

Revised Syllabus and Scheme of Examination for

B.A. (Hons) Business Economics

Submitted to University of Delhi

Delhi

Under

Choice Based Credit System

B.A. (HONS.) BUSINESS ECONOMICS:
Three-Year (Six Semesters) CBCS Programme
Proposed Course Structure

SEMESTER-WISE ALLOCATION

Paper Code	Semester I	
AECC-1	Environmental Studies	Ability Enhancement - Compulsory
C1	Microeconomics and Applications- I	Core Discipline
C2	Accounting for Managers	Core Discipline
G1	Any One from the List of Generic Elective / Interdisciplinary Courses	Elective Course – Interdisciplinary
	Semester II	
AECC-2	Business Communication (Language: English/MIL)	Ability Enhancement - Compulsory
C3	Microeconomics and Applications - II	Core Discipline
C4	Mathematics for Business Economics	Core Discipline
G2	Any One from the List of Generic Elective / Interdisciplinary Courses	Elective Course – Interdisciplinary
	Semester III	
C5	Macroeconomics and Applications – I	Core Discipline
C6	Statistics for Business Economics	Core Discipline
C7	Corporate Finance	Core Discipline
G3	Any One from the List of Generic Elective / Interdisciplinary Courses	Elective Course – Interdisciplinary
SEC-I	Any ONE from the list of SKILL ENHANCEMENT COURSE (SEC)	Skill Enhancement Course
	Semester IV	
C8	Macroeconomics and Applications – II	Core Discipline
C9	Basic Econometrics	Core Discipline
C10	Marketing Management	Core Discipline
G4	Any One from the List of Generic Elective / Interdisciplinary Courses	Elective Course – Interdisciplinary
SEC-II	Any ONE from the list of SKILL ENHANCEMENT COURSE (SEC)	Skill Enhancement Course
	Semester V	
C11	Quantitative Techniques for Management	Core Discipline
C12	Organization Behavior	Core Discipline
DSE-I	Elective – I	Discipline Specific Elective
DES-II	Elective – II	Discipline Specific Elective
	Semester VI	
C13	International Economics	Core Discipline

C14	Legal Aspects of Business	Core Discipline
DSE-III	Elective – I	Discipline Specific Elective
DSE-IV	Elective – II	Discipline Specific Elective
Project Work/ Dissertation in lieu of one of the Elective Core discipline papers		

LIST OF SKILL ENHANCEMENT COURSES (SEC)

1. Entrepreneurial Skills
2. Introductory Research Methods
3. Applied Econometrics
4. Data Base and Statistical Packages

LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE): A Student would be free to choose any FOUR papers

1. Indian Economy
2. Environmental Economics
3. Indian Financial Markets and Services
4. Advertising & Consumer Behaviour
5. Economic Growth & Development
6. Industrial Economics
7. Investment and Risk Management
8. Research Methods in Business Economics

List of General Elective papers –Interdisciplinary

- GE 1: Microeconomics
- GE 2: Macroeconomics
- GE 3: Fundamentals of Finance and its Applications
- GE 4: Introduction to Marketing Management

Core Papers B.A. (Hons) Business Economics		
Semester : I		
C – 1 Microeconomics and Applications- I	C – 2 Accounting for Managers	
Semester : II		
C- 3 Microeconomics and Applications – II	C- 4 Mathematics for Business Economics	
Semester : III		
C- 5 Macroeconomics and Applications – I	C- 6 Statistics for Business Economics	C- 7 Corporate Finance
Semester : IV		
C- 8 Macroeconomics and Applications – II	C- 9 Basic Econometrics	C- 10 Marketing Management
Semester : V		
C- 11 Quantitative Techniques for Management	C- 12 Organization Behaviour	
Semester : VI		
C- 13 International Economics	C- 14 Legal Aspects of Business	

Note: All the above mentioned fourteen papers are compulsory for B.A. (H) Business Economics.

STRUCTURE OF CORE PAPERS FOR THE B.A.(HONS.) BUSINESS ECONOMICS COURSE
THREE-YEAR (SIX SEMESTERS) CBCS PROGRAMME

Semester – I

C-1

PAPER NAME: MICROECONOMICS AND APPLICATIONS- I

UNIT I: BASIC CONCEPTS

Scarcity and Choice; Production possibility frontier, Positive and normative economics; constructing a model, scientific method; concepts of opportunity cost, rate of growth, and of total, average and marginal functions.

Demand and Supply: Market demand, elasticity, shifts and movements, Applications of Demand, Supply and elasticity. Revenue and Expenditure, elasticity and marginal revenue; income elasticity of demand; consumer surplus

UNIT II: CONSUMER CHOICE

Cardinal theory, derivation of demand in case of one or more goods; Ordinal theory: Budget sets and Preferences under different situations. Indifference curves: the rate and elasticity of substitution. Consumer equilibrium; effects of change in prices and income; Engels curve. Derivation of demand curve. Income and substitution effects: Hicks and Slutsky. Applications of indifference curves to other economic problems

Revealed preference theory: WARP, SARP and the derivation of demand curve.

UNIT III: PRODUCTION

Production functions: single variable - average and marginal product, variable proportions, stages of production. Two variables - isoquants, returns to scale and to a factor; factor prices; cost minimization and output maximization; Elasticity of substitution. Expansion path and the cost function.

UNIT IV: COST

Concept of economic cost; Short run and long run cost curves; increasing and decreasing cost industries; envelope curve; L-shaped cost curves; economies of scale. Prices as parameters: Firm equilibrium and profit; short and long-run supply function; taxes and subsidies.

UNIT V: FORMS OF MARKET

Perfect competition: Equilibrium of the market. Long run industry supply: producer and consumer surplus. Applications: effects of taxes and subsidies.

Monopoly: Equilibrium; supply; multipiant firm; monopoly power; deadweight loss; price discrimination; bundling; two-part tariffs. Monopolistic Competition: Product differentiation; equilibrium of the firm in the industry-with entry of new firms and with price competition. Comparison with pure competition.

Suggested Readings:

1. Dr. Robert E. Hall and Dr. Marc Lieberman : Microeconomics- Principles and applications
2. Joseph E. Stiglitz and Carl E. Walsh: Principles of Microeconomics
3. Arthur O' Sullivan and Steven M. Sheffrin: Microeconomics- Principles, Applications and Tools (for Application Purposes)
4. Varian, Hal R.: Intermediate Microeconomics (Sixth edition)
5. Mankiw, Gregory N.: Principles of Economics (Sixth edition)
6. Pindyck, Robert S. &Rubinfeld, Daniel L.: Microeconomics Sixth Edition [PHI]
7. Browning, Edgar K. &Zupan,: Microeconomic Theory and Applications

Semester – I

C-2

PAPER NAME: ACCOUNTING FOR MANAGERS

Unit I Accounting Fundamentals

Concept of Financial Accounting. Types of Accounting: Financial, Cost and Management Accounting. Accounting as an Information System. The users of Financial Accounting Information and their needs. Qualitative Characteristics of Accounting Information. Functions, Advantages and Limitations of Financial Accounting.

Basis of Accounting; Cash basis and Accrual basis. The nature of Financial Accounting Principles – Basic Concepts and Conventions: Entity, Money Measurement, Going Concern, Cost, Realisation, Accruals, Periodicity, Consistency, Prudence (Conservatism), Materiality and Full Disclosures.

Financial Accounting Standards: concept, benefits, procedure for issuing Accounting Standards in India. Salient features of Accounting Standard (AS): 1 (ICAI). Introduction to international financial reporting standards (IFRS).

Unit –II Double entry Book Keeping

Data Entry in the primary and secondary books of accounts - Preparation of Trial Balance.

Preparation of Final Accounts (Sole Trader); Trading and Profit and Loss account, Balance Sheet.

Unit –III Cost and Management Accounting

Basics of cost and management accounting. Elements of cost and cost determination. Cost Classification by Business Function. Cost Classification for Planning, Control and Decision Making. Cost Control. Cost Reduction. Cost Management. Cost Sheet.

Cost Behaviour-- Variable cost, Fixed cost and Mixed cost Behaviour. Importance of analysing Cost Behaviour and Cost Segregation. Cost Behavior and Income Determination.

Absorption Costing. Variable Costing. Comparison of Absorption Costing and Variable Costing. Reconciling Absorption Costing Profit and Variable Costing Profit. Benefits and Shortcomings of Variable Costing.

Unit –IV Financial Analysis

Meaning and Types of Financial Statements. Nature of Financial Statements. Limitations of Financial Statements. Analysis and Interpretation of Financial Statements. Techniques of Financial Analysis; Ratio Analysis; Advantages of Ratio Analysis. Limitations of ratio Analysis.

Meaning of Cash Flow Statement. Preparation of Cash Flow Statement as per Accounting Standard (AS): 3 (Revised) (ICAI): Indirect method only.

Unit –V Planning and Control

Budget and Budgetary control — basic concepts. Classification of Budgets.Master budget.Fixed and Flexible Budgeting.Revision of Budgets. Zero Base Budgeting. Performance Report.

Cost Volume Profit Analysis-- Concepts and Techniques.Contribution Margin Analysis. Break even Analysis. Margin of safety.Angle of incidence.Applications of CVP Analysis.Limitations of CVP Analysis.

Alternative Choice Decisions-- Decision making Process. Relevant costs. Special sales order problem. Shut down Decision. Make or Buy Decision. Joint Product Decisions.Product Mix Decisions.Replacement Decisions.

Suggested Readings:

1. S.N Maheshwari, "Accounting for Management", Vikas Publishing House
2. I.M.Pandey, "Management Accounting", VikasPublishing House
3. R.S.N.Pillai and Bagavathi, "Management Accounting", S.Chand Publishing
4. Dr.R.P.Rustagi, "Fundamentals of Mangement Accounting", Taxmann Publications Pvt.Ltd.
5. Bibhu Prasad Sahoo and J.C. Varshny, "Accounting for Managers" Wisdom Publication
6. Jan Williams, "Financial and Managerial Accounting" – The basis for business decisions, Tata McGraw Hill Publishers
7. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, "Introduction to Management Accounting", PHI Learning
8. Stice&Stice, "Financial Accounting Reporting and Analysis", 7th edition, Cengage Learning
9. SinghviBodhanwala, "Management Accounting" -Text and cases, PHI Learning
10. J.R. Monga, "Basic Corporate Accounting"
11. Monga, J.R., “Financial Accounting: Concepts and Applications”, Mayur Paperbacks, New Delhi

Semester – II

C-3

PAPER NAME: MICROECONOMICS AND APPLICATIONS – II

UNIT I: OLIGOPOLY AND GAME THEORY

Cournot model and reaction curves; Stackelberg's model, Bertrand model; quantity leadership; price leadership; Non collusive stable equilibrium; simultaneous quantity setting; collusion; cartels; Concepts of Game Theory: Dominant strategies and Nash Equilibrium; Mixed strategies; Prisoner's Dilemma. Specification of oligopoly models in game theoretic terms. Repeated Games and Entry Deterrence.

