agra.

BUSINESS ECONOMICS

- i. Introduction - Nature and scope of Business Economics, Business Economics and Traditional Economics, Business Economists.
- ii. Demand - Concept of Demand, Law of Demand, Price Elasticity of Demand, Demand Forecasting.
- iii. Production Function - Law of variable proportions, Nature of production Function, Iso Product Curve.
- iv. Market Structure - Perfect Competition, Monopoly, Price-Output Determination Under Perfect Competition and Monopoly, Time Element in Price Determination.
- v. Factor Pricing - Theories of Wage, Rent, Interest and Profit, Concept and Measurement of National Income.

Suggested Reading :-

1. Stigler G. - The Theory of Price, Prentice Hall of India.
2. Ahuza H.L. - Business Economics, S. Chand & Co., New Delhi
3. Jhingor M. L. - Advanced Economic Theory
4. Mishra & Puri - Business Economics, HPH, Bombay
5. Singh S. P. - Arthashastra Ke Shidhyant.