

# *Syllabus for Finance Bachelor's*

## **Section 1: Subject Knowledge**

Please Note: A Total of 40 Questions will be asked, combining the following topics, with the difficulty level commensurate to a Bachelor's Candidate.

### Unit I: Accounting

Nature, Purpose of Accounting, Books of Accounts, Introduction to Financial Statements, Preparation of Final Accounts.

### Unit II: Basic Economics and Applied Economics

Consumer and Producer Behaviour, Market Structure, Inflation, and business cycles, Inflation, deflation, stagflation, Business cycles, phases, theories, Role of government.

### Unit III: Financial market and debt market

Capital markets, Money Markets, Foreign Exchange Markets, Commodity Markets, Derivative Markets, sub-segments, Role played, participants, and Financial Instruments.

### Unit IV: Marketing

Marketing, Strategic marketing planning, Market segmentation, targeting and positioning, Product decisions, Product mix decisions, Product life cycle, New product development.

### Unit V: Corporate Finance

Capital Budgeting, Capital Financing, Return of Capital, Dividend Distribution, Capital Management.

### Unit VI: Corporate and Business Law

Social responsibility, Payout policy, Valuation of financial assets and liabilities, and Efficient Financial market.

### Unit VII: International Finance and Indian Economy in Global Scenario

Strategies for Going Global, Foreign Trade in India- Balance of Trade, FDI Investment Flows and its Implication for Indian Industries, MNCs and TNCs, WTO.

### Unit VIII: Banking and Insurance

Introduction to Banking: Meaning and definition of banks, Features/characteristics of banks, Types of banks, Scope and Functions of Banking, Innovative banking services.

## Unit IX: Human Resource Management

Human Resource Management, Personality and Organizational Culture.

## Unit X: Taxation

Income-tax, International Taxation, Corporate Tax Planning and Deduction and collection of tax at source, Make or buy decisions.

### **Section 2: Fundamental Skills**

Please Note: A Total of 28 Questions will be asked, combining the following topics, with the difficulty level commensurate to a Bachelor's Candidate.

1. Microsoft Office
2. Data Analysis
3. Case Study Analysis
4. Critical Reasoning and Comprehension

### **Section 3: Specific Skill Proficiency**

This section has more than 30 skills. You can select the ones you are proficient in from the enrollment form. You can choose a maximum of 2 skills. Each skill contains 10 questions.