

**MBA (Financial Services)**  
**(2019-21)**

**Course Curriculum**

**School of Economics**  
**(A Department under UGC-SAP Programme)**  
Devi Ahilya Vishwavidyalaya, Indore

***Revised Course Structure  
Choice Based Credit System (CBCS)  
Under Ordinance 31  
Since 2015-2017***

The department has choice based credit system (CBCS) in every course we offer under ordinance 31, in which there are total 100 credits in which 84 actual credits and 16 virtual credits in the complete span of the course of two years. From these 100 credits 42 credits should accrue from 14 Core subjects, 18 credits from Elective Discipline subjects, 6 credits from Elective Generic, 6 credits from soft skill development subjects, 6 credits from Ability Enhancement subjects and 6 credits from project/ field based work. Elective Generic subjects credits can be earned from the subjects offered by the department or by other UTD's. Virtual Credits are 16 which the student has to earn through Comprehensive Viva Voce held after every Semester. Hence 4 virtual credits are given to each Comprehensive Viva Voce. From these 100 credits the credit for each subhead is as under:

S.No	Type of Subject/Activity	Code	Number of Subjects	Credit/Subject	Total Credits
1	Core	C	16(15)	3	48(45)
2	Elective Discipline	D	6	3	18
3	Elective Generic	G	2	3	06
4	Soft Skill	S	2	3	06
5	Ability Enhancement	A	2	3	06(5)
6	Comprehensive Viva Voce	V	4 / Semester	16	16
7	Project Work	P	Summer Internship	2	2
			Major Research Project	4	4
					<b>106(102)</b>

\*\*In () credits for M.A (Economics) course

## MBA (FS)

S.No	Core	Elective Discipline	Elective Generic	Soft Skill	Ability Enhancement
1	Micro Economics	Principles, Practices and Regulation of Insurance	Entrepreneurship	Business Communication & Personality Development	IT for Manager
2	Business Statistics	Corporate Tax Planning and Management	Business Law	French	Commodity Derivatives & Price Risk Mgmt.
3	Business Finance & Accounting	International Financial Markets & Forex Management	Mathematical Economics	German	
4	Financial Markets & Environment	Analytical Techniques for Finance	Environmental Economics		
5	Principles & Practices of Management	Investment & Merchant Banking	<b>Or Subjects offered by other UTD's</b>		
6	Macro-Economic Analysis & Policy (Core)	Security Analysis & Portfolio Management			
7	Operations Research	Treasury & Risk Management			
8	Research Methodology	Rural Banking and Micro Finance			
9	Corporate Finance				
10	Organizational Behavior				
11	Banking Service Operations				
12	Financial Product & Services				
13	Strategic Financial Management				
14	Marketing Management				
15	HRM & Accounting				
16	Service Marketing & CRM				

The grading will be made on 10-point scale as described below:

<b>Letter Grade</b>	<b>Grade Points</b>	<b>Description</b>	<b>Range of Marks (%)</b>
O	10	Outstanding	90-100
A+	9	Excellent	80-89
A	8	Very good	70-79
B+	7	Good	60-69
B	6	Above Average	50-59
C	5	Average	40-49
P	4	Pass	35-39
F	0	Fail	0-34
Ab	0	Absent	Absent

## MBA (FS) I SEMESTER July 2019

711C	Micro Economics (Core)	3
712C	Business Statistics (Core)	3
713C	Business Finance & Accounting (Core)	3
714C	Financial Market & Environment (Core)	3
715C	Principles & Practices of Management (Core)	3
716A	IT for Managers (Ability Enhancement)	3
717S	Business Communication & Personality Development (Soft skill)	3
71V	Comprehensive viva voce(Virtual credit)	4
	Total Credits	25

### 711C - Micro Economics (core)

**Objective: the objective of this paper is to develop understanding in the students about the concepts and tools of economic analysis relevant for Business Decision Making.**

1. Fundamental concepts of Economics, Micro & Macro Economics- basic concepts, Types of Economic Analysis, Kinds of Economic Decisions, Application of Micro Economics.
2. Consumer Behaviour, Utility Analysis – Cardinal & Ordinal approach, Indifference curve- concept and analysis, application of Indifference curve. Law of Demand & supply, Elasticity of Demand & supply, types of elasticity of demand- price, income, cross and promotional. Consumer Surplus.
3. Production Analysis-Production Function- Law of Variable Proportions, Iso-Quants, Law of Returns to Scale, Marginal rate of technical Substitution, Economies of Scale.
4. Cost analysis-Cost Curves and their Estimation, Costs in Long Run and Short Run, Break Even Analysis. Rewards of Factor Pricing- Rent, Wages, Interest; Consumer choice under Uncertainty.
5. Price output decisions under different forms of market structure- Perfect and Imperfect Competition. Discrimination Monopoly, Methods of controlling Monopoly Power. Different models of Collusive and Non-Collusive Oligopoly. Monopolistic competition and Advertising.
6. Product Pricing Policy – Cost based, Competition based, Cyclical, Multi-product and Peak load pricing.

**Note:** At least **five Cases** should be discussed in the class.

#### **Text Books recommended:**

1. “Modern Micro Economics”, A. Koutsoyiannis, The Mac Millan Press, IInd Edition.
2. “Managerial Economics” Geetika, Piyali Ghosh and Purba Roy Choudhury, Tata IInd Edition
3. “Managerial Economics” by Atmanand, Excel Books, Latest Edition 2004
4. “Managerial Economics , analysis, problem & cases by P.L.Mehta,Sultanchand & sons;

New Delhi, Edition -2007

**Reference books recommended**

1. "Price Theory and Uses", Watson, A. I. T. B. Publishers and Distributors, IInd Edition.
2. "Foundation of Economics Analysis", Samuelsson, Harvard University Press, IInd Edition
3. "Managerial Economics", Dean Joel, Prentice Hall Publication
4. "Managerial Economics-Principals & world wide application, 7<sup>th</sup> edition, Dominik Salvatore adopted by Ravikesh Shrivastava, Oxford university, press 2013 new delhi

**712C -Business Statistics (core)**

**(Knowledge of basic concepts of statistics including measures of Central Tendency is a prerequisite for this subject)**

***Objective: The objective of this paper is to understand the statistical tools and techniques, Used in the business decision and analysis.***

1. Standard Deviation and Coefficient of Variation.
2. Study of Business Change and Relationship – Correlation and Regression Analysis.
3. Types and Methods of construction of Index Numbers. Characteristics of a good Index Number. Test for perfection, Cost of living Index Numbers.
4. Basic concepts of Probability, Theories of Probability Addition ,Multiplication, conditional Probability and their simple applications in Multiplication, conditional Probability and their simple applications in business.
5. Random Variable and Probability Distributions – Binomial, Poisson and Normal and their Applications in Business.
6. Sampling Theory – Concepts, Methods of Sampling, Sampling and Non – Sampling Errors, Parameter and Statistic, concept of sampling distribution, Standard Error and Sampling Error.
7. testing of Hypothesis: Type I & Type II Errors, concept of Confidence Limits and critical region, Test of significance for large and small samples – tests for Mean and difference between means, F tests.
8. Research Methodology – Research Concept, Research Design and Techniques. An Overview of different scales.

**Note:** At least **one research proposal** should be prepared which should have proper research design and use of statistical method.

**Text Books:**

1. Fundamentals of Applied Statistics, Gupta S.C., S.Chand& Sons, New Delhi, Ninth Edition.
2. Statistical Methods -S.P.Gupta,Sultanchand&Sons, thirty Seventh Edition ,2008.
3. Statistics for Business and Economics-JIT S. ChandanVikas Publishing House Pvt. Ltd.,2008.
4. Business Statistics -R.S. Bhardwaj– Excel Books, Latest Edition.

**Reference Books:**

1. Statistics for Management - Richard Levin & David Rubin, Seventh Edition.
2. Mathematics and Statistics for Economics, Monga G.S., Vikas Publishing

House ,2002.

### **713C - Business Finance and Accounting (core)**

**Objective:** *The objective of this paper is to go through the financial concepts and understand the techniques to manage the finance for the organization.*

- 1. Introduction to Financial Accounting**-Meaning & function of Accounting; Generally accepted Accounting Concepts & Conventions; Nature of Accounts; Rules for Debiting & Crediting; journalizing the transactions; Posting from the Journal to the Ledger & Preparation of Trial Balance.
- 2.Final Accounts** - Preparation of financial Statements – Trading, Profit & Loss Account, and Balance Sheet with the help of Adjustment Entries.
- 3.Depreciation** – Meaning and Need, Methods of Charging depreciation – Straight Line Method; WDV Method; Accounting for depreciation in the Books of Account.
- 4.Analysis and Interpreting of the Financial Statements** – Financial Ratio Analysis- Liquidity Ratios- Current Ratio, Quick ratio, Profitability Ratios – GP ratio, NP ratio, Operating Ratio, ROI, ROE, ROA, EPS, DPS, Dividend Pay Out Ratio, Price Earnings Ratio, Earnings yield Ratio, Turnover Ratios – Stock Turnover Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio, Capital Turnover Ratio, fixed assets turnover, current assets turnover. Solvency Ratio – Debt-equity Ratio, Capital Gearing Ratio, Interest Coverage Ratio, Debt Service Coverage Ratio, Building An Income Statement and Balance sheet.
- 5. Introduction to Cost Accounts** – Meaning, Objectives, and Difference between cost Accounts and Financial Accounts, Elements of Cost & Classification of costs
- 6. Cost volume profit analysis**-BEP analysis & related decision making
- 7. Cash Flow statement (AS-3)** – Meaning, uses and preparation
- 8. Analysis of financial statements** of any public limited company, managerial uses of unit costing, contract costing, process costing

**Note:** At least **five Cases** should be discussed in the class.

**Books recommended:**

1. Advanced Accountancy- VolI , R.L. Gupta &M.Radhsamy, Sulltanchandand Sons, 1999.
2. Double entry book – keeping and accountancy, T. S. Grewal, Sultan Chand & Sons,
- 3 Comprehensive Financial Accounting , S.A Siddique, Laxmi Publications,
4. Financial Management -- Khan & Jain, Tata McGraw Hill Publication, IVth Edition, 2004
5. Financial Management-- I.M. Pandey., Vikas Publishing House Pvt. Ltd.VIIIth Edition 1999.
  
6. Financial Management-- Prassanna Chandra, Tata McGraw Hill Publication,VIIth 2008
7. Financial Management -- Maheshwari, Sultanchand \$ Sons, Edition, 2004.

**Note:** **The above mentioned editions are available in the library. The students are However advised to also refer the latest editions of the books.**

## 714C-Financial Markets & Environment (core)

**Objective:** *The objective of this paper is to understand various financial markets and there*

**Operational aspects in India.**

### **1. Introduction to Indian Financial System:**

Introduction of financial system, Functions of the Financial System, Structure and Characteristics of Financial system , Prerequisites of a Financial System, Players in the Financial System.

### **2. Introduction of Financial Markets:**

Evolution of the Financial Markets, Segments of Financial Markets, Role of Financial markets, Financial market Instruments: Equity & Preference shares, Debentures– meaning and features.

### **3. Money Market:**

Introduction to Money Market, Evolution of Money Market in India, Need for Money market

Components of the Money Markets, Call Money Market, Treasury Bill Market, Commercial Paper Market, Certificate of Deposit Market, REPOS (Repurchase Agreement) Role of Primary Dealers.

### **4. Capital Market:**

Need for Capital Markets, Segments of Capital Markets, Players in Capital Markets, Major Trends in Capital Market, Regulation of the Capital Markets, Historical Perspective and Evolution of Regulations, SEBI-Role , Objectives and Functions .

**a. Primary Market:** Evolution of the Primary Market, Functioning of the Primary Market, Players in the Market.

**b. New Issue Market:** Function of new issue market, Methods of Floating New Issue Market, Players in the new issue Market

**c. Secondary Market:** Function Of stock exchanges, Methods of trading in a stock exchange, Trading System, Clearing Mechanism, Settlement System, On-line Trading Carry Forward, Margin Requirements, Recent development in secondary market overview of Depository and Custodial Services.

