

PC 301 : ECONOMICS & MANAGEMENT

CREDITS : 4 (L = 4, P = 0)

ECONOMICS :

Demand, Law of Demand, Elasticity of Demand, Law of Supply;

Factors of Production, Laws of Return.

Capital Formation; National Income.

Meaning and Functions of Money, Functions of the Central Bank and the Commercial Banks, Creation of credit and control of credit, Credit instruments; Quantity Theory of Money; Inflation.

Price determination under different market conditions - Perfect competition, monopoly and monopolistic competition; Break even analysis.

MANAGEMENT & ORGANIZATION :

Forms of Business Organization - Individual Proprietorship, Partnership, Joint stock Company Co-operative Organization; State Undertakings.

Industrial Finance - Important sources.

Elements of Cost and Depreciation.

Fundamentals of Management; Principles of Management.

Planning - Its meaning and importance, the Nature of Planning.

Organization - Principles of Organization, Organizational behavior, Organizational Structures.

Delegation and Decentralization - Delegation of authority, centralization and decentralization.

Control - Essentials of control Process, Requirements of good Control System.

Decision Making - Process of Decision Making, Principles of Decision Making.

Motivation and Morale - Need for Motivation, Theories of Motivation; Incentives; Morale and productivity, Measures for raising morale.

Marketing Management - Nature and Functions of Marketing.

Production Management - Production Planning and Control, Purchasing Functions.

Personnel Management - Functions of Personnel Department - Procedure of recruitment and selection; Types and methods of Training.

REFERENCE BOOKS :

1. *Dewett & Verma*
Elementary Economics
S. Chand & Co.
2. *R. D. Agarwal*
Organization & Management
Tata Mc Graw Hill Pub. Co.
3. *C. R. Bhusban*
Fundamentals of Business Organization and Management
Sultan Chand and Sons