Objectives:
To enable the student to understand and appreciate, with a particular insight, the importance of certain basic issues governing the business operations namely; demand and supply, production function, cost analysis, markets, forms of business organizations, capital budgeting and financial accounting and financial analysis.

Unit I

Unit II

Unit III

Unit IV

Unit V

TEXT BOOKS:


REFERENCES:


Outcomes:

At the end of the course, the student will

- Understand the market dynamics namely, demand and supply, demand forecasting, elasticity of demand and supply, pricing methods and pricing in different market structures.
- Gain an insight into how production function is carried out to achieve least cost combination of inputs and cost analysis.
- Develop an understanding of
- Analyse how capital budgeting decisions are carried out.
- Understanding the framework for both manual and computerised accounting process Know how to analyse and interpret the financial statements through ratio analysis.