### **5. Investors’ Protection:**

Need for Investor’s Protection, Factors affecting investor’s Interest, Investor’s protection Measures

### **6. Bond Market:**

Evolution of the Bond Market – Fixed Rate and Floating Rate Bonds – Convertible Bonds – Innovative Bond Issuance Structures – Secondary Market for Bonds.

**7. Foreign Exchange Markets:** Introduction, Players.

### **Text Books recommended:**

1. Financial Markets & Institutions & service by N.K.Gupta, IInd Edition, published by Ane Books Pvt Ltd.
2. Financial Markets & Institutions By Jeff Madura, Indian Edition 2008



3. "Indian Financial System" By Bharati.V.Pathak , 3<sup>rd</sup> edition, , Published By Pearson education India
4. "Indian Financial System", H.R. Machiraju, Vikas Publishing House.
5. "Financial Institutions and Markets – Structure, Growth and Innovation", L.M. Bhole, Tata Mcgraw Hill Publishing Company Ltd. 4<sup>th</sup> edition
6. "Management of Capital Markets, Financial Services and Institutions",  
B.S.Bhatia, G.S.Batra, Deep and Deep Publications, 2000.

**Reference Books recommended:**

1. "Management of Capital Markets", B.S. Bhatia and G.S. Batra, Financial Services and Institutions.Latest Edition
2. "Financial Institutions & Markets Future & Regulations", Meir Kohn Oxford University Press, 2007

### **715C– Principles and Practices of Management (core)**

***Objective: The objective of this paper is to develop managerial skills in the students to cope up with the changing business environment a becoming successful entrepreneur.***

1. **Introductory:** Concept of management including functions of management, functions and responsibilities of managers, Fayol's principles of management. Management thought; the classical school, the human relations school, Systems theory school, Contingency theory school.
3. **Planning:** Nature and purpose of planning including strategic planning, principles of planning, Types of Planning, Advantages and Limitations of planning.
4. **Concept and nature of Objectives:** Types of objectives, Importance of objectives, setting objectives, Management by objectives
5. **Strategies and Policies:** Concept of corporate strategy, formulation of strategy, types of strategies, TOWS matrix, the Portfolio matrix, three generic competitive strategies by Porter, effective implementation of strategies, types of policies, principles of formulation of policies, Decision making.
6. **Organizing:** Nature and purpose of organizing, Bases of Departmentation, Span of management, Line and Staff relationship, Line-staff conflict, legation, kinds of delegation, Delegation and Decentralization, Methods of Decentralization.
7. **Control:** Concept and process of control, Control techniques, human aspects of control, control as a feedback system, Feed forward control, Preventive control.

**Books Recommended:**

1. "Personnel/Human Resource Management", David S. Decenzo and Stephen P. Robbins New Delhi, Prentice Hall Publication. Third Edition

2. "Organizational Behaviour: Concepts, Controversies, and Applications", Stephen P. Robbins,  
New Delhi, Prentice Hall Publication., Latest Edition
3. "Organizational Behaviour", Fred Luthans, New York, McGraw Hill, 2005
4. "Essentials of management", Harold Knootz, Donnell and Heinz Wehrich New Delhi,  
Tata  
McGraw Hill Publication. 8th Edition
5. "Organization and Management "R.D. Agrawal, New Delhi, Tata McGraw Hill  
Publication.
6. "Management: A global Perspective", Harold Koontz, O'Donnell and Heinz  
Wehrich,  
New Delhi, Tata McGraw Hill. Publication., Latest Edition
7. "Management", Robert Krietner, Houghton Mifflin Co, 7th edition 1994.
8. "Management", New Delhi, Stephen P. Robbins and Merry Coulter, Prentice Hall  
of India, 2002.

### **716A- IT for Managers (Ability Enhancement)**

***Objective: The objective of this paper is to understand basic knowledge of computers, applications of various information tools and basics of electronic-business to proceed with IT adopted in the business.***

1. Anatomy of Computer, Hardware & Software concepts, Types of Software – Operating system program language translator, communication software, Applicant software.
2. Networking – definition, need, types & applications, networking hardware – hub, router, bridge.
3. Data Base Management System Introduction – Data, Database management system, purpose of database management system, Data abstraction, Instances and schemas, data-independence physical data independence, logical data independence, Data Model – Hierarchical, Network,
4. Relational. Introduction to relational approach – Tuple, Attribute, Domain, Degree, Relation.
5. System Concept: Definition, characteristics of system, Elements of system, Types of system.
6. Introduction to MIS: Characteristics of MIS, Structure of MIS, based on – management activity, organizational functions, Conceptual structure.
7. System development life cycle – feasibility study analysis, design, implementation, maintenance, Approaches of MIS development programmed & non-programmed decisions, decision support system.
8. Securing Information System, Tools & technologies for security.
9. E-Business fundamentals, E-Business framework, E-Business applications, E-Business markets, E-Business models and market space characteristics ordering on-line Advertisement and marketing on Internet, offering customer product on the net.
10. Introduction to IT and its development – V Generation Computers, virtual reality, GPS, GIS, Mobile technology – 1G, 2G, 3G, 4G. Wi-fi, Bluetooth.
11. SAP application & ORACLE.

**Note:** At least **five Cases** should be discussed in the class.

**Text Books:**

1. Computer Fundamentals – P.K.Sinha , BPB Publisher, Fourth Edition.
2. Introduction to Computers – N.Subramaniam , Tata McGraw Hill Publication, Volume 1.
- 3.Database Management system-Korth,M,Tata McGraw Hill Publication, Third Edition.
- 4.Management Information system-Kenneth C.Laudon&Laudon, Pearson Education Second Edition.
5. Management Information system-D.P Goyal,MacMillan India Ltd.,Second Edition.

### **Reference Books:**

- 1.Computer Systems & Applications – RustamShroff, Himalaya Publishing House, Latest Edition
- 2.Computer Network—K.K.Koli, Nakoda publication & Print ltd, Latest Edition.
- 3.Computer Fundamentals and Applications,AshokArora,Vikas Publishing Pvt.Ltd, 2015.
- 4.System analysis and Design –Elias .M.Awad,Galgotia Publications Pvt. Ltd, Sixth Edition.
- 5.e-Business –Michael.Papazoglou,PieterM.A.Ribbers,Wley Computer Publishing.Latest Edition.

## **717S- Business communication & Personality Development (Soft skills)**

### **1: FRAMEWORK TO BUSINESS COMMUNICATION :**

Defining Communication, Process of communication, Principles of effective communication, importance and objectives of business communication, Physical, Mechanical and Psychological barriers to communication

### **2: CHANNELS, TYPES AND FORMS OF COMMUNICATION:**

Channels, Verbal, Non-verbal, Formal, Informal, Internal, External and communication networks, Effective listening – types and Essentials of effective listening, Development of intrapersonal and interpersonal skills for Personal effectiveness.

### **3: ARTICULATION AND DRAFTING:**

Definition & how to articulate , techniques for better articulation, Speak clearly & distinctly, Basic patterns of Business Letters & its drafting, notices , Resumes, Sales letter writing, letters of bank correspondence, complaint letters & project reports, Dealing with print and electronic media, writing a press release.

### **4: ENHANCEMENT SKILLS / EMPLOYABILITY SKILLS:**

Effective presentation skills: body language, eye contact, gesticulation, use of audio visual aids, Handling audience, conduct during presentation Interview skills: types of interview, preparing for an interview, how to handle stress interview, attire for an interview, learn how to say No, positive thinking tips & tricks, have an effective brain storming session.

### **5. PRATICAL EXERCISES**

Spoken exercises listen & repeat and tongue twister, Group discussions, Mock meetings & interviews, Presentations on a technical topic, role plays, Confidence building exercises, and submission of reports prepared.

**Note: At least five cases should be discussed in the class.**

**Recommended Books:**

1. Business Communication – K.K.Sinha, Galgotia Publishing Company, Latest Edition
- 2...Business Communication – Chhabra.T.N. , Sun India Publication, 2005
3. Business Communication – ParagDiwan, Excel Books, Latest Edition
4. Essentials of Business Communication – Rajendra Pal, Sultanchand Publication, 2000
5. Business Communication-- R.K.Madhurkar,Vikas Publishing House Pvt. Limited, Latest

***MBA (FS) II SEMESTER January 2020***

721C	Macro-Economic Analysis & Policy (Core) 3	3
722C	Operation Research (Core) 3	3
723C	Research Methodology(Core) 3	3
724C	Corporate Finance (Core) 3	3
725C	Organizational Behaviour (Core) 3	3
726C	Banking Service Operations (Core) 3	3
727G	Business Law (Elective Generic) 3	3
728SF/S G	French / German (Soft skill) 3	3
72V	Comprehensive viva voce (Virtual credit) 4	4
	<b>Total Credits</b>	<b>28</b>

**721C – Macro Economics Analysis & Policy (core)**

***Objective – The objective of this paper is to develop understanding about the Macro Economic function of economy and its analysis.***

1. Meaning, scope and application of Macro Economics. Concept of stock and flow variables.
2. National Income-Meaning, Measurement and Relationship with Economic Welfare.
3. Classical Macro Economics; Keynesian System of General Equilibrium
4. Theory of Money Supply, components of Money Supply, Quantity theory of money- Views of Fisher, Cambridge School and Friedman.
5. Classical Economics vs. Keynesian Economics. Neo-classical & Rationale expectation Theory.
6. Model of Income Determination- Two sector model with consumption and Investment function, Govt. Sector, Foreign Sector multiplier & their policy implications, Money Multiplier, Interest rate and Liquidity Preference Theory.
7. IS-LM analysis- Integration of Product and Money market Effects of shifting IS and LM curves.
8. Business cycles - Meaning and Phases. Theory of Hicks, Henson and Keynes.  
Meaning  
of Inflation, Recession and Stagflation. Measures to control Inflation.
9. Monetary Policy and Fiscal Policy – objectives, instruments and Relationship.

**Note:** At least **five Cases** should be discussed in the class

**Text books recommended:**

1. Macro Economic Theory, E. Shapiro, Galgotia Publications, Vth Edition, 2007.
2. Macro Economic Theory and Practice, H.L. Ahuja, Sultan Chand and Sons, 10th Edition 2004.
3. Macro Economics, Theory & Policies, Richard.T.Froyen, Pearson Education, 7th Edition
4. Macro Economics, Dornbosch, Fisher, Stanley. TATA Mcgraw Hill, Ninth Edition

**Reference Books**

1. Macro Economics, Errol D'Souza, Pearson Education, 2009

**722 C - Operations Research (core)**

***Objective: The objective of this paper is to develop understanding about different methods of economic and business analysis that provides solutions to a business problem.***

1. Quantitative Techniques and Operations Research: Meaning, Scope of Quantitative Techniques and Operations Research in Management, Advantages and Limitations of Quantitative Techniques.
2. Linear Programming: Meaning of Linear Programming, General Mathematical Formulation of LPP, Graphical Analysis, Simplex Method, Big-M Method, Advantage and Limitations of LPP.
  - a) Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution Vogel's Approximation Method, Optimization (Minimization and Maximization) Using Modified Distribution Method.
  - b) Assignment Problem: Assignment Model as a Particular Case of Transportation Model, Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization and Maximization, Route Allocation).
3. Dynamic Programming- Nature of Dynamic Programming Problems, Solutions for Knapsack, Travelling Sales man, Selection of Advertising Media, Cargo Loading Problem.
4. Inventory Management – Meaning and Types of Inventories, Inventory Decision, EOQ Model, Safety Stock, Selective Approaches to Inventory Management.
5. Replacement Models: Introduction, Scope in Management, Single Equipment Replacement Model and Group Replacement.
6. Game Theory: Introduction to Games Maximin and Minimax Principles, Pure and Mixed Strategies, Solutions of Games Using –Algebraic and Graphical Methods.
7. Network Analysis – CPM and PERT, concept of floats. Application of CPM & PERT.