UNIT II: FACTOR MARKETS

Factor pricing in the case of single and many variable factors; demand for labor in a product market with perfect competition and monopoly. Monopsony, bilateral monopoly and role of labour unions. Economic rent and quasi rent.

UNIT III: GENERAL EQUILIBRIUM

Edgeworth box: 2 good, 2 factor, 2 consumer analysis and Pareto optimality conditions; market trade; Walras Law; Relative prices; Equilibrium and efficiency; Grand Utility possibility frontier. Implication of first and second welfare theorem

UNIT IV: WELFARE

Social welfare function: welfare maximization; Fair allocation; Envy and equity. Arrow's Impossibility Theorem.

UNIT V: MARKET FAILURE

Externalities: Environment and its impact on market, Common property resources and public goods, Asymmetric Information and Signaling, Joint production and consumption.

Suggested Readings:

1. Dr. Robert E. Hall and Dr. Marc Lieberman : Microeconomics- Principles and applications
2. Joseph E. Stiglitz and Carl E. Walsh: Principles of Microeconomics
3. Arthur O' Sullivan and Steven M. Sheffrin: Microeconomics- Principles, Applications and Tools (for Application Purposes)
4. Varian, Hal R.: Intermediate Microeconomics (Sixth edition)
5. Mankiw, Gregory N.: Principles of Economics (Sixth edition)
6. Pindyck, Robert S. & Rubinfeld, Daniel L.: Microeconomics Sixth Edition [PHI]
7. Browning, Edgar K. & Zupan,: Microeconomic Theory and Applications

Semester – II

C-4

PAPER NAME: MATHEMATICS FOR BUSINESS ECONOMICS

UNIT 1: BASIC CONCEPTS

Number system; basic elements of logic; equations and inequalities; concept and methods of proof. Set theory. Relations and Functions and their properties. Monotonicity and invertibility; domain and range. Sequences: convergent, divergent and oscillatory. Limit of a convergent sequence. Series and their convergence. Real valued functions: linear, polynomial, hyperbolic, logarithmic, exponential and their applications. Roots of polynomials. Limit of a real valued function.

UNIT 2: SINGLE VARIABLE DIFFERENTIATION

Continuity and differentiability of a function. Applications of continuity and differentiability: Intermediate value, extreme value and mean value theorems. Taylor's and McLaurin's series and expansions. Stationarity, convexity and concavity of functions. Global and local extrema and points of inflexion. Applications to economics.

UNIT 3: LINEAR ALGEBRA

Vectors and vector spaces: operations of addition and scalar multiplication and their geometric representation; linear combinations, linear span and basis. Scalar Product and orthogonality. Matrix operations of addition, multiplication, transpose. Row and column operations. Triangular, diagonal, symmetric, orthogonal and idempotent matrices. Determinants and inverse. Linear independence, Rank and solutions to linear simultaneous equations. Applications.

UNIT 4: FUNCTIONS OF TWO VARIABLES

Geometric representation. Level curves. Partial derivatives. Young's theorem. Homogenous and homothetic and CES functions. Euler's theorem. Generalised chain rule and implicitly defined functions. Differentials. Convex sets. Concavity and convexity. Local maxima, minima and saddle points. Optimization of functions subject to equality constraints. Quasi concave and quasi convex functions.

Suggested Readings:

1. Sydsaeter, Knut & Hammond, Peter J.: Mathematics for Economic Analysis [Pearsons Education]
2. Chiang, A.C.: Fundamental Methods of Mathematical Economics [TMH]
3. Allen, R.G.D.: Mathematical Analysis for Economics [Macmillan]

Semester – III

C-5

PAPER NAME: MACROECONOMICS AND APPLICATIONS – I

UNIT I. AN INTRODUCTION TO BASIC MACROECONOMICS CONCEPTS

Treating GDP both as Income and Expenditure, Gross Domestic Product (GDP), Gross National Product (GNP), The Difference Between GDP and GNP, Net National Product, Personal Income, Personal Disposable Income, Components of GDP: Consumption, Investment, Government Purchases, Net Exports; Real and Nominal GDP: GDP Deflator.

UNIT II. IS-LM MODEL

The IS Curve and Goods Market Equilibrium: Derivation and Interpretation of Slope, the IS Curve and Fiscal Policy, Alternative Formulation of Goods Market Equilibrium, Savings-Investment Equality
The Money Market: The bond price and interest rate - inverse relation, Money Supply Control by RBI (preliminary), The Demand for Money: The Liquidity Preference Theory - Speculative Demand, Determination of Interest Rate, and Transaction Demand for Money, The Liquidity Trap.
Money Market and LM Curve - Derivation and Shifts, IS-LM Model Combined / Interaction, Fiscal Policy in IS-LM Model: Changes in G, Changes in Taxes, the Crowding-out effect, Monetary Policy: Expansionary & Contractionary, Monetary Transmission Mechanism.

UNIT III. AGGREGATE SUPPLY AND AGGREGATE DEMAND MODEL

UNIT IV. INFLATION, UNEMPLOYMENT AND THE PHILLIPS CURVE

The Concept of AS Curve, Deriving the Phillips Curve from the AS Curve, Two Causes of Rising and Falling Inflation, The Short-Run Tradeoff between Inflation and Unemployment, The Cost of Reducing Inflation: The Sacrifice Ratio, Rational Expectations and the Possibility of Costless Disinflation, Defining and Identifying Unemployment, Natural Rate of Unemployment, Short run and long run Phillips curve.

UNIT V: RECENT DEVELOPMENT IN MACROECONOMICS

- a) Economics of Great Events-Depression, Hyperinflation and Deficits
- b) Advances in Business Cycle Theory
- c) Real Business Cycles & New Keynesian Economics

Suggested Readings

1. D'Souza, E. (2008): "Macroeconomics", Pearson Education: New Delhi.
2. Blanchard, O. (2006) : "Macroeconomics" (IVth Edition), Pearson Education : New Delhi.
3. N. Gregory Mankiw (2006)-Vth Edition, Macroeconomics, Worth Publishers
4. Dornbusch Rudiger, Fischer Stanley and Startz Richard (2004)-IXth Edition, Tata McGraw-Hill
5. Froyen (2013): Macroeconomics:- Theories and Policies Pearson New Delhi
6. Government of India (GOI) (Latest Year) : "Economic Survey", Ministry of Finance: New Delhi

Semester – III

C-6

PAPER NAME: STATISTICS FOR BUSINESS ECONOMICS

UNIT I: Introduction to Descriptive Sample Measures

Types of data: quantitative and qualitative, discrete and continuous. Sample and population. Sigma notation. Measures of central tendency. Absolute and relative measures of dispersion. Moments. Measures of skewness and kurtosis. Sample measures and the degrees of freedom. Simple correlation. Rank Correlation. Estimating the sample linear regression function and its properties. Goodness of fit.

UNIT II: Probability and Probability Distributions

Review of counting rules. Experiments, sample space and event types. Joint and conditional probability. Addition and multiplication rules. Bayes' theorem. Discrete and continuous random variables and their distributions. Mass and density functions. Mathematical expectation and variance. Cumulative distributions. Joint distributions, marginal and conditional distributions. Covariance and correlation. Theoretical distributions. Discrete: uniform, bernoulli, binomial and poisson; Continuous: uniform, exponential and Normal. Distributions of linear combinations of random variables.

UNIT III: Sampling and Hypothesis Testing

Sample versus complete enumeration. Methods of sample selection: random, stratified, multistage, cluster. Statistics and parameters. Distribution of a statistic. Central Limit Theorem. Distribution of the sample mean, difference in means and the proportion. Desirable properties for Estimators. Point and interval estimates for the mean, difference in means, proportion and variance. Hypotheses and errors. Significance levels and p values. Testing hypothesis concerning the mean, difference in means, proportion and variance using the normal, chi square, t and F distributions.

UNIT IV: INDEX NUMBERS

Laspyres, Paasche index numbers. Bowley, Marshall Edgeworth and Fisher indexes. Fixed and chain base index numbers. Tests of adequacy. Base shifting, splicing and deflating. Construction of real indexes: Consumer Price Index and BSE index.

Software Required:

Spreadsheet software and a statistical package

Suggested Readings:

1. Nagar and Das: Basic Statistics,
2. Devore, Jay L., Probability and Statistics for Engineers, Cengage Learning
3. Karmel, P.H. & Polasek, M.: Applied statistics for economists
4. Spiegel, M.R.: Theory & Problems of Statistics, Schaum's outline series, McGraw Hill Pub.Co.
5. Spiegel, M.R.: Probability and Statistics
6. Freund: Mathematical Statistics

Semester – III

C-7

PAPER NAME: CORPORATE FINANCE

Unit I: Introduction

Nature of Financial Management, Finance and related disciplines, Scope of Financial Management, Profit Maximization, Wealth Maximization - Traditional and Modern Approach, Functions of finance – Finance Decision, Investment Decision, Dividend Decision, Objectives of Financial Management and Concept of Time Value of Money.

Unit II: Long-Term Investment Decision

Capital Budgeting - Nature and meaning of capital budgeting; Estimation of Relevant cash flows, Understanding computation of depreciation based on the concept of block of assets; Evaluation techniques - Accounting Rate of Return, Pay Back, Net Present Value, Internal Rate of Return, Terminal Value, Profitably Index Method.

Unit III: Cost of Capital

Concept and Measurement of Cost of Capital: Measurement of specific costs - Cost of debt, Cost of perpetual debt, Cost of Redeemable debt; Cost of Preference Share; Cost of Equity Capital – Dividend valuation model; Cost of Retained Earnings. Computation of Over-all Cost of Capital based on book value weights and market value weights.

