

Syllabus for Recruitment Examination of
Trained Graduate Teacher

SUBJECT: - BUSINESS ORGANISATION AND MANAGEMENT

Unit I: - Nature and Purpose of Business

Concept of Business, Business, Profession and Employment -meaning and characteristics; Objectives of business – economic and Social; Role of profit in business; Classification of business activities- Industry & Commerce, Types of Industries-meaning and subgroups; Commerce-meaning and types; Trade and Auxiliaries-meaning and types; Business risks: meaning, nature and causes.

Unit II:- Forms of business Organisations :

Sole Proprietorship- concept, merits and limitations; Joint Hindu Family Business –concept, merits and limitations; Partnership-concept, types, merits, limitations, types of partners, registration of a partnership firm, types of partners, partnership deed; Cooperative Societies –concept, types, merits and limitations; Company- concept, merits and limitations; Private, Public and one person company-concept; Stages in the formation of a company; Important documents used in the formation of a company.

Unit- III :- Private, Public and Global Enterprises.

Private sector and public sector enterprises- concept; Forms of public sector enterprises: Departmental undertakings, Statutory Corporations and Government Company –concept; Global Enterprises (MNCs) – concept; Joint Ventures – Meaning and benefits; Public private Partnership-concept.

Unit IV:- Business Services

Concept and types of business services ;**Banking** –meaning, types of banks, types of bank accounts; Functions of commercial banks; E- banking-concept; Insurance –Principles, types: Life, health, fire and marine-concept; Postal and telecom services-concept; Warehousing –concept, types and functions.

Unit V :-Emerging modes of Business :-

E- Business-meaning, Scope and benefits; Resources required for successful implementation of e-business; On- line transaction-meaning; Outsourcing – Concept , need, scope; ATM(automated teller machine)-meaning and utility.

Unit VI:- Social Responsibility of Business and Business Ethics:

Concept of Social responsibility; Arguments for and against social responsibilities; Responsibility towards owners, investors, employees, consumers, Government, community and Public; Business Ethics- concept and elements.

Unit VII:- Sources of Business Finance :

Concept of business finance; Owners funds-concept; Borrowed funds-concept; Equity shares, preference shares, retained earnings-their meaning, merits and limitations; Global Depository receipts, American depository receipts, debenture and bonds, public deposits, loan from commercial banks, loan from financial institutions, Trade credit- concept.

Unit VIII :- Small Business

Small scale enterprise as defined by MSMED Act 2006;Role of small business in Rural India; Problems of small business in India; Government schemes and agencies for small scale industries in rural, back ward and hilly areas-NSIC,DIC,NABARD.

Unit IX:- Internal Trade.

Meaning and types of internal trade; services rendered by a wholesaler and retailer; Types of retail Trade; Itinerant retailers- meaning and types; Fixed shop retailers-meaning and types: general store, second hand goods shop, single line stores, street stallholders, departmental stores, chain stores, super markets-concept; automatic vending machine-concept; Role of Chambers of Commerce and Industry in promoting internal trade.

Unit X:- International Trade

International Trade-concept, advantages, disadvantages; Distinguish between internal trade and external trade; Export and Import trade-meaning, objectives; World Trade Organisation-meaning and objectives.

Unit XI:- Nature and significance of management

Management-concept, objectives, importance; Management as Science, Art and Profession; Levels of management and their role; Management functions; Coordination – concept and importance.

Unit XII :-Principles of management

Principles of management - concept, and significance; Fayol's principles of management; Taylor's scientific management – Principles and techniques.

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Unit XIII:- Management and Business Environment

Business Environment-concept, importance; Dimensions of business Environment; Impact of Govt. Policy changes on business and industry with special reference to liberalisation, privatisation and globalisation in India.

Unit XIV:- Planning

Planning-Concept, Importance, limitations; Planning process, types of plans: Objective, strategy, policy, procedure, method rule, budget programme; Single use and standing plans-concept.

Unit XV:- Organising

Organising-Concept and importance; Organising process; Concept of Functional and Divisional structures of organisation; Formal and Informal organisation-concept, advantages, disadvantages; Delegation-concept, elements and importance; Decentralisation-concept and importance; Difference between delegation and decentralisation.

Unit XVI:- Staffing

Concept and importance of staffing; Staffing as a part of Human Resource Management, Staffing process; Recruitment-meaning; Sources of recruitment-types and their merits and demerits; Selection-concept; selection process; Training and development – concept and importance, various methods of training.

Unit XVII:- Directing

Directing- Concept, elements; Supervision-concept, function of a supervisor; Motivation-concept, Maslow's hierarchy of needs; Financial and non financial incentives; Leadership-concept and styles; Communication-concept, elements of communication process; Formal and informal communication-concept, merits, demerits, types of networks; Barriers to effective communication, improving communication effectiveness.

Unit XVIII:- Controlling

Concept and importance of controlling; Relationship between planning and controlling; Steps in the process of control

Unit XIX:- Financial Management

Concept and objectives of financial management; financial decisions: investment, financing and dividend-meaning and factors affecting; Financial planning- concept and importance; Capital structure- concept and factors affecting; Fixed and working capital – concept and factor affecting its requirements.

Unit XX:- Financial Markets

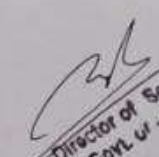
Financial markets-concept, functions and types; Money market and its instruments ; Capital market and its types; distinguish between capital market and money market; method of floatations in the primary market; distinguish between primary and secondary market; Stock exchange-meaning, functions and trading procedure; Security and Exchange Board of India (SEBI) - Objectives, functions.

Unit XXI:- Marketing Management

Marketing –concept, functions and role; Difference between marketing and selling; Marketing management-concept, Philosophies; Marketing mix- concept and elements; Product-concept; Branding-concept, advantages; Packaging-meaning, levels, functions; Labelling-concept, functions; Price- concept, factors determining fixation of price; Physical distribution-concept, components; Promotion-concept, elements of promotion mix; Advertising- concept, role, objections against advertising; Person selling – Concept and qualities of a good salesman; Sales promotion-concept, techniques; Public relations-concept and role.

Unit XXII:- Consumer Protection

Concept and importance of consumer protection: Consumer Protection Act 1986: meaning of consumer and consumer protection, rights and responsibilities of consumers, who can file a complaint against whom?, redressal machinery and remedies available; Role of consumer organisations and Non Government Organisations.


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