**Note:** At least **five Cases** should be discussed in the class

**Text Books:**

1. S.D. Sharma, Operations Research, Meerut, KedarNath Ram Nath and Co. Eighth Edition, 2002.
2. N.D. Vohra. Quantitative Techniques, New Delhi, Tata McGraw Hill Publications Fifteenth Edition, 2003.
3. Hamdy A. Taha, Operations Research: An Introduction, New Delhi, Prentice Hall of India, Sixth Edition 1998.
4. V.K. Kapoor, Problems and Solutions in Operations Research, New Delhi, Sultan Chand and Sons, Seventh Edition 2004.
5. P.K. Gupta and D.S. Hira, Operations Research, New Delhi, Sultan Chand Publications, 2000.

**Reference books:**

1. Haruly M. Wagner, Principles of Operations Research with Application to Managerial Decisions, New Delhi, Prentice Hall of India Pvt.Ltd ,Second Edition,1996.
2. A.MNatrajan, P.Balasubramani, A. Tamilarasi Operations Research-Pearson Education Second Edition, 2007.

**723 C- Research Methodology (Core)****Objective:**

The objectives of this paper is to bring the understanding of basic concepts of research, research topics, selection & identification ,definition of research problem& parameter, research methodology and giving insight how to conduct a research in more appropriate manner

**1. Introduction to Research Methodology:**

Role and objectives of business research, types of research and various research designs (exploratory, descriptive, experimental and diagnostic research), research process: Overview, Problems encountered by researcher.

**2. Design**

Data and their Collection: Collection, Organization, Presentation, Analysis and Interrelation of Primary and Secondary Data. Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, Designing questionnaires and conducting interviews.

**3. Sampling**

Sampling Methods, Sampling Plans, Sampling Error, Sampling Distributions : Theory and Design of Sample Survey, Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors. Review of statistical tools/methods of business research for univariate and bivariate analysis. Significance of correlation coefficient, significance of regression coefficient.

**4. Hypothesis and Hypothesis testing**

Parametric & non-parametric tests, introduction to sample tests for univariate and bivariate analysis using normal distribution, F-test, t-test, z-test, chi -square test.

**5. Interpretations and Report Writing:**

Meaning of interpretation, techniques of Interpretation, precautions in interpretation, significance of report writing, steps in report writing, layout of report, precautions in writing research reports.

**6. Research Ethics: Ethics in Research, Philosophical issues in Research****7. Limitations of RM:****Text books Recommended**

1. R. Panneerselvam “ Research Methodology” 2<sup>nd</sup> edition,2014 published by PHI Learning Pvt. Ltd , New Delhi,2016
2. Deepak Chawla & Neena Sandhi “Research Methodology”-Concept & Cases- Reprinted 2014-Vikas Publishing House Pvt Ltd.
3. S.P. Gupta –“Statistical Methods” Sultan chand & sons, New Delhi -2008
4. Prahlad Mishra “ Business Research “ Oxford university press 2015, 1<sup>st</sup> edition

**Reference books recommended**

1. “ Business Research Methods- Donald R Cooper, Pamela s Schindler & J.k. Sharma,11<sup>th</sup> edition, TATA Mc Graw Hill Education Pvt Ltd, New Delhi 2012
2. “ Business Research Methods” Alan Bryman & E.Bell , 3<sup>rd</sup> edition, Oxford University 2015

## **724 C- Corporate Finance (core)**

**Objective:** *The objective of this paper is to understand the different sources of finance, available for any corporate.*

1. Introduction to corporate finance – Meaning and evolution, significance and goals, Functions of a finance manager.
2. Sources of finance-domestic & international & their features
3. Leverage analysis - Meaning ,types, operating financial & combined uses
4. Cost of capital – Meaning, Cost of debt, preference and equity capital, weighted average cost of capital.
5. Capital Budgeting – Meaning, evaluation of proposals – payback period, NPV, ARR, IRR, Accept/reject decisions.
6. Working capital management – Meaning and concept, operating cycle, factors affecting working capital management, sources of working capital, determination of working capital.
7. Dividend policy – Meaning, determinants, Forms of dividend, retention vs. distribution of profits.

**Note:** At least **five Cases** should be discussed in the class

### **Books recommended:**

1. Financial Management, Theory & Practice: PrasannaChandra , Tata McGraw Hill Publication, VII Edition, 2008
2. Financial Management: I.M.Pandey, Vikas Publishing House. Latest Edition

## **725 C- Organizational Behaviour (core)**

**Objective:** **The objective of this paper is to understand the human behaviour to have Efficiency, effectiveness with the total development of the organization.**

1. **Foundations of Individual and Organizational Behaviour:**OB Models, Personality Determinants and Attributes, Learning and Learning Theories, Perception-Factors affecting Perception.
2. **Motivation:** Needs, Contents and Processes; Maslow’s Hierarchy of Needs, Herzberg s Two Factor theory, ERG theory, Vroom’s Expectancy theory, Reinforcement Theory.
3. **Foundations of Group Behaviour** : Defining and Classifying Groups, Group Structure and Processes, Process of Group formation, Group Decision Making, Group v/s Team, Team Effectiveness, and Decision Making.

4. **Leadership:** Trait theories, Behavioural theories-- Ohio State Studies, Michigan Studies and Managerial Grid. Contingency theories—Fiedler's Model, Hersey and Blanchard's Situational theory, Leader-Member Exchange theory, Path Goal theory, Charismatic Leadership.

5. **Conflict & Organizational Change:** Interpersonal Conflict, Inter group Conflict, Organizational Conflict, forces of Change, Resistance to Change

**Note:** The syllabus is divided into two sections A and B. At least two questions will be asked from each section. At least **five Cases** should be discussed within the class from each section.

**Books Recommended :**

1. Personnel/Human Resource Management||, David S. Decenzo and Stephen P. Robbins New Delhi, Prentice Hall Publication. Third Edition
2. Organizational Behaviour: Concepts, Controversies, and Applications||, Stephen P. Robbins, New Delhi, Prentice Hall Publication., Latest Edition
3. Organizational Behaviour||, Fred Luthans, New York, McGraw Hill, 2005
4. Essentials of management||, Harold Knootz, Donnell and Heinz Wehrich New Delhi, Tata McGraw Hill Publication. 8th Edition
5. Organization and Management —R.D. Agrawal, New Delhi, Tata McGraw Hill Publication.
6. Management: A global Perspective||, Harold Koontz, O'Donnell and Heinz Wehrich, New Delhi, Tata McGraw Hill. Publication., Latest Edition
7. Management||, Robert Krietner, Houghton Mifflin Co, 7th edition 1994.
8. Management||, New Delhi, Stephen P. Robbins and Merry Coulter, Prentice Hall of India, 2002.

**726C- Banking Service Operations (Core)**

**Objective: The objective of this paper is to have knowledge of banking laws, regulation and various banking products and services.**

1. Overview of banking industry – evolution & function of money, the circular flow of money. Banking structure in India: Commercial, rural and cooperative banks, Banking Regulation Act. , Role of RBI & Licensing etc. Basel Norms
2. Banker-customer relationship, Types of accounts, deposits (CASA, term deposits and Hybrid) and loans Negotiable Instruments - definition and features, types of crossing of cheques and their endorsement
3. Retail banking – Meaning and significance, Basics of retail banking ,consumer credit, Banking terminology- NEFT&RTGS,ECS,IMPS,SWIFT , CG& IC (credit guarantee & Insurance corporation)etc.
4. Overview of Corporate Banking – meaning and importance of corporate banking.
5. Risk Management in Banking
6. Financing SMEs: - Small scale industries, monitoring and nurturing of SSIs, institutional and infrastructural support to SSIs, role of NABARD.



7. Rural finance and micro finance: Sources of rural finance & progress and distribution of rural finance, rural finance mechanism– credit delivery to rural financial agencies and banks, concept of micro finance groups and SHG credit linkages.
8. Plastic Money- Debit & credit cards, Charge card, gift card, customer Card etc , credit rating of customers, KYC norms.
9. Meaning of Equifax, NPA norms.

**Text Books recommended**

1. Management of banking, S.Scott Mac Donald/ Timothy w.Koch ,6<sup>th</sup> edition publication- Cengage Learning.
2. Banking & Insurance –Law & Praticce, The institute of company secretary of india published By taxmann publication.
3. Banking Operation Management- Bimal Jaiswal-Vikas Publishing house pvt ltd-2016

**Reference Books recommended:**

1. Banking & Finance Sector Reforms In India, Banerjee Amalesh, Deep & Deep Publication, 2001.
2. The Business of Banking- LipsCombeGeoffred, New Age International, IVth Edition,
3. Indian Banking System- Board of Editors, Latest Edition
4. Role of nationalized banks in rural development, A.S. Rana, Shree publishers and Distributors, Delhi, Latest Edition
5. Agriculture and NABARD, TapanShandilya and Umesh Prasad, Deep & Deep Publications, Delhi, Latest Edition
6. Rural banking VA Pai&Pananandikar, N C Mehta.Latest Edition

**727 G- Business Law (Elective Generic)**

*Objective: The objective of this paper is to understand the different laws , legal rules and regulations through which the business world is governed.*

**Legal Frame work**

1. The Customs 1962.
2. Foreign Exchange Management Act
3. The Money Laundering Act, 2002.(Penalties, contraventions and general features)
4. Information and technology Act 2000 (salient features and general aspects, DSC Mechanism)
5. Competitions Act 2002 including the types of the restrictive agreements (Salient Features)
6. Interpretation of law

**Contractual Relations and company regulations**

1. The Indian Contract Act. 1872.
2. The Companies Act 2013 ( types of companies, prospectus, MOA, AOA, Prospectus, Shares, AGM, winding up of a company, Preferential Shares and Dividend, company audit)
3. The LLP Act, 2008 (Basic Provisions)

**Property Rights: Intellectual Property**

1. The Copyright Act, 1957.
2. The Patent Act.

3. The Designs Act & Trade Marks Act.
4. International Conventions & UNO specifications

#### **Preferred Act**

1. Security Contract act (It may be classified under the head contractual relations and company regulations)
2. Product Liability Transfer of Technology, International Contracts, Licenses Joint Ventures/ Consultations, Foreign Investment Laws, International Organizations, United Nations World Trade Organization

**Payments-** Letters of Credit, Electronic Transfer, NEFT, ECS, RTGS, Bank Guarantee.

#### **Recommended Books**

1. Sakhlecha&Sakhlecha – Corporate Law
2. B.S. Moshal- Business Law, Anne Books Pvt. Ltd.
3. Tax man - Corporate laws
4. MohnishBhandari – Corporate Law
5. Bharat - Corporate laws
6. Bare Acts - Corporate laws

**Note:** At least **five Cases** should be discussed in the class.

### **728SF- French - (Soft Skills)**

#### **FRENCH**

**Objective:** *The objective of this paper is to impart working knowledge of one of the foreign language in the changing perspective of the Global Economy.*

1. Articles. Nouns & Pronouns –the definite article and contraction of the definite articles, indefinite articles, nouns – regular plurals, irregular plurals, gender identification by word ending, the portative article.
2. The Interrogation- formation of question by inversion, simple tense interrogative forms, negation – formation of negative sentences, formation of negative interrogative. Adjectives – qualifying adjective, possessive adjectives, demonstrative adjectives, regular forms and irregular adjective, plurals of adjectives.
3. Prepositions – uses of certain prepositions, prepositions to indicate location or direction, prepositions with geographical names, prepositions with modes of transport, prepositions with expression of time, Prepositions of cause, Numbers – cardinal and ordinal numbers.
4. Dates, Time and Seasons. Verbs – regular and irregular (I, II & III group of verbs), conjugation of verbs in simple present tense.
5. General Conversation – to present oneself and others, to greet others, to tell- time, date, seasons, days of the week, the months of the years

### **728SG -GERMAN (Soft Skills)**

**Objective:** *The objective of this paper is to impart working knowledge of one of the foreign language in the changing perspective of the Global Economy.*

Introduction to Germany, German, culture, People, a brief about its history and geography.

1. Greetings, basic pleasantries, dialogues based on situations like personal introduction, finding the way around town, ordering food, making reservations. Vocabulary building for informal conversations.
3. Verbs - regular, irregular, helping, trennbar, modal verb konjugations.
4. Nouns with gender, articles and their usage in different cases. Personal and possessive pronouns. Singular and plural forms.
5. Prepositions - temporal and local.
6. Reading comprehension and informal letter writing.