Unit IV: Financing Decision

Leverage Analysis - Operating, Financial, and Combined Leverage, Earning Before Interest and Tax (EBIT) – Earning Per Share (EPS) analysis, Indifference point. Capital structures theories - Net income approach; Net operating income approach; Modigliani-Miller (MM) approach; Traditional approach. Dividend Decision: Relevance and irrelevance of dividends. Residual theory of dividends; Modigliani and Miller hypothesis; Walter's model; Gordon's model.

Unit V: Short-Term Investment Decision

Concepts and Definition of working capital; Determining Financing Mix; Permanent and temporary working capital; Determinants of working capital; Computation of Working Capital. Management of Cash – Motives of holding cash; Objectives of cash management; Factors determining cash needs; Preparation of Cash Budget based on Receipts and Payments method. Management of Receivables – Objectives; Collection cost, Capital cost, Default cost, Credit policies; Credit terms; Collection policies.

Suggested Readings

1. Khan, M.Y., & Jain, P.K. (2012). Basic Financial Management (3rd Edition) New Delhi Tata McGraw Hill Education Private Limited.
2. Chandra, Prasanna Financial Management-Theory and Practice, Tata McGrawHill.
3. Rustagi, R. P. Fundamentals of Financial Management, Taxmannpublication(Pvt) Ltd,New Delhi.
4. Pandey,I.M. (2010). Financial Management (10th ed.). New Delhi: Vikas Publishing House Pvt. Ltd.
5. Van Horne, J.C. Financial Management and Policy, Prentice Hall of India.
6. Levy, H. andSarnat, M. Principles of Financial Management,Prentice Hall.
7. Brealey, Richard, A., & Myers, Stewart, C. (2011). Principles of Corporate Finance

(10th ed.). New Delhi: Tata McGraw Hill Publishing Company Limited.

Semester – IV

C-8

PAPER NAME: MACROECONOMICS AND APPLICATIONS – II

UNIT I: THEORIES OF CONSUMPTION AND INVESTMENT

- a) Consumption Functions: Absolute Income Hypothesis, Relative Income Hypothesis
- b) Fisher's Inter-temporal Choice Model
- c) Life-Cycle and Permanent Income Hypotheses
- d) Business Fixed, Residential and Inventory Investments
- e) Theories of investment

UNIT II: OPEN ECONOMY I – THE CONCEPTS

- (a) Balance of Payments: Balance of Trade; Capital Account and Current Account
- (b) Trade Balance and Exchange Rates: Nominal Exchange Rate and Real Exchange Rate, PPP: Absolute and Relative Purchasing Power Parity; Devaluation and Revaluation; J-Curve

UNIT III: OPEN ECONOMY II –THE MUNDELL-FLEMING MODEL

Exchange Rate Regime: Perfect Capital Mobility under Fixed Exchange Rate; Perfect Capital Mobility under Flexible Exchange Rate; The effectiveness of Fiscal Policy and Monetary Policy in Mundell-Fleming model under different exchange rate regimes; Policy mix as optimal tool for internal and external balance under perfect capital mobility

UNIT IV: ECONOMIC GROWTH

- (a) Sources of Growth, Potential and Feasible Output
- (b) The Determinants of Long-Run Growth in Neo-classical (Solow) growth model – Growth effect and level effect
- (c) The Golden Rule of capital accumulation, Convergence and Poverty Traps
- (d) Endogenous Growth

UNIT V: MONETARY AND FISCAL POLICY

- a) Inflation Targeting
- b) The Design of Monetary Policy
- c) The Government Budget Constraint: The Arithmetic of Deficits and Debt, Current versus Future Taxes, the Evolution of Debt-to-GDP Ratio
- d) Issues in Fiscal Policy

Suggested Readings

1.D'Souza, E. (2008): "Macroeconomics", Pearson Education: New Delhi.

2. Blanchard, O. (2006) : “Macroeconomics” (IVth Edition), Pearson Education : New Delhi.
- 3.N. Gregory Mankiw (2005)-Vth Edition, Macroeconomics, Worth Publishers
- 4.DornbuschRudiger, Fischer Stanley and Startz Richard (Latest Edition): Macroeconomics
- 5.Charles Jones, Introduction to Economic Growth, (Latest Edition)
- 6.Froyen (2013): Macroeconomics:- Theories and Policies Pearson New Delhi

Semester – IV

C-9

PAPER NAME: BASIC ECONOMETRICS

UNIT I:Classical Linear Regression Model

Types of Data : Time Series, Cross Section and Panel Data. Concept of PRF and SRF.Estimation of the SRF using OLS. Analysis of variance and R squared. Assumptions of the model.Expectation and standard errors of the regression coefficients and the error term.Gauss Markov Theorem.Interval estimation and tests on population regression coefficients, variance of population disturbance term, and forecasts.Testing the significance of the model as a whole.Testing the normality assumption.

UNIT II:Multiple Regression Model

The three variable case. Derivation of the coefficients and their properties.Interval estimation and coefficient and model significance.Correlations. Goodness of fit and the Adjusted R square. Hypothesis testing for significance of the contribution of a variable, structural stability, Restricted least squares.

UNIT III:Functional Forms and Dummy Variables:

Regressions in deviation form and through the origin. The double log, semi-log, reciprocal, log-reciprocal models with applications. Intercept, Slope Dummy variables. Interaction between qualitative variables.Interaction between quantitative and qualitative variables.Use of dummy variables in testing for structural change and for seasonal indexes.

UNIT IV:Relaxing the Assumptions:

Introduction to multicollinearity,heteroscedasticity, autocorrelation and specification errors. The nature of the problem, its detection and corrective measures.

Required Software

Spreadsheet software and an econometric package such as Gretl, Eviews, SPSS

Suggested Readings:

1. Christopher Dougherty, Introductory Econometrics 3rd Edition Oxford University Press (2007)
2. Gujarati ,Damodar : Basic Econometrics , 3rd edition Mc.Graw Hill, New Delhi (1995)
3. Ramanathan, Ramu : Introductory Econometrics With Applications. Thomson South Western (2002)
4. Pindyck ,Robert S. and Daniel L. Rubinfeld. “Econometric Models and Economic Forecasts.”. McGrawHill, 3rd Edition, Singapore (1997).
5. Wonnacott, R.J. and Wannacott, T.H: Econometrics , John Wiley. France (latest edition)

Semester – IV

C-10

PAPER NAME: MARKETING MANAGEMENT

UNIT I: INTRODUCTION

Importance and Scope of Marketing, Core Marketing Concepts, Company Orientations, Marketing Myopia

UNIT II: MARKETING ENVIRONMENT AND COMPETITIVE ANALYSIS

Marketing Environment: Scanning the Indian Marketing Environment: Economic, Demographic, Socio-cultural, Technological, Political and Legal.

Competitive Analysis: Michael Porter's Model of Competitive analysis, BCG Matrix, ANSOFF Matrix, SWOT Analysis.

UNIT III: SEGMENTATION, TARGETING AND POSITIONING

Market Segmentation: Levels of segmentation, Marketing segmentation Procedure, Bases for segmenting Consumer Markets, VALS segmentation, Effective segmentation

Market Targeting: Evaluating and Selecting Market Segments.

Positioning: Positioning Statement, determining which positioning to promote, positioning possibilities, Points-of-Parity, Points-of-Difference

UNIT IV: PRODUCT

Product life cycle: The Concept and its Strategic Implications, Product Mix: Levels, Hierarchy, Classifications, Mix.

Product line decisions: Product Line Analysis, Product Line Length, Line Modernization, Featuring, Pruning.

Differentiation: Differentiation tools: Product, services, personnel, channel, image differentiation.

Branding: Brand decisions, building brand identity, Brand Equity, Branding Challenges, Brand Name Decisions, Brand Building Tools, Devising a Branding Strategy, Brand Repositioning

Services: Characteristics of services.

UNIT V: PRICING

Significance of pricing, factors influencing pricing, pricing objectives, Pricing Strategies and Procedure, psychological pricing

UNIT VI: DISTRIBUTION

Channels: Channel Functions and Flows, Channel Levels, Channel Integration and Systems (Vertical Marketing System, Horizontal Marketing System, Integrated Multichannel Marketing System)

Retailing: Types of retailers, marketing decisions in retailing

Wholesaling: Types of wholesalers

UNIT VII: PROMOTION

Promotion Mix, Factors affecting Promotion Mix, concept of Integrated Marketing Communication

Advertising: advertising objectives, advertising budget, message generation, Media (types, reach frequency, impact) and measuring advertising effectiveness.

Sales promotion (Objectives, Advertising versus Promotion, Major Decisions in sales promotion), Events and Experiences, Public Relations and Publicity (Marketing Public Relations, tools), Direct Marketing, Interactive Marketing(introduction to online marketing), Word of Mouth, Personal selling (Principles of personal selling, Negotiation).

UNIT VIII: EMERGING TRENDS IN MARKETING

Ethics in Marketing, Relationship marketing, Holistic marketing, Green marketing, Political marketing, Rural marketing, People, Processes and Physical Evidence as other 'P's of Marketing Mix.

Note: Case Study and Case Lets of Indian context must be included in teaching methodology.

Suggested Readings:

1. Kotler, P. & Keller, K. L. (2012). Marketing Management (14th ed.). Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & UIHaq, E. (2010). Principles of Marketing - A South Asian Perspective. (13th ed.). Pearson.
3. Ramaswamy, V.S., Namakumari, S. (2009). Marketing Management: Global Perspective- Indian Context. (4th ed.). Macmillan Publishers India Limited.
4. Iacobucci, D Marketing Management, Cengage Learning (2013).
5. Etzel, Michael J, Walker, Bruce J, Stanton William J and Pandit, Ajay (2009). Marketing (14th ed.). Tata McGraw Hill.

Semester – V
C-11

PAPER NAME: QUANTITATIVE TECHNIQUES FOR MANAGEMENT

UNIT I: INTRODUCTION TO OPERATIONS RESEARCH AND LINEAR PROGRAMMING

(i) Introduction

Operations research, Meaning of a model, steps in building of a model.

(ii) Linear Programming

Linear Introduction, terminology and applications, Mathematical formulation of a linear programming problem, Graphical solution, Algebraic method (Simplex method) – Maximization and minimization cases (single and mixed constraints), Application of Linear Programming in portfolio optimization, risk minimization and efficiency analysis.

UNIT II: TRANSPORTATION & ASSIGNMENT

(i) Transportation

Introduction, Balanced & Unbalanced Problem, formulation as Linear Programming Problem and solution using excel solver, Initial basic feasible solution (only LCM & VAM methods), Test of optimality and optimal solution, Stepping Stone and MODI methods)

Note: Exclude special degeneracy and prohibited routes.

