

SNU Chennai Entrance Examination (SNUCE)
Commerce / Business Studies Syllabus
Forms

of Business Organizations:

- Sole Proprietorship-Concept, merits and limitations
- Partnership - Concept, types, merits and limitation of partnership, registration of a partnership firm, partnership deed. Types of partners Partnership vs. Limited Liability Partnership (LLP)
- HUF - Cooperative Societies-Concept, merits, and limitations
- Company - Concept, merits and limitations; Types: Private, Public and One Person Company – Private Company vs. Limited Liability Partnership (LLP) - Formation of company - stages, important documents to be used in formation of a company

Emerging Modes of Business:

- E-business: concept, scope and benefits - business Process Outsourcing (BPO): Concept, need and scope

Social Responsibility of Business and Business Ethics:

- Concept of social responsibility
- Case for social responsibility
- Responsibility towards owners, investors, consumers, employees, government and community
- Role of business in environment protection - Business Ethics - Concept and Elements

International Trade:

- International trade: concept and benefits
- Export trade – Meaning and procedure
- Import Trade - Meaning and procedure
- Documents involved in International Trade, indent, letter of credit, shipping order, shipping bills, mate's receipt
- (DA/DP) - World Trade Organization (WTO) meaning and objectives

Business Environment:

- Business Environment - concept and importance
- Dimensions of Business Environment
- Impact of Government policy changes on business with special reference to liberalization, privatization and globalisation in India

Principles of Management:

- Principles of Management - concept, nature and significance
- Fayol's principles of management - Taylor's Scientific Management - principles and techniques
- **Planning:** Concept, importance and limitations - Planning process - Single-use and Standing Plans
- **Organising:** Concept and importance - Organizing Process - Structure of the organization - Formal and informal organization
- **Delegation:** concept, elements and importance - Decentralization: concept and importance.
- **Staffing:** Concept and importance of staffing - Staffing as a part of Human Resource Management - Staffing process: Recruitment - sources; Selection – process - Training and Development
- **Directing:** Concept and importance - Elements of Directing – Supervision - Motivation – Leadership – Communication
- **Controlling:** Concept, nature and importance - Relationship between planning and controlling - Steps in the process of control.
- **Marketing Management:** Marketing - concept and functions - Marketing management philosophies - Marketing Mix - Physical distribution – Promotion

Financial Markets:

- concept and types
- Money market and its instruments
- Capital market and its types
- Stock Exchange - Securities and Exchange Board of India (SEBI) - objectives and functions

Sources of Business Finance:

- Concept of business finance
- Owners' funds - equity shares, preference share, retained earnings, Global Depository receipt (GDR), American Depository Receipt (ADR) and International Depository Receipt (IDR) – concept

- Borrowed funds: debentures and bonds, loan from financial institution and commercial banks, public deposits, trade credit, Inter Corporate Deposits (ICD)
- sources of finance for a company – shares – debentures – long term sources of capital – loan capital – equity shares – preference shares – bonus shares – debentures – loans from financial institutions – short term sources of finance