## **Summer Training**

All the students are required to undergo six to eight week summer training, after the completion of first two semesters in Industrial and Business organizations. The institute prefers that an organization puts a student on a specific project where a student will be expected to work and understand the working of all aspects of the organization. The students are instructed to submit a certificate of successful completion of their summer training. Each student will be required to give a presentation of their summer project.

1.

Avoidance of Double Taxation (General features, penalties and agree

## ***MBA (FS) III SEMESTER July 2020***

731C	Financial Product & Services (Core)	3
732C	Strategic Financial Management(Core)	3
733C	Marketing Management (Core)	3
734C	HRM& Accounting (Core)	3
735D	Security Analysis & Portfolio Mgmt.( Elective Discipline)	3
736D	Corporate Tax Planning and Management ( Elective Discipline)	3
737D	Principles, Practices and Regulation of Insurance ( Elective Discipline)	3
738G	Entrepreneurship (Elective Generic)	3
739P	Summer training report submission(Project Work)	2
73V	Comprehensive viva voce(Virtual credit)	4
	<b>Total Credits</b>	<b>30</b>

### **731C-Financial Product & Services (Core)**

***Objective: The objective of this paper is to provide knowledge about the different financial products and services that are available for a business organization.***

1. Introduction – Meaning, Nature & scope of Financial Services, Fund based and Fees based services.
2. Factoring Services – Meaning, Concept and evolution of Factoring; Functions of a Factor; Types of Factoring; Factoring Vs Bills discounting; Advantages of Factoring: Forfaiting – an overview.
3. Leasing and Hire - Purchase – Meaning concept and agreement, types of leasing, advantages and disadvantages of leasing, financial evaluation related to Lease vs. Buy /borrow decisions, legal aspects of leasing; Lease vs. Hire-Purchase
4. Venture Capital Financing – Meaning, concept of VCF; Features of VCF, Need, Stages of financing, Exit routes; Role in the development of industry/economy.
5. Securitization – Meaning and features, operational mechanism, Advantages, Provisions of The Securitization Act 2002.
6. Capital structure decisions – Meaning, Factors affecting capital structure and capital structure decisions.
7. Mergers & Acquisitions-Types, Impact on EPS,PE Ratio, determination of exchange Ratio.
8. Financial Modelling using EXCEL.

**Note:** At least **five Cases** should be discussed in the class.

#### **Books recommended:**

1. Khan M.Y., Financial Services.
2. Banking & Financial Services: H.R.Machiraju,
3. Merchant Banking & Financial Services: J.C.Verma.

4. Lease Financing and hire Purchase, Merchant banking, Mutual Funds, Factoring and Venture Capital - Kothari, Vinod- Wadhwa & co. Pvt. Ltd. (Latest Edition)
5. Financial Services- Text, Cases & Strategies- P.Mohana Rao, R.L. Hyderabad- Deep & Deep Publication Pvt.Ltd.

### **732C-Strategic Financial Management (Core)**

***Objective: The objective of the course is to teach the students decision meaning process at the different levels in an organization related to strategies of financial management to prepare him for business world.***

***Objective: The objective of the course is to teach the students decision meaning process at the different levels in an organization related to strategies of financial management to prepare him for business world.***

**Unit 1-**Introduction to SFM-meaning, characteristics, scope, importance, constraints, difference between strategic planning & financial planning, Corporate Strategy

**Unit 2-** Strategic planning – meaning, characteristics, strategic intent, component, process, benefit & constraint,

**Unit 3-** Corporate Portfolio tools-types, advantage & constraint & various analytical investment decision tools.

**Unit 4-** Investment decision under risk & uncertainty – types & techniques

**Unit 5-** Valuation of business & valuation of shares

**Unit 6-**Merger and acquisition, organic and inorganic methods take over- methods identification of target resisting take over turn around – financial analysis at each stage, Benefits of Due Diligence.

**Unit 7-** Financial planning & financial model – meaning, principle, process, factors & types constraint application of financial model, process & types & future of FM development

**Unit 8-** Arbitrage –Interest rate parity

**Unit 9** -Cases related to short and long term strategic financial management.

**Note:** At least **five Cases** should be discussed within the class

#### **Books Recommended:**

1. Strategic Management – Upendra Kachre- Excel Book – 1st Edition 2005
2. Strategic Management - Hachiraja

#### **Books Recommended:**

1. Strategic Management – Upendra Kachre- Excel Book – 1st Edition 2005
2. Strategic Management - Hachiraja

### **733C-Marketing Management (Core)**

*The objective of this paper is to develop creative skills in the students to understand the dynamics of the competitive market and positioned distinctively.*

1. Marketing Concepts: Customer Value and Satisfaction, Customers Delight. Value chain, scanning the Marketing Environment. Marketing Philosophies
2. Market demand , structure and competition
3. Market Segmentation, targeting, positioning. Levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation. Positioning.
4. Basics of Marketing Information System and Marketing Research Process.
5. Product Decision: Objectives, Product classification, New Product Development Product-Mix, Product life cycle strategies, branding, introduction of packaging, & labeling.
6. Pricing Decisions: Factors affecting price, pricing methods and strategies.
7. Distribution Decisions: Importance and Functions of Distribution Channel, Distribution Channel Decisions, Distribution Channel Members.
8. Promotion Decisions: A view of Communication Process, developing effective communication, Promotion-Mix elements.
9. An introduction to Digital Marketing

**Note:** At least **five Cases** should be discussed in the class.

#### **Books recommended:**

1. Principle of Marketing Management – Philip Kotler , Pearson Education, Latest Edition
2. Marketing Management -S.A. Sheralkar , Himalaya Publishing House, Latest Edition
3. Fundamentals of Marketing- William .J.Stanton , McGrawhill Publication, Latest Edition
4. Marketing Management – South Asian Perspective, Kotlar ,Kelkar, Koshi, and Jha., Pearson Education, Latest Edition
5. Marketing Management –S.H.H. Kazmi, Excel Books India, 2007

### **734 C- HRM& Accounting (Core)**

*Objective: The objective of this paper is to understand the human management to get the satisfied and competitive work force to build strength of the organization. Also to understand the audit mechanism and it's reporting in the corporate*

1. the Field of HRM: Need and significance of HRM, HRM function, environmental influence on HRM, ASTD HRM Model.
2. Acquisition of Human Resources: Job Analysis, Job Description, Job Specification, human resource Planning—Objective, Importance, Recruitment –Recruitment Policy, Sources, Techniques of Recruitment, Selection, Induction and Placement.

#### **INTRODUCTION OF HR Accounting.....**

HR as assets –Meaning of Human Resource Accounting - Introduction to Human Resource Accounting - Human Resource Accounting concepts, objectives, advantages & limitations, methods and applications approaches to HR accounting– Human Resources Accounting Vs Other Accounting .

### 3. -HUMAN RESOURCE ACCOUNTING SYSTEM

Human Resource costs, methods of evaluating human Resource controlling, Developing Human Resource Accounting Systems – Implementation of Human Resource Accounting –Recent Advancements and future directions in Human Resource Accounting. HR accounting and benchmarking, measuring return of human assets, Prevention of Human Resource Wastage.

### 4. HUMAN RESOURCE AUDIT

Role of Human Resource audit in business environment – HR Audit objectives – Concepts – Components – Need – Benefits - - Importance – Methodology – Instruments – HRD score card – Effectiveness of as an instrument – Issues in HR audit

### 5. -HUMAN RESOURCE AUDIT REPORT

HRD audit report – Concepts – Purpose – Role of HR managers and auditors – Report Design – Preparation of Report – Use of Human Resource audit report for Business improvement – Case Studies

#### **Books recommended:**

#### **Text Books:**

1. “Human Resource Management --Robert L. Mathis and John H. Jackson,” South Western College Publishing, Third Edition
2. “Human Resource Management” A strategic approach to employment,--S.K Sharma Global India Publication 01-dec-2009
3. Human Resource Management—C.B.Gupta, Sultancvhand and Sons, Sixth Edition
4. Human Resource & Personnel Management—K.Aswathapa, Tata McGraw-Hill Publication Ltd, Sixth Edition.
5. Human Resource Management – Seema Sanghi, MacMillan Publishers, India Ltd., First Edition 2011.

#### **Reference Books:**

6. Human Resource Management—S.P.Robbins, Printice Hall Publication, Human Resource Planning—Bhattacharya, Excel, Sixth Edition.
7. Human Resource Management –Raymond Anor, John R Hollenbeck, BarryGeehart,Patrick M Wright,Fifth edition,Tata McGraw- Hill Publication Ltd.
8. Human Resource Management –John M Iwancerich, Tent Edition,Tata McGraw- Hill Publication Ltd.
9. Human Resource Management –David A. Decenzo,StephenP.Robbins,TenthEdition,Wiley India Ltd.

#### **Books recommended:**

10. “Human Resource and Personnel Management”,--William B. Werther Jr. and Keith Davis, Singapore, McGraw hill publication, 3<sup>RD</sup> Edition
11. Human Resource accounting practices in Indian industries, Mamta Ratti, Management Prudence Journal, vol 3, Issue 1, Published 2012
12. Human Resource accounting—R.K .Gupta, Anmol Publications, Pvt.Ltd.Latest Edition
13. Human Resource Accounting ---N.P agarwal, neha publisher & distributor, Latest Edition

## **735D-Security Analysis & Portfolio Mgmt. (Elective Discipline)**

*Objective: The objective of this paper is to provide knowledge about the portfolio management of a company and its security.*

**Unit 1.** Introduction: Meaning & Concept of Investment, Investment verses Speculation verses gambling, Financial and Economic Aspect of Investment, Types, Characteristics and Objectives of Investment.

**Unit 2.** Risk Return: Concept of Risk and Return, Application of Statistics, Systematic and Unsystematic Risk, Efficient capital markets, Concept of Beta, Capital Assets Pricing Model, SML.

**Unit 3-** Factor Models and Arbitrage Pricing Theory.

**Unit 4-** Valuation of Securities – An introduction to security valuation, Top Down and Bottom Up approach. Tax Implications.

**Unit 5** -Valuation of Equity & analysis – Active equity Investment styles, Equity valuation Models

**Unit 6** - Valuation of Bonds: PV Model, Bonds Yield, Measures Duration, Modified Duration, Immunization Convexity, Bond Value Theorem, Yield to maturity, Tax Implications.

**Unit 7-** Security Analysis: Fundamental Analysis and Technical Analysis, Dow Theory, Elliott Wave Theory, Efficient Market Hypothesis and Testing.

**Unit 8-** Portfolio Concepts: Portfolio and Security Returns, Diversification, Markowitz Model, Sharp Index Model, Multiple Security Portfolio, Portfolio Investment Process, CML valuation

**Unit 9-**Portfolio Evaluation: Measures of Returns, Formula Plans, Sharpe and Treynor Measures, Jensen model.

**Note:** At least **five Cases** should be discussed within the class

### **Books recommended:**

1. V.K.Bhalla, Investment Management: Security Analysis and Portfolio Management, New Delhi, S.Chand and Sons, Sixth Edition, 1999
2. Donald E.Fisher and Ronald J.Jordan, Security Analysis and Portfolio Management, New Delhi, PHI Publication, 1998.
3. V.A.Avadhani, Investment and Security Markets in India, Bombay, Himalaya Publication, 1998.
4. Edwin J.Elton and Martin J.Gruber, Modern Portfolio Theory and Investment, Singapore, John Wiley and Sons, 1996.
5. Preeti Singh, Investement Management, Bombay, Himalaya Publications, 9<sup>th</sup> Edition, 2000.