(ii) Assignment

Introduction, Balanced and unbalanced assignment problem, formulation as Linear Programming problem and solution using excel solver, Solution using Hungarian assignment method

UNIT III DYNAMIC PROGRAMMING AND INTEGER PROGRAMMING

(i) Dynamic Programming: Meaning, applications, Construction and problem solving in stages deterministic and probabilistic programming

(ii) Integer Programming: Integer programming: Formulation & solution through Gomory-Cut method, Applications to Production planning & Advertising Media selection.

UNIT IV: THEORY OF GAMES, SIMULATION & MARKOV PROCESSES

(i) Game Theory: Introduction and basic terminology, Pure strategy games (including identification of saddle point and value of the game), Principle of dominance, Mixed strategy games, Formulation as a linear programming problem.

(ii) Simulation & Markov Processes: Introduction and applications, Problem Solving using Monte Carlo method and Random numbers. One and two steps transition probabilities Matrix (with Applications on credit rating, brand switching, Predicting Future Market Shares, Equilibrium Conditions. Limiting probabilities, Chapman Kolmogorov equation.)

UNIT V: NETWORK ANALYSIS

Meaning and applications, Fundamental concepts & Construction, Time estimates in network analysis –earliest finish, latest finish, critical path, Float (Independent, free and total float), Programming Evaluation review technique (PERT) – three time estimates, Standard deviation and probability of project completion within a scheduled time, Direct and indirect cost, Time-cost tradeoff – Crashing of activities.

Note: A relevant software/package may be used to teach applications of problems for different units in the paper

Suggested Readings:'

1. Vohra N.D. (2006) Quantitative techniques in management 3rd Ed , Mc. Graw Hill Co.
2. KantiSwarup, P.K. Gupta and Man Mohan(2001). *Operations Research* (9th ed.).Sultan Chand & Sons.
3. Hamdy A. Taha (2007). *Operations Research-An Introduction* (9th ed.). Prentice Hall.
4. Sharma J K (2013). *Operations Research : Theory and Applications*,(5th ed..Macmillan India Ltd.

Guidelines

The lecture should be divided in to 80:20. For every 3-theory lecture one practical sessions using excel solver must be held in a batch of 15-20 Students. Students should be evaluated for practical session in form of internal assessment.

Semester – V

C-12

PAPER NAME: ORGANIZATION BEHAVIOR

Unit I: Introduction

Concept of OB; Management roles, skills and activities; Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)

Unit II: Individual Behavior

Learning, attitude and job satisfaction:

Concept of learning, conditioning, shaping and reinforcement
Concept of attitude, components, behavior and attitude
Job satisfaction: causation; impact of satisfied employees on workplace
Comparison of job satisfaction amongst Indian employees with other cultures

Motivation:

Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning job and work arrangements; Employee involvement; Flexible benefits, Intrinsic rewards

Personality and Values:

Concept of personality; MBTI; Big Five model.
Relevance of values; Indian values; Linking personality and values to the workplace (person-job fit, person-organization fit)

Perception, Decision Making and Emotions:

Perception and judgments; Factors; Linking perception to individual decision making; Decision making in organizations, Ethics in decision making.
Emotional labour; Emotional Intelligence

Unit III: Group Behavior

Groups and Work Teams:

Concept; Five stage model of group development; Group think and shift;
Indian perspective on group norms
Groups and teams; Types of teams; Creating team players from individuals;
Team building and team based work (TBW).

Leadership:

Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal); Authentic leadership; Mentoring, self-leadership, online leadership; Inspirational Approaches (transformational, charismatic); Comparison of Indian leadership styles with other countries.

Exercises, games and role plays may be conducted to develop team and leadership skills.

Unit IV: Organizational Culture and Structure

Concept of culture; Impact (functions and liability); Creating and sustaining culture; Employees and culture; Creating positive and ethical cultures.

Concept of structure; Prevalent Organization designs; New design options.

Unit V: Organizational Change, Conflict and Power

Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organization development); Learning organization; Organizational change in Indian businesses.

Concept of conflict; Traditional view and integrationist's view of conflict; Conflict process; Functional/Dysfunctional. Introduction to power and politics

Suggested Readings:

1. Luthans Fred., "Organizational Behaviour", McGraw Hill.
2. Hellriegel, Slocum and Woodman, Organisational Behavior, South-Western, Thomson Learning, 9th edition, 2001.
3. Behavior In Organizations, Jerald Greenberg, 8th ed, Pearson Education.
4. Arnold, John, Robertson, Ivan t. and Cooper, Cary, I., "Work psychology: understanding human behavior in the workplace", Macmillan India Ltd., Delhi.
5. Dwivedi, R. S., "Human relations and organizational behaviour: a global perspective", Macmillan India Ltd., Delhi.
6. Stephen P. Robbins, Timothy A. Judge and Seema Sanghi, "Organisational Behaviour", 13th Ed, Pearson Education ltd.

Semester – VI

C-13

PAPER NAME: INTERNATIONAL ECONOMICS

UNIT I: Basis of Trade and Gains from Trade

Classical Trade Theories:

Mercantilism (a brief introduction of Mercantilists view on international trade), Absolute advantage theory, Comparative advantage theory, Opportunity Cost Theory

Neo-classical Trade Theories:

Heckscher Ohlin (H-O) Theorem, Factor price equalization, Stolper Samuelson Theorem and income distribution, Rybczynski theorem, Leontief paradox and Factor Reversal.

UNIT II: Trade Policies and International Negotiations

Instruments of Trade Policy: Tariff and Non - tariff barriers, cost and benefit analysis of tariff, Effective rate of protection and welfare arguments of tariff and developing countries. Economic Union and Free trade area. Evaluation of WTO from GATT (a brief Description), Basic Principles of WTO, Current Rounds, Regionalism vs. Multilateralism

UNIT III: Financial Arrangements Governing International Trade and Capital flows

International financial system: Fixed, Flexible and Managed floating exchange rate regimes, working of international financial system under Gold standard, Brettonwoods system and post- Brettonwoods. IMF and creation of SDR. International capital flows, FDI vs FII, Investment strategies of FII, Foreign investment with special reference to Developing Countries. Payment Terms and Methods of Financing International Trade (Letter of Credit, Forfaiting, Factoring, Credit Lines)

UNIT IV: Foreign Exchange Market and Principles of Transactions

Spot forex market, communication in forex markets, currency Quotes and types, calculation of forward rates using spot rates, discount/premium on spot rate. Spot rate with and without transaction costs, Arbitrage, Types of Arbitrage.

Derivative markets: forward, future contracts, margin adjustment for futures, currency options- types, intrinsic value, payoff profiles on futures and options, interest swaps, currency swaps, caps, floors and collars, forward rate agreements.

UNIT V: Exchange Rate Determination and Exposures

Interest rate determination: interest rate parity and purchasing power parity, currency overshooting and fisher effect. Nominal and real exchange rate, stability of foreign exchange market and Marshall-Lerner condition, 'J'- curve effect.

Foreign exchange exposure: statistical measurement of foreign exchange exposure, transaction, economic and translation exposure, managing these exposures and hedging strategies adopted in international trade.

Suggested Readings:

1. Salvatore-International Economics-8th Edition
2. JagdishBhagwati, T.N. Srinivasan: Lectures on International Trade, MIT Press
3. W.M.Corden Trade Policy and Welfare, Clarendon Oxford.
4. Handbook of Development, Trade & WTO: World Bank Publication.
5. Paul Krugman and Maurice Obstfeld: International Economics, 10th Edition: Pearson
6. Levi, Maurice: International Finance, McGraw Hill Inc., New York, 1996
7. Madura, Jeff : International Financial Management, 12th Edition, Cengage Learning

8. Shapiro, Allen C., Multinational Financial Management, Prentice Hall India Pvt Ltd., New Delhi, 1995.
9. Apte, P. G., Multinational Financial Management, Tata-McGraw Hill, New Delhi, 1998.

Semester – VI

C-14

PAPER NAME: LEGAL ASPECTS OF BUSINESS

UNIT I: INDIAN CONTRACT ACT, 1872

Contract – meaning, essentials and kinds. Offer, Acceptance, Consideration-essentials and exceptions, Capacity of parties, Free consent, Modes of discharge of a contract, Remedies for breach of a contract

UNIT II: THE SALE OF GOODS ACT, 1930

Meaning and essentials of Contract of Sale, Sale and Agreement to Sell, implied Conditions and Warranties, Transfer of Property in Goods, Unpaid Seller and his Rights.

UNIT III: COMPANIES ACT, 2013

Company - meaning, kinds, formation of accompany- promotion, incorporation, on-line registration, commencement of business. Memorandum of association, Articles of Association and Prospectus. Company Meetings and Resolutions. Winding up of a Company – Meaning and modes of winding

UNIT IV: CONSUMER PROTECTION ACT, 1986

Scope and applicability of the Act, Consumer - consumer of goods and consumer of services. Rights of a consumer, Unfair and Restrictive Trade Practices. Complaint- meaning, relief available to a consumer, Consumer Protection Councils, Consumer Disputes Redressal Agencies - District Forum, State Commission and National Commission.

UNIT V: COMPETITION ACT, 2002

Scope and applicability of the Act, Definitions. Prohibition of certain agreements, abuse of dominant position and regulation of combinations. Competition Commission of India- Composition, duties and powers and Competition Appellate Tribunal- Composition and powers.
Appeal to Supreme Court.

UNIT VI: INTELLECTUAL PROPERTY RIGHTS

Patents Act, 1970- Objectives, meaning of Patent and Invention, Procedure for obtaining a patent, Surrender and Revocation of patents

Trademarks Act, 1999- Purpose, meaning of a trademark, goods and service; Conditions for registration of trademark, procedure of registration, Effects of registration, Certification Trademarks

Designs Act, 2000 – Definition of Design and Article, registration of Designs, Copyright in registered designs, inspection and cancellation of registered designs, piracy of registered design

Note: The leading cases should be discussed at relevant places. Latest amendments to these laws may be covered.

Suggested Readings:

1. Kuchhal, M.C. & Vivek Kuchhal, “Business Legislation for Management”, Vikas Publishing, House (P) Ltd., New Delhi.
2. Chadha, R., Chadha, S., “Corporate Laws”, Mayur Paperbacks, New Delhi.

