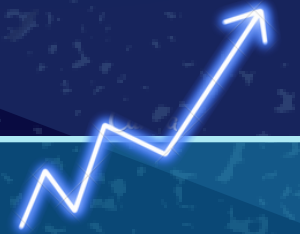




# LEARNER'S GUIDE

## Economics



- **Basic Concepts: Demand & Supply, Elasticity**
- **Market Structures: Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly**
- **National Income: GDP, GNP, NNP**
- **Inflation, Deflation, Stagflation**
- **Unemployment Types & Trends**
- **Monetary Policy & Fiscal Policy**
- **Balance of Payments, Balance of Trade**

## Business Studies



- **Forms of Business Organization (Sole Proprietorship, Partnership, Company)**
- **Principles of Management (Taylor, Fayol)**
- **Marketing Mix (4Ps: Product, Price, Place, Promotion)**
- **Human Resource Management (recruitment, training, motivation)**
- **Corporate Governance & CSR**
- **Entrepreneurship & Startups**

## Accounting & Finance



- **Basic Accounting Principles & Concepts**
- **Financial Statements (Balance Sheet, Income Statement, Cash Flow)**
- **Accounting Ratios (Liquidity, Profitability, Solvency)**
- **Cost Accounting & Budgeting**
- **Auditing Basics**
- **Banking & Insurance**
- **Stock Market Terminology**

## Banking & Monetary System



- **Types of Banks (Commercial, Cooperative, Central Bank)**
- **Functions of Central Bank (RBI/Federal Reserve)**
- **Monetary Instruments (CRR, SLR, Repo Rate)**
- **Digital Banking (UPI, NEFT, RTGS)**
- **Cryptocurrencies & Blockchain**





# LEARNER'S GUIDE

## Trade & Commerce



- Domestic vs International Trade
- Trade Organizations (WTO, IMF, World Bank, ADB)
- Export & Import Policies
- Exchange Rates & Foreign Reserves
- Globalization & Liberalization

## Corporate & Business World



- Famous Companies & Their Founders/CEOs
- Mergers & Acquisitions
- Business Jargon (ROI, EBITDA, Market Cap, Unicorns)
- Case Studies on Corporate Failures & Successes

## Contemporary Issues & Trends



- E-Commerce & Digital Marketplaces
- FinTech Innovations (digital wallets, AI in business)
- Sustainability & Green Business Practices
- Start-up Ecosystem (Unicorns, Angel Investors, Venture Capital)
- Current Affairs in Economy & Business