## **736D - Corporate Tax Planning and Management (Elective Discipline)**

*Objective: The objective of this paper is to provide knowledge about the tax planning & management in corporate sector.*



1. Meaning and Basic concepts:-Tax Planning, Tax Management, Tax evasion & tax avoidance.
2. Corporate Tax in India, Types of Companies, Residential Status of companies, Tax liability and Minimum Alternate Tax (MAT), Tax on distributed profits & dividend.
3. Assessment of Companies, Partnership Firms as such, Partnership firms as Association of Persons. Alternate Minimum Tax (AMT)
4. Tax Planning with reference to setting up of a new business - Locational aspect, nature of business, form of organization.
5. Tax planning with reference to business restructuring—amalgamation, demerger, conversion of sole proprietary concern in to partnership firm or company.
6. Special provision related to Non-Resident, double taxation relief, Provision regulating transfer pricing. Overview of international taxation
7. **Introduction to Goods and Services Tax (GST) Act 2017 – History of Indirect Taxes in India, Evolution of GST, Structure & constitutional background of GST, CGST, SGST, Purpose and rationale of GST, Advantages and Challenges of GST, , Registration,**
8. **Tax collection & reverse charge mechanism, Concept of goods & services**
9. **Input tax credit, E-way bill concept in GST, Calculation of CGST, SGST, IGST, Valuations**

#### **Reference Books.**

1. Direct tax planning - S.P Goyal Sahitya Bhawan Agra
2. Direct tax planning & management - Dr.Vinod K. Singhania., Dr. Kapil Singhania, Taxmann Publications New Delhi
3. Direct taxes Law and Practice - Dr.Vinod K. Singhania., Dr. Kapil Singhania, Taxmann Publications New Delhi
4. Corporate Tax Planning & Management - Ahuja, Girish and Ravi Gupta, Bharat Law House
5. Goods and Services Tax Taxmann
6. GST Ready Reckoner – V.S.Datey, Taxmanns Publications New Delhi

#### **737D-Principles, Practices and Regulation of Insurance (Elective Discipline)**

**Objectives: The objective of this paper is to have knowledge about life and general Insurance sectors in India.**

1. Insurance-meaning. concept, role & significance , Fundamentals / Principles of Insurance.
2. Life Insurance – Introduction to life insurance, Life Insurance products- Options, Guarantees and Risks, Underwriters, Computation of Premium/Bonus, Claims of Life Insurance, Group Insurance & Pension Plans, Double insurance & Reinsurance, Financial Planning & Taxation,
3. General Insurance - Introduction to general Insurance  
Theory and Practice of Rating, Legislative and Regulatory matters regarding Fire Insurance, Marine Insurance, Motor Insurance, Personal Accident Insurance, Health

- Insurance, Miscellaneous Insurance – Liability Insurance, Engineering Insurance, Rural Insurances, Obligations of Insurers to the Social Sector,
4. Procedure for Becoming an Agent, Functions of the Agent. Agency commission structure, Fundamentals of Agency Law, Insurance Documents ,Personal Development and Behavioural aspects
  5. Regulatory mechanism -- Establishment of IRDA Role of IRDA Short title & commencement  
Issues and / or renewal of license, Code of Conduct, Notifications, Role of Insurers to the Social Sector
  6. Role of technology in delivery of insurance services

**Text Books recommended:**

1. Principles & Practice Of Insurance By Dr.P.Periasamy, Himalaya Publishing House-2012
2. O.S.Gupta, Life Insurance, Special Reference to LIC
3. Nalini Prava Tripathy & Prabir Pal – “Insurance”- Theory and Practice, Prentice Hall of India Private Ltd., New Delhi
3. M.J. Methew “Insurance- Principles and practice” , R.B.S.A. Publishers, S.M.S Highway
4. Modern Concepts Of Insurance – M.N. Mishra , S.Chand and Company Ltd. Ram Nagar, New Delhi
5. Insurance Principles & Practice By M.N.Mishra & Dr. S.B. Mishra, Publishing S.Chand , 18<sup>th</sup> Edition 2011
5. R.M.Shritastava, Management of Indian Financial Institutions, New Delhi, Himalaya Publications, Latest Edition 2000.

**738G -Entrepreneurship (Elective Generic)**

***Objective: The subject will help in understanding the nitty-gritty of entrepreneurship and also to know about various institutions and programmes for promotion of entrepreneurship activities by government and nongovernmental organizations.***

1. Concept of Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur – Role of entrepreneurship in economic development. Innovation, Creativity and lateral Thinking
2. Forms of organization- Sole Proprietorship, Partnership and Company and their features, advantages and disadvantages.
3. Methods and sources of raising Finance- Domestic and global, their features and merits and demerits, Venture Capital
4. Project Management- Business idea generation techniques – Identification of Business opportunities – Feasibility study – Technical, Marketing, Finance, Economic and Social Appraisal– Preparation of Project Report.

5. Enterprise Marketing: Goals of Business-Goal setting, SMART goals, Marketing & Sales Strategy, Branding, Promotion Strategy, Customer Relations, Employee and Vendor Management
6. Enterprise Growth Strategies: Franchising, Mergers and Acquisitions, Moving up the Value Chain and Value Addition
7. Reasons of Business Failure
8. Importance of small scale industries – Definition – Contribution to national economy – Classification of small scale units – Cottage, tiny, village, ancillary – Concept, Infrastructure for small business units. Procedures in setting of small scale units – Licensing – Registration – Financing, Characteristics and Problems
9. Institution for the development of small scale industries – NSIC, SIDCO, SIDO, SISI , Development Commissioner – TANSI, SIDCO, DIC, Directorate of Industries and Commerce. Concessions , rebates, incentives and subsidies to small scale units – Prime Minister’s Rojgar Yojna (PMPY) EPZ and 100% EQUs, Sickness of small scale units and revival.
10. Industrial Estates – Meaning , types and necessity
11. New venture areas for Entrepreneurs
12. Social Entrepreneurship: Meaning and Concept and Characteristics
13. Case Studies

#### **REFERENCE BOOKS:**

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai – Project Management
4. Jayashree Suresh – Entrepreneurial Development
5. Holt – Entrepreneurship – New Venture Creation
6. J.S. Saini & S.K. Dhameja – Entrepreneurship and Small Business
7. P.C. Jain – Handbook for New Entrepreneurs
8. Dr. C.B. Gupta & Dr. S.S.Khanka – Entrepreneurship and Small Business
9. Vasanth Desai – Management of Small Business Himalaya Publishers
10. C.B. Gupta – Management of Small Business Sultan Chand and Sons
11. S.S. Kanka, S. Chand and Co – Entrepreneurial Development

#### **739P-Summer training Report submission (project work)**

## MBA (FS) IV SEMESTER January 2020

741C	Services Marketing & CRM (Core)	3
742D	Investment and Merchant Banking( Elective Discipline)	3
743D	Analytical Techniques for Finance ( Elective Discipline)	3
744D	International Financial Markets & Forex Management (Elective Discipline)	3
745A	Commodity Derivative & Price Risk Mgmt. (Ability Enhancement)	3
746P	Major Research Project (Project Work)	4
74V	Comprehensive Viva Voce(Virtual credit)	4
	Total Credits	23

### 741D-Services Marketing & CRM (Core)

**Objective:** *The objective of this paper is to understand various processes and strategies for marketing of services and strategies for building lasting customer relationship*

1. Understanding Services: Service Sector & Economic Growth, Service Concept - Service Characteristics-Classification of Services, -Challenges in Service Marketing
2. Marketing mix in service marketing (8ps) - Understanding service process, Service offerings –core & supplementary product element -Price & other costs of services – Place & time – Service Delivery system -Promotion & customer education -People employees role in service Productivity and Quality -Physical Evidence in Services
3. Service from customer’s view point - Customer contact with service organization. Complaint Handling and service recovery
4. Strategic Issues in Service Marketing -Service Positioning and Design-Service Differentiation
5. Introduction to CRM: Evolution of CRM, Relationship Marketing, significance and benefits of CRM to different business organizations and customers.
6. Concepts of CRM: Concept of Customer Lifecycle, Lifecycle stages, Customer Lifecycle Management, Customer Lifetime Value assessment
7. CRM Process: Objectives, Customer segmentation, Customer database, Strategy formulation, Infrastructure development, Designing system, Core processes, Developing people, Customer retention, Recovering lost customers, Terminating relationships.
8. Database Management: Information management for customer acquisition, retention, attrition and defection, data warehousing, data mining.
9. Measuring CRM Effectiveness: CRM Metrics – Financial and non-financial measures.

#### **Books recommended:**

1. “Services Marketing ”, Christopher H. Lovelock, New Delhi: Prentice Hall of India Latest Edition
2. “Customer Relationship Management”, Baran, Roger J., Galka, Robert J. and Strunk, Daniel P. , Cengage Learning, New Delhi, (2008),
3. “Customer Relationship Management”, Sheth, J.N., Parvatiyar, A. and Shainesh, G., TMH, Latest Edition
4. “Customer Relationship Management A Databsed Approach”, Kumar, V. and Reinartz, Werner J., Wiley India, New Delhi., (2006)

5. "Service Marketing" Valarie A Zeithaml & Mary Jo Bitner, Tata McGraw Hill Publication, Latest Edition
6. "Service Marketing" Ravi Shankar, Excel Books, Latest Edition
7. "Service Marketing" B. Balaji, S. Chand & Co. Latest Edition

## **742D-Investment and Merchant Banking (Elective Discipline)**

***Objective: The objective of this paper is to have knowledge about financial services rendered by merchant bankers in India***

1. Introduction to merchant banking – Origin, Meaning and concept, functions of and role merchant bankers, recent developments.
2. Regulation for merchant banking activities – registration, code of conduct, obligations.
3. Public issue management: SEBI Guidelines and regulations.
4. Pre-issue and post issue management – Obligations, requirements, operational guidelines.
5. Issue management intermediaries - Under writers, Registrars, Debenture Trustees, Portfolio managers, bankers and brokers to an issue.
6. Depository Services - depository system, meaning, depository and depository participant, SEBI guidelines, Dematerialization of shares, dematerialization of shares, advantages of depository system.
7. Mutual funds-Meaning, Concept & types.
8. Project Appraisal - : Investment Bankers & Projects, Conceptualization of a Project Idea, Preliminary Feasibility Study, Project Report Preparation, Project Financing in India.
9. Methods of Corporate finance: Consortium, Loan Syndication & multiple banking- Origin and Trends – Players in the Market – The Basic Loan Structure -Mechanics of Syndication – Terms & Conditions.
10. Recent Innovations – Designing Customized Instruments – Pricing of Instruments – Implications of Overpricing and under pricing - pricing Practices in the market.

**Note:** At least **five Cases** should be discussed within the class

### **Book recommended:**

1. Merchant banking H.R. Machiraju, New Age International Publication
2. Merchant banking and financial services Dr. S. Guruswamy. Thompson Publication
3. Financial markets, Institutions and services N.K.Gupta and Monica Chopra, Ane's student edition.

## **743D- Analytical Technique for Finance (Elective Discipline)**

*Objective: This paper is meant to train the students for different types of analysis*

*Helpful in finance and make their analytics stronger.*

1. Application of differentiation in Economics and management – Elasticity estimation, Maxima and Minima of a function and Profit Maximization.
2. Application of Integral calculus, Integration of a function, Consumer's and Producer's Surplus through Integral calculus.
3. Meaning and Methodology of Econometrics-Nature and Scope of Econometrics in finance. Basic terminology to understand interpretation of econometrics analysis. Forms of Econometric models and their application.
4. Application of Dummy Regression model and its various forms
5. Concept of Time Series Analysis, Fundamentals of Business & Business Environment, Basic concepts of Business Forecasting and Planning.
6. Quantitative Forecasting; Criteria for Evaluation: ME, MAD, MSE, RMSD, PE, MPE, MAPE, Theil's U - Statistic; Introduction to qualitative & technological forecasting.
7. Introduction to Box-Jenkins (ARIMA) Methods.