3. Bansal, V. and Arora, A., “Corporate Law”, Vikas Publishing, House (P) Ltd., New Delhi.
4. Kumar, A., “Corporate Laws”, International Book House (P) Ltd.
5. Gulshan, S.S.” Business Law”, Excel Books
6. Bare Acts relating to the laws.

*Elective : Discipline Specific (DSE) BA (Hons) Business Economics	
Semester : V/VI	
DSE-1 Economic Growth & Development	DSE-2 Industrial Economics
DSE-3 Investment And Risk Management	DSE-4 Research Methods in Business Economics
DSE-5 Indian Economy	DSE-6 Environmental Economics
DSE-7 Indian Financial Markets and Services	DSE-8 Advertising & Consumer Behavior

Semester – V/VI

DSE-1

ELECTIVE PAPER NAME: ECONOMIC GROWTH & DEVELOPMENT

UNIT I: ECONOMIC DEVELOPMENT - DEFINITIONS AND CONCEPTS

Introduction to the concept of Economic Development, Distinction between Growth and Development, Common characteristics of developing countries, Sen's Capabilities Approach

UNIT II: GROWTH MODELS

Harrod-Domer Growth Model, The basic Solow Model, Solow model with technology, Convergence: Conditional and Unconditional, Alternate theories of Endogenous Growth, Lewis Model

UNIT III: HUMAN CAPITAL-EDUCATION, INTELLECTUAL CAPITAL & POVERTY

Educational Investment in Human Capital, Education, Health and Economic Development, Income inequality and its measurement, Concept of relative and absolute poverty

UNIT IV: TECHNOLOGICAL PROGRESS

Introduction to Economic Growth, Externalities, technical progress and growth, Total factor productivity, Capital and Labor saving technical progress, financing development from domestic resources, International trade and International Inequality

UNIT V: STATE AND THE MARKET

Role of Government, Infant industry argument, Market failure, Government Failure, Structural adjustment facility of International Monetary Fund, World Bank, Experience of South East Asia and Latin America Countries
MARKET FOR LAND AND CREDIT

References:

1. Debraj Ray, Development Economics, 1st edition, Oxford University Press
2. Charles Jones, Introduction to Economic Growth, Norton, W. W. Norton & Company, 2nd Edition
3. Meier, Leading Issues in Economic Development, Oxford University Press, 5th edition
4. Michael P. Todaro, Economic Developments, The Pearson Series in Economics, 7th edition.
5. F Hayami, Development Economics, Oxford University Press, 2nd edition
6. A.P. Thirwall, Growth and Development, Palgrave Macmillan, 7th edition

Semester – V/VI

DSE-2

ELECTIVE PAPER NAME: INDUSTRIAL ECONOMICS

UNIT I: STRUCTURE - CONDUCT - PERFORMANCE PARADIGM

- Definition of Industrial Economics, The Structure, Conduct, Performance model/framework with and without feedbacks and its critique, Schools of thought: The Harvard, Chicago and Austrian Schools
- The Firm: Principal-Agent problem, Hold Up Problem, Tapered Integration, Franchising, Sustainable Competitive Advantage, Casual Ambiguity

UNIT II: MARKET STRUCTURE, POWER AND CONCENTRATION

- Theories of Measurement of Concentration: deterministic and Stochastic Approach
- Lerner and Herfindahl Index, Concentration and Market Power: Theory and Empirical Estimation, Conduct and Market Power: Empirical Estimation, Collusion and Efficiency Hypothesis

UNIT III: BARRIERS TO ENTRY

- Entry Cost and Market Structure, Endogenous versus Exogenous Entry Cost, Free Entry and Social Welfare
- Strategic Behavior, Entry and Exit: Entry deterrence, Predation, Mergers and Acquisitions

UNIT IV: VERTICAL INTEGRATION, PRODUCT DIFFERENTIATION AND ADVERTISING

- Double Marginalization and Two Part Tariffs, Retailers Competition, Investment Externalities, Indirect control, Manufacturer Competition, Vertical Restraints
- Horizontal and Vertical Differentiation, Product differentiation and Market power, Product Positioning, Imperfect Information and Switching cost

UNIT V: TECHNICAL PROGRESS & PERFORMANCE

- Market Structure and Incentives for Research and Development, The Dynamics of R&D Competition, Public Policy, Organizational Inertia, Patent and Copyright Protection

References:

1. Roger Clarke, Industrial Economics (Oxford: Basil Blackwell, 1985)
2. Luis M Cabral, Introduction to Industrial Organization, The MIT Press
2. Stephen Martin, Industrial Economics, Blackwell Publishers
3. Ferguson and Ferguson, Industrial Economics.
4. Stephen Martin, Advanced Industrial Economics

Semester – V/VI

DSE-3

ELECTIVE PAPER NAME: INVESTMENT AND RISK MANAGEMENT

Part A: Investment Management

UNIT I: PORTFOLIO THEORY AND MANAGEMENT

Meaning of Investment, Type of Financial Assets, Risk and Return Concepts, Mean Variance Framework, Markowitz Model and Modern Portfolio Theory. Portfolio Diversification Concepts, Beta of a stock, Systematic and Unsystematic Risk , SML, CML , Market model/ Single Index Model , CAPM and its empirical testing.

UNIT II: VALUATION MODELS AND MARKET EFFICIENCY `

Dividend Discount Models: Discounted Cash Flow Approach, One, two and Multi Stage Growth Models, Price Earnings Approach to stock valuation

Market Efficiency: Forms of market efficiency (weak, semi strong & Strong) , The Random Walk Model, Overview of Fundamental and Technical Analysis

UNIT III: FUND MANAGEMENT

Introduction, Calculation of NAV of a Fund, Classification of Mutual Fund Schemes (Open end & closed end, income & growth schemes, sectorial schemes, index Schemes, Fund of Funds Schemes), Tactical Asset Allocation and Portfolio Rebalancing.

Measuring Performance of mutual fund schemes (Sharpe, Treynor, and Jensen, Information and M2 Ratios), Tracking Error, Downsize Risk, Sortino Ratio, Diversification vs. asset allocation, benchmarking mutual fund performance.

Part B: Risk Management in Financial Markets

UNIT V: RISK MANAGEMENT THROUGH BONDS

Bond Basics, Concept of a yield, Valuation of Bonds, Different ways of Computing Yield (Current yield, holding yield and Yield to maturity (YTM)), yield curve, Basic Theorems of Bond Valuation and Term Structure. Risk in Bonds, Interest rate and default risk, Risk Structure of Interest Rates, Bond Duration, Modified Duration, Bond Convexity, Immunization and Rebalancing of Bond Portfolios

UNIT VI: RISK MANAGEMENT THROUGH DERIVATIVES:

Meaning and Types, Stock Futures, Commodity Futures, Hedging/Risk Management through futures and payoffs, Options, In the money, At the Money and Out of Money Options, Option Payoffs, Forwards and its difference with futures, Simple Futures and Options Combination Strategies (Neutralizing the risk, Spread, Straddle, Collars, Covered call, and Put Call Parity), factors affecting option premium, option pricing models (Binomial & Black Scholes Model)

Suggested Readings:

1. Brealey, R and S.C.Myers (2000)., Principles of Corporate Finance; 6th Edition Mc. Graw Hill, New York
2. Chandra, Prasanna Investment Management, Latest Edition Mc. Graw Hill, New Delhi.
3. Khan, M.Y ‘Indian Financial System’ Latest Ed., Tata McGraw Hill, New Delhi.

4. National Stock Exchange of India (2003). 'Indian Securities Market: A Review' 6th Edition NSE, Mumbai
5. Rustagi R.P, (2007). Investment Management: Theory and Practice: 2nd Edition Sultan Chand and Co. New Delhi
6. S.G. Eakins, S.G. (1999) 'Finance: Investments, Institutions and Management', Addison Wesley Longman Inc, USA.
7. Shahani, Rakesh (2014) 'Financial Markets in India: A Research Initiative', Anamica Pub Co, Delhi
8. RanaNisha et. al (2015) Emerging Trends in Business & Management: Shaping the future , Anamica Pub Co. Delhi
9. Schaum's Outline Series, Theory and Problems of Investments: Latest Edition, Mc. Graw Hill
10. Singh Preeti, (2006), Fundamentals of Investment Management, Himalaya Publishing House

Semester – V/VI

DSE-4

ELECTIVE PAPER NAME: RESEARCH METHODS IN BUSINESS ECONOMICS

UNIT I: RESEARCH DESIGN

Research objectives: designing questionnaire (leading, loading and personal questions sequencing): Measurement Scale (Graphic Rating, Likert, paired comparison, ranking, constant sum, semantic differential scale): ANOVA, Cluster, Discriminant and Factor Analysis

UNIT II: NON-PARAMETRIC TESTS

Wilcoxon, Kolmogorov-Smirnov and Kruskal Wallis test

UNIT III: USE OF SECONDARY DATA SOURCES

CSO, NSSO, RBI, IMF, World Bank, UN Data, Federal Reserve and other central Banks, UNCTAD,

UNIT IV: SURVEY DATA ANALYSIS

LPM, Logit, Probit and Tobit Models

UNIT V: TIME SERIES

Unit Root & Detection of Non Stationarity in Data: Level, Difference and trend stationarity, Causality & Co-integration, VECM. Auto Regressive Models: Volatility Clustering: ARCH and GARCH Effects

UNIT VI: PANEL DATA

Introduction to Panel Data, Incorporating Fixed and Random Effects

References:

1. Household Surveys in Developing and Transition Countries: Design, Implementation and Analysis: James R. Chromy & Savitri Abeyasekera: Chapter 19 Statistical analysis of survey data:
2. Basic Econometrics: Damodar N. Gujarati
3. Statistics in a Nutshell: Sarah Boslaugh
4. Doing Economics: A Guide to Understanding and Carrying Out Economics: Steven A. Greenlaw
5. Probability and Statistics for Engineering and the Sciences: Jay L. Devore
6. Applied Econometric Time Series, 3rd Edition: Walter Enders
7. Econometrics Streamlined, Applied and e-Aware: Francis X. Diebold
8. Wooldridge, J.M.: "Introductory Econometrics: A Modern Approach", Cengage Learning 3rd Edition: New Delhi. (2007)
9. Pindyck, Robert S. and Daniel L. Rubinfeld. "Econometric Models and Economic Forecasts." McGrawHill, 3rd Edition, Singapore (1997).

Guidelines: The lecture should be divided in theory and Practical Sessions. For every 4-theory lecture 2 practical sessions must be held in a batch of 15-20 Students. Any one of the statistical packages (Stata, Eviews, Gretl) can be used depending upon the availability. The Marking scheme would be 50 Marks for the Project report and 25 Marks for Practical Examination. 25 Marks would be for internal assessment as in other papers.

The Project report has to be written using the techniques taught in the semester. It could be from Economics, Finance, Marketing, and Public Policy etc. Any of the secondary data sources can be used or a field survey can be done. The project report has to be written in a group of 3-5 students and students must decide their topic and project supervisor accordingly in the beginning of the semester.

Semester – V/VI

DSE-5

ELECTIVE PAPER NAME: INDIAN ECONOMY

UNIT I: INDIA FROM INDEPENDENCE TO LIBERALIZATION

An overview of the economic developments during the period 1947-1980; Objectives and strategies of planned economic development and the role of the State; Slowdown in growth since mid 1960; Changes in policy emphasis from growth to distribution; Green revolution.

Readings:

1. “The recovery of India: economic growth in the Nehru era”, ‘Economic and Political Weekly’, November 10-17, 2007
2. India's Tryst With Destiny- By:JagdishBhagwati and ArvindPanagariya (pages 4-5, 32-38)

UNIT II: INDIA SINCE 1980's (LIBERALIZATION AND BEYOND): OVERVIEW

India Circa 1980. Policy Changes since 1980s.The 1990 Crisis. Why Liberalization? Causes and Effects. Regional differences.Industry and Firm size. Manufacturing and Services. Institutions and Infrastructure.

Readings:

1. An Uncertain Glory: India and Its Contradictions by Jean Dreze (Author), Amartya Sen Chapter 2 and 3

UNIT III: MACRO TRENDS SINCE 1990

Growth, Savings and Investment, Population, Employment, Regional differences, Monetary and Financial trends

Readings:

1. Rakesh Mohan (2008), Growth Record of the Indian Economy, 1950-2008: A story of Sustained Savings and Investment, EPW, May 10.
2. India's Labour Market during the 2000s- Surveying the Changes, EPW, Dec 22 2012
3. K. James, 2008, “Glorifying Malthus: Current Debate on Demographic Dividend in India”, Economic and Political Weekly, June.
4. MihirRakshit (2009), India amidst the Global Crisis, EPW March 28.

UNIT IV: INDIAN AGRICULTURE SINCE 1990

Post Green Revolution agriculture; Production and productivity crisis in agriculture; Regional differences; Food Security, PDS system and Malnutrition.

Readings:

1. Bharat Ramaswami (2007), Public Distribution System in KaushikBasu (ed), The Oxford Companion to Economics in India pp.430-33 3. R. Radhakrishna (2005), Food and Nutrition Security of the Poor, EPW, 30 April
2. SEKHAR, C S C- Indian agriculture: A review of policy and performance. YOJANA (NEW DELHI), V.58, 2014(Jun, 2014): P.32-36
3. RAMESH CHAND- Dissecting agricultural performance since mid 1990s. YOJANA (NEW DELHI), V.58, 2014(Jun, 2014): P.10-15

UNIT V:

- (a) Industry, Foreign Trade and Foreign Capital Since 1990.
- (b) Role of Services and Infrastructure in Economic Development

Readings:

1. PulinNayak (2007), Privatization, in KaushikBasu (ed), The Oxford Companion to Economics in India, pp. 426-30.
2. India's Tryst With Destiny- By:JagdishBhagwati and ArvindPanagariyaCh 10(pages 162-168)
3. C. Veeramani (2012) "Anatomy of India's Merchandise Export Growth, 1993-94 to 2010-11", Economic and Political Weekly, Vol XLVII (1), pp 94-104.
4. RupaChanda 2012, Services led Growth, in NOC.

Semester – V/VI

DSE-6

ELECTIVE PAPER NAME: ENVIRONMENTAL ECONOMICS

UNIT I: ENVIRONMENTAL PROBLEMS AND ISSUES

Role of Economics in Environmental Management

Environmental Problems: Public Goods and Externalities -Analyzing Market Failure.

UNIT II: SOLUTIONS TO ENVIRONMENTAL PROBLEMS

1. Conventional Policy – Environmental Standards, Efficiency of Environmental Standards, Command and Control Approach
2. Market Based Policy – Pollution Charges and Environmental Subsidies, Deposit Refund System, Pollution Permit Trading Systems
3. Environmental Regulations in India

UNIT III: ANALYTICAL TOOLS FOR ENVIRONMENTAL PLANNING

1. Environmental Risk Analysis – Concept of Risk, Risk Assessment and Risk Management
2. Assessing Benefits for Environmental Decision Making – Environmental Benefits – Conceptual Issues, Approaches To Measuring Environmental Benefits – Physical Linkage Approach, Behavioral Linkage Approach – Direct and Indirect Estimation Methods
3. Benefit – Cost Analysis

UNIT IV: SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL ACCOUNTING

1. Sustainable Development – Concept and Measurement
2. Environmental Accounting – Concept, Common Property Resources and LDCs

UNIT V: GLOBAL ENVIRONMENTAL MANAGEMENT

1. International Trade and International Agreements
2. A Case of Global Air Quality- Policies for Ozone Depletion and Global Warming

Suggested Readings:

1. Thomas Callan, (2007) - Environmental Economics, Thompson Learning Inc. Indian Edition
2. R. N. Bhattacharya: Environmental Economics, An Indian Perspective (Edited), 2001 Oxford University Press
3. Charles D. Kolstad (2014) - Intermediate Environmental Economics - OUP Indian Edition
4. ParthaDasgupta (2007) - Measuring Sustainable Development: Theory and Application, Asian Development Review, vol.24, no.1, pp.1-10
5. Robert M. Solow, Sustainability: An Economist's Perspective (this paper was presented at the Eighteenth J. Steward Johnson Lecture to the Marine Policy Centre, Woods Hole Oceanographic Institution, at Woods Hole, Massachusetts, on June 14, 1991.
6. Robert Solow, An Almost Practical Step Toward Sustainability,(this paper was first presented at the Resource and Conservation Centre in Washington, D.C. on October 8, 1992, on the Occasion of the Fortieth Anniversary of Resources for the Future
7. William Nordhaus, (2007), Critical Assumptions in the Stern Review on Climate Change, Science vol. 317, 13 July
8. Nicholas Stern and Chris Taylor, (2007), Climate Change: Risk, Ethics, and the Stern Review, Science, vol. 317, 13 July
9. Economic Survey, Government of India, Chapter – 12 - 2012-2013 & 2013-14
10. International Journal of Business and Economics, 2003, Vol. 2, No. 1, 9-26; Compliance to Environmental Regulations: The Indian Context KerenPriyadarshini and Indian Institute of Management, Ahmedabad, India Omprakash K. Gupta Department of Management and Marketing, Prairie View A&M University, U.S.A

Semester – V/VI

DSE-7

ELECTIVE PAPER NAME: INDIAN FINANCIAL MARKETS AND SERVICES

UNIT I: FINANCIAL MARKETS IN INDIA

Role and Importance of Financial Markets, Major Instruments traded in financial markets: Equity Shares, Debentures, Bonds & Derivatives, Financial Markets vs. Capital Markets vs. Stock Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with World Markets, Players in Financial Markets, Role of Regulator (RBI and SEBI)

UNIT II: PRIMARY MARKET FOR CORPORATE SECURITIES IN INDIA

Issue of Corporate Securities: Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement Rights Issue, On-Line IPO, Book Building of Shares, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares, Venture Capital, Private Equity, Performance of Primary Market in India, Institutional Interest in Public Issues, measuring success of an IPO.

Corporate Listings: Listing and Delisting of Corporate Stocks

UNIT III: SECONDARY MARKET IN INDIA

Introduction to Stock Markets: Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Competition amongst major exchanges in India, Raising of funds in International Markets : ADRs and GDRs, FCCB and Euro Issues

Indian Stock Indices and their construction, free float vs. full float methodology, Classification of Securities to be included in the Index, impact of corporate actions (rights, bonus and stock split) on index

Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets.

Trading of securities on a stock exchange: Selection of broker, capital and margin requirements of a broker, MTM and VaRMargins ,kinds of brokers, opening of an account to trade in securities, DEMAT System, placing an order for purchase/sale of shares, margin trading and margin adjustment , contract note, and settlement of contracts , rolling and traditional (weekly) settlement systems

UNIT IV: MONEY MARKETS & DEBT MARKET IN INDIA

Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Role of STCI and DFHI in money markets

Debt Market: Introduction and meaning, Market for Government/Debt Securities in India, When issued market, Secondary market for government/debt securities, Oversubscription and devolvement of Government Securities, Fiscal Responsibility Act, Government securities issued by State Governments, Municipal Bonds, Corporate Bonds vs. Government Bonds

UNIT V: FINANCIAL SERVICES

Banking: Recent Developments: Commercial and Development Banks: Meaning , their roles (Traditional and New /Changing roles), Challenges Ahead, Conversion of Financial Institutions into banks, Mergers and Acquisitions in the banking sector in India , Concept of Universal Banking, Non Performing Assets in the Banking Sector, the Securitization Act, Risk Management in Banks (a Brief Overview).

Housing Finance: Meaning and rise of housing finance in India, Fixing the amount of loan, factors driving demand for residential loans , repricing of a loan, floating vs. fixed rate, the rest method, problems on housing finance.

Credit Rating: Introduction, Meaning, and Methodology of rating, Credit rating and the banking sector. Credit Rating Models: Numerical Credit rating Score System, 'Z' Scoring system, Sensitivity Analysis Markov chains CIBIL & Various Credit Rating Agencies in India and their performance and Different Symbols used by them. Credit rating of Non-Debt Instruments (Country and State Ratings, Chit funds ratings, ratings for Banks &AMCs, IPO Gradings) Why equities cannot be rated , Recommendation for equities , Earnings Guidance, Shocks and Surprises.

Suggested Readings:

1. National Stock Exchange of India (2003) 'Indian Securities Market: A Review' 6th Edition NSE, Mumbai .
2. RanaNisha et. al (2015) Emerging Trends in Business & Management: Shaping the future , Anamica Pub Co. Delhi
3. Rustagi , R.P, Financial Management(2006) : Theory Concepts and Problems : 3rd Edition Galgotia Publishing Co.
4. S.G. Eakins, S.G.(1999) 'Finance: Investments, Institutions and Management', Addison Wesley Longman Inc, USA.
5. Shahani, Rakesh (2014)'Financial Markets in India : A Research Initiative' , Anamica Pub Co, New Delhi

Semester – V/VI

DSE-8

ELECTIVE PAPER NAME: ADVERTISING & CONSUMER BEHAVIOUR

UNIT 1: Foundations of Advertising

Types of advertising, Concept of IMC, functions of advertising, The Key Players- Advertiser, Media, Advertising Agency, Vendors, target audience, regulatory bodies (Indian context).