**Note:** At least **five Cases** should be discussed within the class

### **Books Recommended:**

#### **Forecasting**

1. Makridakis, Wheelwright and McGea (1983), Forecasting: Methods and Applications, John Wiley & Sons.
2. Makridakis, Wheelwright and Hyndman (2003), Forecasting Methods and applications, John Wiley & Sons.
3. Business Forecasting, John E. Hanke, Dean W. Wichern (8<sup>th</sup> Edition), Pearson Education.
4. Elements of forecasting, Francis. X. Diebold, Thomson Learning
5. Forecasting Application & Methods, Francis. X. Diebold, Cengage Learning edition

#### **Econometrics**

1. Gujarati, D.N. Basic Econometrics (5<sup>th</sup> Edition) MC Graw Hill New Delhi.
2. Koutsoyiannis, A, Theory of Econometrics (2<sup>nd</sup> Edition), The Macmillan Press Ltd. London
3. Maddala, G.S. (3<sup>rd</sup> Edition) Introduction to Econometrics, McMillan, London

#### **Mathematical Economics**

1. Mehta and Madhani: Mathematics for Economists
2. Allen, R.G.D. : Mathematical Analysis for Economics Analysis
3. G.S. Moonga: Mathematics and Statistics for Economists- Vikas Publications

## **744 D-Internationals Financial Markets & Forex Management (Elective Generic)**

**Objective:** *The Objective of this paper is to have knowledge of international financial flows and its impact on exchange rate.*

1. Introduction – International Trade , its importance, Theory of international Trade  
Classical Theory- Theory of Absolute Advantage and Comparative Costs, Barriers to Foreign-Trade -Tariff Barriers and non Tariff Barriers.
2. Balance of Payment-Meaning of BOP, Components of BOP, importance of BOP, Meaning of Deficit and Surplus, Equilibrium, disequilibrium and adjustments, method of correcting disequilibrium.
3. Exchange monetary systems. The gold standard, the Bretton Woods system. The flexible exchange rate system.
4. Exchange rate Determination : Equilibrium Rate of Exchange, Purchasing Power parity Theory, Demand and supply Theory of exchange rate and BOP Theory, factors affecting exchange rates.
5. Economic Policy and fixed exchange rate/floating exchange rate, capital mobility and exchange rate, fixed vs . Floating exchange rate.
6. Foreign Exchange Markets- Defining Foreign Exchange markets, its structure settlement system, Understanding SPOT and forward rates, Foreign Exchange quotations, premium and discount in forward market, cross rates inverse rates and arbitrage.
7. Foreign Exchange Management in India , Forex Reserves and its uses, Exchange control –objectives, methods, Exchange Control in India.
8. International Capital Markets – ADRs, GDRs, FCCBs, ECBs and their listing mechanism.
9. Short term cash management in MNCs.

**Note:** At least **five Cases** should be discussed within the class

### **Books Recommended -**

- 1 V.A. Avadhani, “International Finance”, Himalaya Publications, 4th Edition,
- 2 P.G. Apte, “International Financial Market” Tata Mc Graw Hill, 2nd Edition,
- 3 A.K. Seth, “International Financial Management” Galgotia Publications, 2008
- 4 V.K. Bhalla, “International Financial Management”, Anmol Publications, 2nd Edition
- 5 Maurice D. Levi, “International Finance”, New York, McGraw Hill 3rd Edition,
- 6 Ian H. Giddy, “Global Financial Markets”, Delhi AITBS Publication
7. John Holland, “International Finance Management”, Oxford, Blackwell Publication
- . Madhu Raj-International Financial Management-Excel Books, New Delhi.
- 8 Joseph Daniels and David Varihoose, “International Monetary and Financial Economics”

## **743B-Commodity, Derivative & Price Risk Management**

**Objective:** *The objective of this paper is to have understanding of commodity derivatives, Markets, and Risk Management in pricing of the commodity .*

1. Introduction to Derivatives – Introduction to Derivatives, Meaning of Forwards, Futures, Options and Swaps, Difference between Sport and Futures Markets, Difference between Futures and Forward contracts, types of orders.

2. History of commodity markets – Evolution of commodity markets, Commodity markets of India.
3. Commodity Futures – Meaning and Objective of Commodity Futures, Pricing commodity Futures: Factors affecting Cost of Carry, Investment and Consumption Commodities, Meaning of Basis and Spreads – Basis, Basis Risk, Spread, Participants in Commodity Derivatives – Hedgers, Speculators, Arbitraders.
4. Future contracts: Introduction to futures markets, future contract and future trading, specification of the future contract, newspaper quotes, hedging using futures, Index futures, basics of stock index futures, interest rate futures, foreign exchange and currency futures, mechanism of future contracts, operations of margin, convergence clearing process, clearing house and clearing margins, hedging, difference between forward future
5. Advanced concept in Commodity Futures-Hedging, what is the concept of hedging ratio, buying hedge or Long Hedge, Uses of buying hedge strategy, Buying hedge with Basis Risk, Selling hedge or Short hedge ,uses of selling hedge strategy, hedge with basis risk, Rolling over of Hedge position, advantage and limitations of Hedging speculation.
6. Option Markets - Types of options, uses of options, Payoffs from options, Trading strategies, Involving options Bull-bear spread, butter-Fly, calendar and diagonal spread, Straddles, strip and straps, Options valuation and pricing, over the counter exchange option, strangle, index options
7. Swaps: Introduction to swaps, basic swap structure, interest rate swaps, currency swaps, Mechanics of swaps, transactions, swap options.

***Recommended Books:***

- 1 Redhead, Futures – Pearson education Asia Publications, 1999
2. Robert A. Strong, Derivatives: An Introduction – Thompson publications, New Delhi, 2000 Robert W. Kolb, Understanding Futures – PHI Publications, New Delhi,2000
3. Robert W. Kolb, Understanding Options – PHI Publications, New Delhi, 2000
4. John C. Hull Options, futures and other derivatives – Pearson education Asia, 4th edition, 2001

**746P-Major Research Project (Project Work)**

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**MBA (INTERNATIONAL BUSINESS)  
(2019-21)**

**Course Curriculum**

**School of Economics**  
**(A Department under UGC-SAP Programme)**  
Devi Ahilya Vishwavidyalaya, Indore

***Revised Course Structure  
Choice Based Credit System (CBCS)  
Under Ordinance 31  
2017-2019***

The department has choice based credit system (CBCS) in every course we offer under ordinance 31, in which there are total 100 credits in which 84 actual credits and 16 virtual credits in the complete span of the course of two years. From these 100 credits 42 credits should accrue from 14 Core subjects, 18 credits from Elective Discipline subjects, 6 credits from Elective Generic, 6 credits from soft skill development subjects, 6 credits from Ability Enhancement subjects and 6 credits from project/ field based work. Elective Generic subjects credits can be earned from the subjects offered by the department or by other UTD's. Virtual Credits are 16 which the student has to earn through Comprehensive Viva Voce held after every Semester. Hence 4 virtual credits are given to each Comprehensive Viva Voce. From these 100 credits the credit for each subhead is as under:

S.No	Type of Subject/Activity	Code	Number of Subjects	Credit/Subject	Total Credit
1	Core	C	16(15)	3	48(45)
2	Elective Discipline	D	6	3	18
3	Elective Generic	G	2	3	06
4	Soft Skill	S	2	3	06
5	Ability Enhancement	A	2	3	06(5)
6	Comprehensive Viva Voce	V	4 / Semester	16	16
7	Project Work	P	Summer Internship	2	2
			Major Research Project	4	4
					<b>106(102)</b>

\*\*In () credits for M.A (Economics) course

## MBA (IB)

S.No	Core	Elective Discipline	Elective Generic	Soft Skill	Ability Enhancement
1	Micro Economics	Financial & Derivative Markets in India	Entrepreneurship	Business Communication & Personality Development	IT for Manager
2	Business Statistics	International Trade Logistics & Supply Chain Management	Business Law	French	Consumer Behavior
3	International Economics	International Marketing Research	Mathematical Economics	German	
4	Principles & Practices of Management	Overseas Project Management	Environmental Economics		
5	Marketing Management	Select Market Thrust Products	<b>Or Subjects offered by other UTD's</b>		
6	Organizational Behavior	International Business Finance			
7	Macro-Economic Analysis & Policy	International Trade Operations & WTO			
8	Research Methodology	Comparative International Management			
9	Operation Research				
10	Business Finance & Accounting				
11	Foreign Trade Procedure and Documentation				
12	International Marketing				
13	Strategic management				
14	Import management				
15	Strategic HR & Development				
16	Service Marketing & CRM				

## MBA (IB) I SEMESTER July –December 2019

911C	Micro Economics (Core)	3
912C	Business Statistics (Core)	3
913C	International Economics (Core)	3
914C	Principles & Practices of Management (Core)	3
915C	Marketing Management (Core)	3
916D	Organizational Behavior (Core)	3
917S	French / German (Soft skill)	3
91V	Comprehensive Viva Voce (Virtual credit)	4
	<b>Total credits</b>	<b>25</b>

### 911C - Micro Economics (core)

*Objective: the objective of this paper is to develop understanding in the students about the concepts and tools of economic analysis relevant for Business Decision Making.*

1. Fundamental concepts of Economics, Micro & Macro Economics- basic concepts, Types of Economic Analysis, Kinds of Economic Decisions, Application of Micro Economics.
2. Consumer Behaviour, Utility Analysis – Cardinal & Ordinal approach, Indifference curve- concept and analysis, application of Indifference curve. Law of Demand & supply, Elasticity of Demand & supply, types of elasticity of demand- price, income, cross and promotional. Consumer Surplus.
3. Production Analysis-Production Function- Law of Variable Proportions, Iso-Quants, Law of Returns to Scale, Marginal rate of technical Substitution, Economies of Scale.
4. Cost analysis-Cost Curves and their Estimation, Costs in Long Run and Short Run, Break Even Analysis. Rewards of Factor Pricing- Rent, Wages, Interest; Consumer choice under Uncertainty.
5. Price output decisions under different forms of market structure- Perfect and Imperfect Competition. Discrimination Monopoly, Methods of controlling Monopoly Power. Different models of Collusive and Non-Collusive Oligopoly. Monopolistic competition and Advertising.
6. Product Pricing Policy – Cost based, Competition based, Cyclical, Multi-product and Peak load pricing.

**Note:** At least **five Cases** should be discussed in the class.

#### **Text Books recommended:**

1. —Modern Micro Economics||, A. Koutsoyiannis, The Mac Millan Press, IInd Edition.
2. Managerial Economics“ Geetika, Piyali Ghosh and Purba Roy Choudhhury, Tata IInd Edition
3. —Managerial Economics|| by Atmanand, Excel Books, Latest Edition 2004

4. —Managerial Economics , analysis, problem & cases by P.L.Mehta,Sultanchand & sons;

#### **Reference books recommended**

1. —Price Theory and Uses||, Watson, A. I. T. B. Publishers and Distributors, IInd Edition.
2. —Foundation of Economics Analysis ||, Samuelsson, Harvard University Press, IInd Edition
3. —Managerial Economics ||, Dean Joel, Prentice Hall Publication
4. —Managerial Economics-Principals & world wide application, 7<sup>th</sup> edition, Dominik Salvatore adopted by Ravikesh Shrivastava, Oxford university, press 2013 new delhi

#### **912C -Business Statistics (core)**

**(Knowledge of basic concepts of statistics including measures of Central Tendency is a prerequisite for this subject)**

***Objective: The objective of this paper is to understand the statistical tools and techniques, Used in the business decision and analysis.***

1. Standard Deviation and Coefficient of Variation.
2. Study of Business Change and Relationship – Correlation and Regression Analysis.
3. Types and Methods of construction of Index Numbers. Characteristics of a good Index Number. Test for perfection, Cost of living Index Numbers.
4. Basic concepts of Probability, Theories of Probability Addition ,Multiplication, conditional Probability and their simple applications in Multiplication, conditional Probability and their simple applications in business.
5. Random Variable and Probability Distributions – Binomial, Poisson and Normal and their Applications in Business.
6. Sampling Theory – Concepts, Methods of Sampling, Sampling and Non – Sampling Errors, Parameter and Statistic, concept of sampling distribution, Standard Error and Sampling Error.
7. testing of Hypothesis: Type I & Type II Errors, concept of Confidence Limits and critical region, Test of significance for large and small samples – tests for Mean and difference between means, F tests.
8. Research Methodology – Research Concept, Research Design and Techniques. An Overview of different scales.