UNIT 2: Planning and Strategy

Planning framework/outline, situation analysis, advertising objectives, DAGMAR, Facets Model of effective advertising. (Discussion and analysis of Indian advertisements to find out their likely objectives is recommended)

UNIT 3: Effective Advertising Message

The Big Idea and ROI (Relevance, Originality, Impact), creative message execution: appeals, format, tone, body copy, headlines, layout), brand bonding through emotional message execution, preparing a Creative Brief. (Workshop on preparing a creative brief is recommended.)

UNIT 4: Effective Advertising Media

Media Plan, Media mix selection, Media objectives, Newer media options, Media budget. (Short group based exercises on allocating a hypothetical media budget of a client across different media recommended. Actual T.V. magazine and billboard costs may be used.)

UNIT 5: Consumer Personality

Theories of Personality, Personality and Consumer Diversity, Brand Personality, Self and Self Image, Virtual Personality. (Advertisement analysis and class discussion should be done)

UNIT 6: Consumer Perception and Learning

Dynamics of perception (Sensation, Absolute and Differential threshold, Subliminal perception, Perceptual selection, organization and interpretation), Consumer Imagery, elements of consumer learning, behavioural learning theories (Classical, Instrumental, Observational), Cognitive Learning Theory (Information Processing and Involvement Theory).

UNIT 7: Consumer Attitude and Culture

Attitude Formation and Attitude Change Strategies.

Needs and culture, Learning and culture (Symbolism, Enculturation and Acculturation, Rituals), Subcultures, Indian Core Values (Family focus, Society through conformity, happiness and adaptability, religion and spirituality).

Note: Teaching methodology must integrate concepts with discussions/activities, cases and advertisements in the Indian context. Group Project incorporating the practical aspects of course is recommended.

Suggested Readings:

1. Advertising: Principles and Practice by William Wells, Sandra Moriarty, and John Burnett, 7th edition, Prentice Hall of India, 2007
2. Consumer Behaviour by Leon G. Schiffman & Leslie Lazar Kanuk, 8th ed., Pearson publications
3. Consumer Behaviour by Hawkins, Best and Coney, 9th ed, Tata McgrawHill.
4. Consumer Behaviour in Indian Perspective by Suja Nair, Himalya publishers.
5. Conceptual Issues in Consumer Behaviour by S Ramesh Kumar, Pearson Publication.
5. Customer Behaviour: A Managerial Perspective by Sheth and Mittal, Thomson Publication
6. Saikat Banerjee, 2008, "Dimensions of Indian culture, core cultural values and marketing implications", Cross Cultural Management, Vol 15, Issue 4, p367-378, (Emerald Insight)
7. Advertising Management by Jaishri Jethwaney and Shruti Jain, Oxford University Press, 2006
8. Advertising and Integrated Marketing Communications By Kruti Shah, McGraw Hill Education India, 2014.

Ability Enhancement Compulsory Course (AECC) Environmental Studies & Business Communication (Language: English/MIL)	
Semester : I/II	
AECC – MIL	AECC - Environmental Studies

SKILL ENHANCEMENT COURSES (SEC)	
Semester : III/IV	
SEC-1 Entrepreneurial Skills	SEC-2 Introductory Research Methods
SEC-3 Applied Econometrics	SEC-4 Data Base and Statistical Packages

Semester – III/IV

SEC-1

PAPER NAME: ENTREPRENEURIAL SKILLS

Unit I: The Entrepreneurial Mindset

Concept of an entrepreneur, Concept and Evolution of entrepreneurship, Distinction between entrepreneur and manager, Distinction between entrepreneur and intrapreneur, Attributes of entrepreneurs, Core elements of entrepreneurship, Entrepreneurship in a Developing economy, Factors affecting Entrepreneurship development, Entrepreneurship as a Process, Role of entrepreneurship in the developing economy.

Unit II: Launching Entrepreneurial Ventures

Generation of ideas: Methods and process of generating ideas, sources of ideas and screening process
Assessing opportunities: Challenges, pitfalls and critical factors of new venture; Business and Entrepreneurial development organizations
Determining and acquiring required resources (Financial, Physical and Human): Search for entrepreneurial capital- Debt vs. Equity; Venture Capital Market; Angel Financing and Alternative sources of finance for Entrepreneurs
Business Plan Preparation for new Ventures: Meaning of a business plan, benefits, elements and presentation

Unit III: Role of Innovation & Creativity

Creativity: Concept and process of creativity; role and importance of creativity and mental blocks to creativity
Innovation: Meaning and importance of innovation; Types of innovation; Sources of innovation; Conditions for effective innovation at Organization level and Methods of protecting innovation and creativity: branding, trademarks, patents, copyrights and registered design protection

Unit IV: Case Study of selected Indian Business Houses

Note: Case Studies and examples of successful entrepreneurs and entrepreneurial ventures should be discussed at relevant places.

Suggested Readings:

1. Entrepreneurship: A South Asian Perspective, Donald. F Kuratko & T.V Rao, Cengage Learning Publications, 2012
2. Family Business, Ernesto J. Poza, 3rd ed., 2010
3. Entrepreneurship and Small Business Management, C.B Gupta and S.S Khanka, Sultan Chand Publications, 2014
4. Entrepreneur Development, Taneja & Gupta, Galgotia Publishing Company, 2nd ed., 2012

Semester – III/IV

SEC-2

PAPER NAME: INTRODUCTORY RESEARCH METHODS

Survey Design: Focus should be given to the analysis and evaluation of corporate and Government policies

Data Collection: Designing a Questionnaire, Sampling, threats to external validity, random and non-random sampling, random sampling methods, sampling bias and error, sample size

Data: variables measurement levels and types, Importing Data in Excel or SPSS, Use of If, Conditional Formatting, Vlookup and Filter in Excel. Data Transformations (Log, Difference and other arithmetic),

Data representation: Cross Tabulations, Bar and Column Diagram, Histogram, Line chart etc.

Data Analysis: Use of Basic Statistical Functions in Excel or SPSS, correlation and causality (Concept only), Hypothesis Formulation, Report writing

Secondary Source of Survey data: NSSO, CSO, DLHS, DISE, AIHES, structure, extraction and use, Review of Literature (Studies Evaluating Government Policies)

Randomized Controlled Trials (Experiments): Basic Concepts, Applications in exploring the human behavior, Few Case studies based on designing of policy based on Randomized Controlled Trials, Brief Introduction of Factorial Experiments

References

Social science research: principles, methods, and practices: AnolBhattacharjee,

Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty: Abhijit Banerjee, Esther Duflo

<http://www.povertyactionlab.org/methodology> Accessed on 27/03/2015

<http://www.fao.org/docrep/003/x6831e/x6831e08.htm> Accessed on 27/03/2015

Guidelines:

The lecture should be divided in to 60:40. For every 3-theory lecture two practical sessions must be held in a batch of 15-20 Students. Either Excel or SPSS can be used in practical session depending upon the availability. A team of ten students should write a report as a part of assessment.

Semester – III/IV

SEC-3

PAPER NAME: APPLIED ECONOMETRICS

Pre-requisite: At least one course in advanced statistics or introductory / basic econometrics. Knowledge of Windows Excel or SPSS or EVIEWS is highly desirable

UNIT 1: REVIEW OF STATISTICAL & ECONOMETRIC CONCEPTS:

Point and interval estimation Hypotheses testing, Significance levels and p values. Chi square, t and F distributions. Understanding the residuals/error term. Assumptions of the Classical Least Square Regression model: R Square & Adjusted R square. Functional forms, Dummy Variables, Multicollinearity, Heteroscedasticity & Autocorrelation, Specification Errors

UNIT 2: SIMULTANEOUS EQUATION MODELS:

Simultaneous Equations Models; The Identification Problem; Instrumental Variables Two Stage Least Squares, The Indirect least squares techniques. Applications

UNIT 3: TIME SERIES MODELS:

Stationary and Non Stationary time series, Unit root tests, the Random Walk, Moving Average AR & ARIMA Models, Static and Dynamic models, adaptive expectations and partial adjustment models. Tests for Causality, Co integration & VECM, Criteria Tests for Models using AIC & SIC techniques, Forecasting with Time Series using Correlogram, ARIMA, Volatility estimation using Basic and Variants of ARCH & GARCH processes. Artificial Neural Networks as a forecasting technique

UNIT 4: BINARY DATA AND LIMITED DEPENDENT VARIABLE MODELS

Qualitative Response and Limited Dependent Variable Models (LPM, Logit and Probit Models) Maximum Likelihood Estimator

UNIT 5: PANEL DATA Introduction to Panel Data, Incorporating Fixed and Random Effects

Suggested Readings:

1. Gujarati, Damodar : Basic Econometrics, 3rd edition McGraw Hill, New Delhi (1995)
2. Wooldridge, J.M. : “*Introductory Econometrics : A Modern Approach*”, , Cengage Learning 3rd Edition: New Delhi. (2007)
3. Pindyck, Robert S. and Daniel L. Rubinfeld. “*Econometric Models and Economic Forecasts.*”. McGrawHill, 3rd Edition, Singapore (1997).

Semester – III/IV

SEC-4

PAPER NAME: DATA BASE AND STATISTICAL PACKAGES

Pre-requisite: Understanding of computers with Knowledge of MS Excel Computer package

Unit 1: Introduction to e-resources: Free and Paid ‘E’ Resources, On Line Search technique

Unit 2: Types of Databases and their classification: Statistical, Economic, Financial etc

Unit 3: Hands on experience on extracting data for research using commonly used databases like Prowess, Bloomberg, Capitaline and ACE Databases

Unit 4: Data Analytics with EVIEWS

***Elective : Inter-Discipline Specific**

(IDSE)

BA (Hons) Business Economics

Semester : V/VI

GE I: Microeconomics

GE II: Macroeconomics

GE III: Fundamentals of Finance and its Applications

GE IV: Introduction to Marketing Management

SEMESTER – I
ELECTIVE COURSE – INTERDISCIPLINARY
GE1: Microeconomics

UNIT I: INTRODUCTION

- 1. Basic Concepts:**
Scarcity and Choice, Production Possibility Curve, Production Possibility Curve and the Central Problems of the Economy
- 2. Demand and Supply:**
The Concept of Demand and Demand Function, Law of Demand, Movements along the Demand Curve and Shifts in Demand Curves, The Concept of Supply and Supply Function, The Law of Supply, Movements along a Supply Curve Versus Shifts in Supply Curve, Market Equilibrium and Price Determination, Shifts in Demand and Supply
- 3. Elasticity of Demand and Supply:**
Price Elasticity of Demand, Degree of Price Elasticity of Demand, Determinants of Price elasticity of Demand, Measurement of Price Elasticity of Demand, Slope of Demand Curve and Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Elasticity of Supply
- 4. Applications of Demand and Supply:**
Price Ceiling, Rent Control, Fluctuations in Agricultural Prices and Effects on Farmers' Income

UNIT II: CONSUMER THEORY

- 1. Cardinal Utility Theory:**
The Concept of Utility, The Law of Diminishing Marginal Utility, Derivation of Demand Curve from Marginal Utility Schedule, The Law of Equi- Marginal Utility, Derivation of demand Curve from Law of Proportionality, Consumer's Surplus, The Paradox of Value
- 2. Ordinal Utility Analysis:**
The Concept of Ordinal Utility, Meaning of an Indifference Curve, Marginal Rate of Substitution, Properties of Indifference Curves, Exceptions to the Normal Shape of Indifference Curves, Budget Equation or Budget Line, Consumer's Equilibrium, Income Effect, Substitution Effect, Price Effect, Normal Goods, Inferior and Giffen Goods, Derivation of Demand Curve from Price Consumption Curve

UNIT III: PRODUCTION

Concept of Production Function, Fixed and Variable Inputs and Short and Long Run, Total, Average and Marginal Products, Total, Average and Marginal Curves, The Law of Variable Proportions: Returns to a Factor, What Are Isoquants?, Characteristics or Properties of Isoquants, Returns to Scale, Economies and Diseconomies of Scale

UNIT IV: COST AND REVENUE

The Concept of Costs, Cost Functions-Short Run and Long Run, Theory of Cost in the Short Run, Short-Run Cost Curves, Long-Run Cost Curves, Equilibrium of the Firm: The Optimum Combination of Factors, Technical/Technological Change: the Very Long Run, Concepts of Revenue, Relationship between Elasticity and Demand, Marginal, Revenue and Average Revenue

UNIT V: MARKET STRUCTURE

1. Perfect competition: Equilibrium of the market. Long run industry supply: producer and consumer surplus. Applications: effects of taxes and subsidies.
2. Monopoly: Equilibrium; supply; multipiant firm; monopoly power; deadweight loss; price discrimination; bundling; two-part tariffs. Monopolistic Competition: Product differentiation; equilibrium of the firm in the industry-with entry of new firms and with price competition. Comparison with pure competition.

Suggested Readings:

1. Case, Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007
2. Joseph E. Stieglitz and Carl E. Walsh (2006), Economics, International Student Edition, 4th edition,
3. Lipsey and Chrystal, Economics, 11th edition

Semester – II

ELECTIVE COURSE – INTERDISCIPLINARY

GE2: Macroeconomics

UNIT I: INTRODUCTION

Macro Economic Variables, Functional Relationships, Economic Models, Accounting and theoretical Relationships, Consumption Goods, Capital Goods, Final Goods, Intermediate Goods, Stocks and Flows, Gross Investment and Depreciation, Circular Flow of Income

UNIT II: NATIONAL INCOME ACCOUNTING

Methods of Calculating National Income: Value Added or Product Method, Expenditure Method, Income Method, Aggregates Related to National Income: Gross National Product (GNP), Net National Product (NNP), Gross and Net Domestic Product (GDP and NDP) at Market Price and at Factor Cost, National Disposable Income (Gross and Net), Private Income, Personal Income and Personal Disposable Income, Real and Nominal GDP, GDP and Welfare

UNIT III: DETERMINATION OF INCOME AND EMPLOYMENT

Aggregate Demand and its Components, Propensity to Consume, Propensity to Save (Average and Marginal), Short-Run Equilibrium Output, Investment Multiplier and its Mechanism, Meaning of Full Employment and Involuntary Unemployment, Problem of Excess Demand and Deficient Demand, Measures to Correct Them - Change in Government Spending, Availability of Credit

UNIT IV: MONEY AND BANKING

Meaning and Functions: Supply of Money - Currency Held by the Public and Net Demand Deposits Held by Commercial Banks, Money Creation by the Commercial Banking System, Central Bank and its Functions (Example of Reserve Bank of India): Bank of issue, Govt. Bank, Banker's Bank, Controller of Credit through CRR, SLR, Reserve Repo Open Market Operations and Margin Requirement, Demand for Money, Quantity Theory of Money, Liquidity Preferences and Interest Rates, Monetary Policy

UNIT V: BALANCE OF PAYMENT

Balance of Payment, Meaning and Components, Balance of Payment Deficit, Foreign Exchange Rate, Fixed Rates and Flexible Rates, Managed Floating, Determination of Exchange Rate in a Free Market

Suggested Readings:

1. Case, Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007
2. Lipsey and Chrystal, Economics, 11th edition
3. Rudiger Dornbusch and Stanley Fischer, Macroeconomics, 6th edition

ELECTIVE COURSE – INTERDISCIPLINARY

GE3: Fundamentals of Finance and its Applications

UNIT I: Introduction & Sources of Finance

Nature, scope and objectives of Finance. Meaning of Cash Flows, Risk and Return. Meaning of Discounting and How to Discount Cash flows. Sources of Finance: Equity & Preference Capital, Dividends and Retained earnings, Debt & Bonds & Long term loans. Short term advances from banks, public deposits, & advances from customers and trade creditors.

UNIT II: Financial Markets:

Role and Importance of Financial Markets, Types of Financial Markets, Financial Markets vs. Capital Markets vs. Stock Markets, Linkages Between Economy and Financial Markets, Players in Financial Markets, Regulator of Financial Markets (RBI and SEBI)

UNIT III: Financial Services

Lease Financing: Concept of leasing, Types of lease agreements, Difference between hire purchase and leasing, Advantages and Disadvantages of Leasing.

Banking & Financial Institutions: Commercial and Development Banks: Meaning, their roles (Traditional and New / Changing roles), Challenges Ahead, Conversion of Financial Institutions into banks, Mergers and Acquisitions in the banking sector in India, Concept of Universal Banking, Non Performing Assets in the Banking Sector.

Housing Finance: Meaning and rise of housing finance in India, Fixing the amount of loan, EMI, floating vs. fixed rate, factors which drive the demand for residential houses

Insurance: Introduction, types, reinsurance, banc assurance, riders, life and non life insurance, new types of insurance, LIC vs. private players

Credit Rating: Introduction, Meaning, and Methodology of rating, Credit rating and the banking sector. CIBIL & Various Credit Rating Agencies in India and their performance and Different Symbols used by them. Credit rating of Non-Debt Instruments

Unit IV: Mutual Funds

Introduction, NAV of a Fund, Classification of Mutual Fund Schemes (Open end & closed end, income & growth schemes), sectorial schemes, index Schemes, Fund of Funds Schemes, ETF & Gold ETF, faith based and arbitrage funds.

UNIT V: INTRODUCTION TO FINANCIAL ACCOUNTING

Concept of Financial Accounting. Types of Accounting: Financial, Cost and Management Accounting. Accounting as an Information System. The users of Financial Accounting Information. Characteristics of Accounting Information. Functions, Advantages and Limitations of Financial Accounting. Financial Accounting Standards: concept, benefits, & Salient features of Accounting Standard (AS): 1 (ICAI)

Suggested Readings:

1. M. Y Khan. and P. K Jain(2007)., *Financial Management, Text and Problems*, Tata McGraw Hill New Delhi.
2. Monga, J.R., “*Financial Accounting: Concepts and Applications*”, Mayoor Paper Backs, New Delhi.
3. Prasanna Chandra (2011), *Financial Management-Theory and Practice*, Tata McGraw Hill.
4. Rustagi, R.P, *Financial Management(2006) : Theory Concepts and Problems* : 3rd Edition Galgotia Publishing Co.
5. Shahani, Rakesh (2014) ‘*Financial Markets in India : A Research Initiative*’, Anamica Pub Co, New Delhi

ELECTIVE COURSE – INTERDISCIPLINARY

GE 4: Introduction to Marketing Management

Unit I What is Marketing

Nature, Scope and importance of marketing, core marketing concepts, Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept.

Unit II Understanding Consumers

Overview of consumer buying process and factors influencing consumer behavior. Segmentation: Levels of Market Segmentation, bases for segmenting consumer markets. Targeting and Positioning (briefly).

Unit III Product and Price

Concept of Product Life Cycle (PLC), Product Classification, concept of services - unique characteristics of services, Product Line & Mix Decisions, Packaging.

Pricing Decisions: Determinants of Price, Pricing Methods (non-mathematical treatment), Market penetration and skimming strategies, Geographical Pricing, Promotional, Psychological and Differential Pricing.

Unit IV Promotions and Brand Management

Eight elements of the Promotion Mix: basics of Advertising (5M's), Sales Promotion, Events & Experiences, Public Relations & Publicity, Direct Marketing, Interactive Marketing, Word of Mouth Marketing and Personal Selling. Factors affecting the promotion mix.

Significance of branding, Brand positioning (briefly), Brand Equity, Branding Strategy.

Unit V Place (Distribution)

Channel functions, Channel Levels, Types of Retailers, Store atmosphere, Types of Wholesalers.

Unit VI Environment and Competition

Marketing Environment: demographic, economic, political, legal, socio cultural, technological environment. Porter's Model of Competition, BCG matrix.

Suggested Readings:

1. Kotler, P. & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & UIHaq, E. (2010). *Principles of Marketing – A South Asian Perspective*. (13th ed.). Pearson.
3. Ramaswamy, V.S., Namakumari, S. (2009). *Marketing Management: Global Perspective-Indian Context*. (4th ed.). Macmillan Publishers India Limited.
4. Zikmund, W.G., D' Amico, M. (1999). *Marketing*. (6th ed.). Ohio: South-Western College Publishing.

5. Etzel, Michael J, Walker, Bruce J, Stanton William J and Pandit, Ajay (2009). *Marketing* (14th ed.). Tata McGraw Hill