**Note:** At least **one research proposal** should be prepared which should have proper research design and use of statistical method.

#### **Text Books:**

1. Fundamentals of Applied Statistics, Gupta S.C., S.Chand& Sons, New Delhi, Ninth Edition.

2. Statistical Methods -S.P.Gupta,Sultanchand&Sons, thirty Seventh Edition ,2008.
3. Statistics for Business and Economics-JIT S. ChandanVikas Publishing House Pvt. Ltd.,2008.
4. Business Statistics -R.S. Bhardwaj– Excel Books, Latest Edition.

**Reference Books:**

1. Statistics for Management - Richard Levin & David Rubin, Seventh Edition.
2. Mathematics and Statistics for Economics, Monga G.S., Vikas Publishing House ,2002.

**913C- International Economics**

***Objective: The objective of this paper is to understand the theories of international economics and its application in the field of trade and business***

1. Distinct features of international trade. The classical theory of international trade  
Concept of reciprocal demand in the theory of comparative costs.Modern theory of international trade – relevance and applications.
2. Terms of trade. Factors affecting terms of trade. Free Trade Vs protection.  
Commercial policies – Tariffs, Dumping and Countervailing measures.
3. Balance of Payments – Composition and significance. Disequilibrium in BOP –  
causes and measures for correcting. Marshall-Lerner Approach of devaluation.  
Foreign trade multiplier.
4. Foreign Exchange determination – The purchasing power and BOP theory. Fixed and  
flexible exchange rates. Exchange Control – meaning, objective and methods of exchange  
control, Appreciation and Depreciation of currency, Spot and forward exchange rates.  
Volatility of exchange rates and their effects.Volatility of exchange rates in relation to  
dollar & Euro.Convertibility of Currency.
5. Directions and Trends in India’s balance of payment position since reform period.
6. Overview of International trade operations, Regional Economic Integrations, WTO and related  
issues.

**Note:** At least **five Cases** should be discussed in the class

**Books recommended:**

1. International Economics—B.O Sodersten, The Macmillan Press

Ltd London, IIIrd Edition , 1994.

2. International Economics-- Vrinda Publishing House Ltd, Latest Edition

3 International Economics—H.G.Mannur, Vikas publishing House Ltd, Latest Edition

4.International Economics – D.M.Mithani, Himalaya Publishing House, Latest Edition

5. International Economics- Paul R. Krugman, Pearson Education India,8E, 2009

## **914 C– Principles and Practices of Management (core)**

***Objective: The objective of this paper is to develop managerial skills in the students to cope up with the changing business environment a becoming successful entrepreneur.***

1. **Introductory:** Concept of management including functions of management, functions and responsibilities of managers, Fayol’s principles of management. Management thought; the classical school, the human relations school, Systems theory school, Contingency theory school.
2. **Planning:** Nature and purpose of planning including strategic planning, principles of planning, Types of Planning, Advantages and Limitations of planning.
3. **Concept and nature of Objectives:** Types of objectives, Importance of objectives, setting objectives, Management by objectives
4. **Strategies and Policies:** Concept of corporate strategy, formulation of strategy, types of strategies, TOWS matrix, the Portfolio matrix, three generic competitive strategies by Porter, effective implementation of strategies, types of policies, principles of formulation of policies, Decision making.
5. **Organizing:** Nature and purpose of organizing, Bases of Departmentation, Span of management, Line and Staff relationship, Line-staff conflict, legation, kinds of delegation, Delegation and Decentralization, Methods of Decentralization.
6. **Control:** Concept and process of control, Control techniques, human aspects of control, control as a feedback system, Feed forward control, Preventive control.

### **Books Recommended:**

1. —Personnel/Human Resource Management||, David S. Decenzo and Stephen P. Robbins  
New  
Delhi, Prentice Hall Publication. Third Edition
2. —Organizational Behaviour: Concepts, Controversies, and Applications||, Stephen P. Robbins,  
New Delhi, Prentice Hall Publication.,Latest Edition

3. —Organizational Behaviour ||, Fred Luthans, New York, McGraw Hill, 2005
4. —Essentials of management ||, Harold Knootz, Donnell and Heinz Wehrich New Delhi, Tata McGraw Hill Publication. 8th Edition
5. —Organization and Management —R.D. Agrawal, New Delhi, Tata McGraw Hill Publication.
6. —Management: A global Perspective ||, Harold Koontz, O'Donnell and Heinz Wehrich, New Delhi, Tata McGraw Hill. Publication., Latest Edition
7. —Management ||, Robert Krietner, Houghton mifflin Co, 7th edition 1994.
8. —Management ||, New Delhi, Stephen P. Robbins and Merry Coulter, Prentice Hall of India, 2002.

### **915C-Marketing Management (Core)**

*The objective of this paper is to develop creative skills in the students to understand the dynamics of the competitive market and positioned distinctively.*

1. Marketing Concepts: Customer Value and Satisfaction, Customers Delight. Value chain, scanning the Marketing Environment. Marketing Philosophies
2. Market demand , structure and competition
3. Market Segmentation, targeting, positioning. Levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation. Positioning.
4. Basics of Marketing Information System and Marketing Research Process.
5. Product Decision: Objectives, Product classification, New Product Development Product-Mix, Product life cycle strategies, branding, introduction of packaging, & labeling.
6. Pricing Decisions: Factors affecting price, pricing methods and strategies.
7. Distribution Decisions: Importance and Functions of Distribution Channel, Distribution Channel Decisions, Distribution Channel Members.
8. Promotion Decisions: A view of Communication Process, developing effective communication, Promotion-Mix elements.
9. An introduction to Digital Marketing

**Note:** At least **five Cases** should be discussed in the class.

#### **Books recommended:**

1. Principle of Marketing Management – Philip Kotler , Pearson Education, Latest Edition
2. Marketing Management -S.A. Sheralkar , Himalaya Publishing House, Latest Edition
3. Fundamentals of Marketing- William .J.Stanton , McGrawhill Publication, Latest Edition
4. Marketing Management – South Asian Perspective, Kotlar ,Kelkar, Koshi, and Jha., Pearson Education, Latest Edition
5. Marketing Management –[S.H.H. Kazmi](#), Excel Books India, 2007



## 916D- Organizational Behaviour (core)

**Objective: The objective of this paper is to understand the human behaviour to have Efficiency, effectiveness with the total development of the organization.**

1. **Foundations of Individual and Organizational Behaviour:** OB Models, Personality Determinants and Attributes, Learning and Learning Theories, Perception-Factors affecting Perception.
2. **Motivation:** Needs, Contents and Processes; Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Reinforcement Theory.
3. **Foundations of Group Behaviour :** Defining and Classifying Groups, Group Structure and Processes, Process of Group formation, Group Decision Making, Group v/s Team, Team Effectiveness, and Decision Making.
4. **Leadership:** Trait theories, Behavioural theories-- Ohio State Studies, Michigan Studies and Managerial Grid. Contingency theories—Fiedler's Model, Hersey and Blanchard's Situational theory, Leader-Member Exchange theory, Path Goal theory, Charismatic Leadership.
5. **Conflict & Organizational Change :** Interpersonal Conflict, Inter group Conflict, Organizational Conflict, forces of Change, Resistance to Change

**Note:** The syllabus is divided into two sections A and B. At least two questions will be asked from each section. At least **five Cases** should be discussed within the class from each section.

### **Books Recommended :**

1. Personnel/Human Resource Management ||, David S. Decenzo and Stephen P. Robbins New Delhi, Prentice Hall Publication. Third Edition
2. Organizational Behaviour: Concepts, Controversies, and Applications ||, Stephen P. Robbins, New Delhi, Prentice Hall Publication., Latest Edition
3. Organizational Behaviour ||, Fred Luthans, New York, McGraw Hill, 2005
4. Essentials of management ||, Harold Koontz, Donnell and Heinz Weihrich New Delhi, Tata McGraw Hill Publication. 8th Edition
5. Organization and Management —R.D. Agrawal, New Delhi, Tata McGraw Hill Publication.
6. Management: A global Perspective ||, Harold Koontz, O'Donnell and Heinz Weihrich, New Delhi, Tata McGraw Hill. Publication., Latest Edition
7. Management ||, Robert Krietner, Houghton Mifflin Co, 7th edition 1994.
8. Management ||, New Delhi, Stephen P. Robbins and Merry Coulter, Prentice Hall of India, 2002.

## **917S- French/German - (Soft Skills)**

### **FRENCH**

*Objective: The objective of this paper is to impart working knowledge of one of the foreign language in the changing perspective of the Global Economy. In specific:-*

1. To learn basic grammar and useful vocabulary.
2. To develop elementary communication and comprehension of the language.
3. To acquaint students with people, regions and culture of France.

#### **A Translations: Story: A spring time in Paris**

Lesson 1 Meeting and introducing each other

Lesson 2 Striking a friendship

Lesson 3 Expressing one's likes and dislikes

Lesson 4 Expressing agreement and disagreement

Lesson 5 Expressing surprise

#### **B Vocabulary**

Professions and nationalities, Day to day life and hobbies, Physical and psychological descriptions,

Cardinal numbers, Seasons, date and time.

#### **C Grammar**

Definite and indefinite articles, Gender and number of nouns and adjectives, Masculine and feminine forms, Interrogative and negative forms, Conjugation of verbs in the present tense, Partative articles, Qualitative, Demonstrative and Possessive adjectives, Prepositions for location and before geographical names,

#### **D Communication and French Culture**

Greeting, Meeting and getting to know each other Presenting oneself

Inviting someone and replying

Express likes, dislikes, agreement and disagreement

Describe people

Different regions of France, Famous monuments in Paris

**Book** : le Nouveau Sans Frontiers 1

## **GERMAN**

***Objective: The objective of this paper is to impart working knowledge of one of the foreign language in the changing perspective of the Global Economy.***

1. Introduction to Germany, German, culture, People, a brief about its history and geography.
2. Greetings, basic pleasantries, dialogues based on situations like personal introduction, finding the way around town, ordering food, making reservations. Vocabulary building for informal conversations.
3. Verbs - regular, irregular, helping, trennbar, modal verb konjugations.
4. Nouns with gender, articles and their usage in different cases.  
Personal and possessive pronouns. Singular and plural forms.
5. Prepositions - temporal and local.  
Reading comprehension and informal letter writing.

## MBA (IB) II SEMESTER January 2020

921C	Macro-Economic Analysis & Policy (Core)	3
922C	Operations Research ( Core)	3
923C	Business Finance & Accounting ( Core)	3
924C	Export Procedure & Documentation(Core)	3
925A	IT for Managers (Ability Enhancement)	3
926D	Financial & Derivative Markets in India (Elective Discipline)	3
927G	Entrepreneurship (Elective Generic)	3
928S	Business Communication & Personality Development (Soft skill)	3
92V	Comprehensive Viva Voce(Virtual credit)	4
	<b>Total credits</b>	<b>28</b>

## MBA (IB) II SEMESTER January 2018

### 921C -Macro-Economic Analysis & Policy

**Objective –** *The objective of this paper is to develop understanding about the Macro Economic function of economy and its analysis.*

1. Meaning, scope and application of Macro Economics. Concept of stock and flow variables.
2. National Income-Meaning, Measurement and Relationship with Economic Welfare.
3. Classical Macro Economics; Keynesian System of General Equilibrium
4. Theory of Money Supply, components of Money Supply, Quantity theory of money-Views of Fisher, Cambridge School and Friedman.
5. Classical Economics vs. Keynesian Economics. Neo-classical & Rationale Expectation Theory.
6. Model of Income Determination- Two sector model with consumption and Investment function, Govt. Sector, Foreign Sector multiplier and their policy implications. Money Multiplier, Interest rate and Liquidity Preference Theory.
7. IS-LM analysis- Integration of Product and Money market Effects of shifting IS and LM curves.
8. Business cycles - Meaning and Phases. Theory of Hicks, Henson and Keynes. Meaning of Inflation, Recession and Stagflation. Measures to control Inflation.
9. Monetary Policy and Fiscal Policy – objectives, instruments and Relationship.

**Note:** At least **five Cases** should be discussed in the class

### **Books recommended:**

1. Macro Economic Theory, E. Shapiro, Galgotia Publications, Latest Editon
2. Macro Economic Theory and Practice, H.L. Ahuja, Sultan Chand and Sons, Latest Editon
3. Macro Economics, Theory & Policies, Richard.T.Froyen, Pearson Education, Latest Editon
4. Macro Economics, Errol D'Souza, Pearsoneducation, Latest Edition
5. Macro Economics, Dornbosch, Fisher, Stanley., TataMcgraw-HillPublication, Latest edition

## 922C -Operations Research

**Objective :** *The objective of this paper is to develop understanding about different methods of economic and business analysis that provides solutions to a business problem.*

1. Quantitative Techniques and Operations Research: Meaning, Scope of Quantitative Techniques and Operations Research in Management, Advantages and Limitations of Quantitative Techniques.
2. Linear Programming: Meaning of Linear Programming, General Mathematical Formulation of LPP, Graphical Analysis, Simplex Method, Big-M Method, Advantage and Limitations of LPP.
  - a. Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) Using Modified Distribution Method.
  - b. Assignment Problem: Assignment Model as a Particular Case of Transportation, Model, Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization and Maximization, Route Allocation).
3. Dynamic Programming- Nature of Dynamic Programming Problems, Solutions for Knapsack, Travelling Sales man, Selection of Advertising Media, Cargo Loading Problem.
4. Inventory Management – Meaning and Types of Inventories, Inventory Decision, EOQ Model, Safety Stock, Selective Approaches to Inventory Management. .
5. Replacement Models: Introduction, Scope in Management, Single Equipment Replacement Model and Group Replacement.
6. Game Theory: Introduction to Games Maximin and Minimax Principles, Pure and Mixed Strategies, Solutions of Games Using –Algebraic and Graphical Methods.
7. Network Analysis – CPM and PERT, concept of floats. Application of CPM & PERT.

**Note:** At least **five Cases** should be discussed in the class

### **Books recommended:**

#### **Text Books:**

1. S.D. Sharma, Operations Research, Meerut, KedarNath Ram Nath and Co. Eighth Edition, 2002.
2. N.D. Vohra. Quantitative Techniques, New Delhi, Tata McGraw Hill Publications Fifteenth Edition, 2003.
3. Hamdy A. Taha, Operations Research: An Introduction, New Delhi, Prentice Hall of India, Sixth Edition 1998.
4. V.K. Kapoor, Problems and Solutions in Operations Research, New Delhi, Sultan Chand and Sons, Seventh Edition 2004.
5. P.K. Gupta and D.S. Hira, Operations Research, New Delhi, Sultan Chand Publications, 2000.

## Reference books:

1. Haruly M. Wagner, Principles of Operations Research with Application to Managerial Decisions, New Delhi, Prentice Hall of India Pvt.Ltd ,Second Edition,1996.
2. A.M Natrajan, P.Balasubramani, A. Tamilarasi Operations Research-Pearson Education Second Edition,2007.

## 923C-Business Finance & Accounting

**Objective:** *The objective of this paper is to go through the financial concepts and understand the techniques to manage the finance for the organization.*

1. **Introduction to Financial Accounting** - Meaning & function of Accounting; Generally accepted Accounting Concepts & Conventions; Nature of Accounts; Rules for Debiting & Crediting; Journalizing the transactions; Posting from the Journal to the Ledger & Preparation of Trial Balance.
2. **Final Accounts** - Preparation of financial Statements – Trading, Profit & Loss Account, and Balance Sheet with the help of Adjustment Entries.
3. **Depreciation** – Meaning and Need, Methods of Charging depreciation – Straight Line Method; WDV Method; Accounting for depreciation in the Books of Account.
4. **Analysis and Interpreting of the Financial Statements** – Financial Ratio Analysis- Liquidity Ratios- Current Ratio, Quick ratio, Profitability Ratios – GP ratio, NP ratio, Operating Ratio, ROI, ROE, ROA, EPS, DPS, Dividend Pay Out Ratio, Price Earnings Ratio, Earnings yield Ratio, Turnover Ratios – Stock Turnover Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio, Capital Turnover Ratio, fixed assets turnover, current assets turnover. Solvency Ratio – Debt-equity Ratio, Capital Gearing Ratio, Interest Coverage Ratio, Debt Service Coverage Ratio, Building An Income Statement and Balance sheet.
6. **Cash Flow statement (AS-3)** – Meaning, uses and preparation
7. **Introduction to Cost Accounts** – Meaning, Objectives, Difference between cost Accounts and Financial Accounts, Elements of Cost & classification of costs.
8. Analysis of financial statements of any public limited company, managerial uses of unit costing, contract costing, process costing.

**Note:** At least **five Cases** should be discussed in the class.

### **Books recommended:**

1. Financial Accounting by P.C.Tulsian Pearson Education, 16<sup>th</sup> Edition 2015
2. Advanced Accountancy- VolI, R.L.Gupta&M.Radhaswamy, Sulltanchand and Sons
3. Double Entry Book keeping and Accountancy, T. S. Grewal, Sultan Chand & Sons
4. Comprehensive FinancialAccounting, S.A Siddique, LaxmiPublications, Latest Edition

5. Financial Management -- Khan & Jain, Tata McGraw Hill Publication, IV<sup>th</sup> Edition
6. Financial Management-- I.M. Pandey., Vikas Publishing House Pvt. , Latest Edition
7. Financial Management-- Prasanna Chandra, Tata McGraw Hill Publication
8. Financial Management -- Maheshwari, Sultanchand& Sons, Latest Edition

## **924C: Export Procedure and Documentation**

*Objective: The objective of this paper is to understand the exim policy of India and the process and procedure of the exports and the documentation.*

1. Export Cycle – Types of exports, Free and Negative list of exports, category of exporters, nature of exporters, export procedure.
2. Registration of Exporters and Export License – fees, Condition, Validity, Authorization & Licensing period.
3. Export contract and Terms of Exports – Necessity and Elements of an export contract, arbitration and litigation.
4. Export Documentation – Pre-shipment and Post-shipment documents of export cargo, regulatory and operational/ commercial documents.
5. RBI's Regulation for Export Payment – mode and instruments of settlement of payment, Documentary credit, mechanism of L/C and its types.
6. Export Inspection - Regulations related to Quality Control, Pre-shipment Inspection, Different types of agencies.
7. Marine Insurance – need, policies and clauses.
8. Export Finance – Need, Pre-shipment finance:, Pre-shipment credit in foreign currency (PCFC), Post-shipment finance: its types, post-shipment finance in foreign currency, Bills discounting using factoring and forfeiting agencies, Packing Credit Limit.
9. Role of banks in international trade – EXIM bank, Commercial banks and their functions.
10. Export Taxation -, Customs Clearance of the Export cargo through CHA, C&F agent or freight forwarder, Applicability of GST in Exports.
11. Export Promotion organizations – Export Credit Guarantee Corporation of India (ECGC), Export promotion councils (EPC), International trade promotion organization (ITPO), Federation of import export organization (FIEO) and others.
12. Current foreign trade policy- Introduction about EXIM policy, Highlights of current foreign trade policy ( special focus on different schemes)

*Note: The syllabus is divided into two sections A and B. At least two questions will be asked from each section. At least **five Cases** should be discussed in the class from each section.*

### *Recommended Books*

1. Export Import Policy – Govt. Publication, Latest Edition
2. H.B. of Procedures – Govt. Publication or Publication by NABHI, Latest Edition
3. A Guide on Export Policy , Procedure & Documentation,, Snowwhite Publication, Latest edition
4. How to Export – Nabhi, Nabhi Publication, 2018
5. How to Start Export Business -- Harish Malhotra , River Books Publication, Latest Edition
6. Export Management--- P.K. Khurana , Galgotia Publications Company, revised latest edition
7. Export management—D.C. . Kapoor, Vikas Publishing House, Latest Edition

### **925 A -IT for Managers**

**Objective: The objective of this paper is to understand basic knowledge of computers, applications of various information tools and basics of electronic-business to proceed with IT adopted in the business.**

1. Anatomy of Computer, Hardware & Software concepts, Types of Software – Operating system program language translator, communication software, Applicant software.
2. Networking – definition, need, types & applications, networking hardware – hub, router, bridge.
3. Data Base Management System Introduction – Data, Database management system, purpose of database management system, Data abstraction, Instances and schemas, data-independence physical data independence, logical data independence, Data Model – Hierarchical, Network,
4. Relational. Introduction to relational approach – Tuple, Attribute, Domain, Degree, Relation.
5. System Concept: Definition, characteristics of system, Elements of system, Types of system.
6. Introduction to MIS: Characteristics of MIS, Structure of MIS, based on – management activity, organizational functions, Conceptual structure.
7. System development life cycle – feasibility study analysis, design, implementation, maintenance, Approaches of MIS development programmed & non-programmed decisions, decision support system.
8. Securing Information System, Tools & technologies for security.
9. E-Business fundamentals, E-Business framework, E-Business applications, E-Business markets, EBusiness models and market space characteristics ordering on-line Advertisement and marketing on Internet, offering customer product on the net.
10. Introduction to IT and its development – V Generation Computers, virtual reality, GPS, GIS, Mobile technology – 1G, 2G, 3G, 4G. Wi-fi, Bluetooth.
11. SAP application & ORACLE.

**Note:** At least **five Cases** should be discussed in the class



## **Books recommended:**

### **Text Books:**

1. Computer Fundamentals – P.K.Sinha , BPB Publisher, Fourth Edition.
2. Introduction to Computers – N.Subramaniam , Tata McGraw Hill Publication, Volume 1.
- 3.Database Management system-Korth,M,Tata McGraw Hill Publication,Third Edition.
- 4.Management Information system-Kenneth C. Laudon&Laudon, Pearson Education,Second Edition.
5. Management Information system-D.P Goyal, MacMillan India Ltd.,Second Edition.

### **Reference Books:**

- 1.Computer Systems & Applications – RustamShroff, Himalaya Publishing House, Latest Edition
- 2.Computer Network—K.K.Koli, Nakoda publication & Print ltd, Latest Edition.
- 3.Computer Fundamentals and Applications,AshokArora,Vikas Publishing Pvt.Ltd, 2015.
- 4.System analysis and Design –Elias .M.Awad,Galgotia Publications Pvt. Ltd, Sixth Edition.
- 5.e-Business –Michael.Papazoglou,PieterM.A.Ribbers,Wley Computer Publishing.Latest Edition.

## **926 D-Financial & Derivative Markets in India**

***Objective: The purpose of the course is to make students aware of basics of financial markets and the terminology as well as concepts in financial and derivative market in India***

### **Financial Markets in India**

1. Financial System: Introduction, Functions of the Financial System, Prerequisites of a Financial System, Players in the Financial System, Evolution of the Financial Markets, Segments of Financial Markets, Types of Financial Products, Reforms in financial Market in India.
2. An overview of Money Market and Capital Market in India - its players, components, Segments and instruments.
3. Primary and Secondary Market: IPO's and allotment of Shares. Role and functions of SEBI, Depositories, Stock Exchanges and intermediaries in Indian Stock Market

## **Derivative Markets in India**

4. Introduction to derivatives: History of financial derivatives in India, Types of derivative markets in India, Types of Derivative contracts, Participants in a derivative market, Economic function of derivative market
5. Distinction between forward, future and option contracts, their mechanism, pricing and application
6. An overview of Commodity Market- history, evolution of commodity market in India. Regulation of commodity market- role and function of FMC. Commodity exchanges in India

## **Recommended Books:**

1. Redhead, Futures – Pearson education ,Asia Publications, 1999
2. Robert A. Strong, Derivatives: An Introduction – Thompson publications, New Delhi, 2000
3. Robert W. Kolb, Understanding Futures – PHI Publications, New Delhi,2000
4. Robert W. Kolb, Understanding Options – PHI Publications, New Delhi, 2000
5. John C. Hull Options, futures and other derivatives – Pearson education Asia, 4<sup>th</sup> edition, 2001.
6. H.R. Machiraju, Indian Financial System, Vikas Publishing House, Latest Edition
7. B.S. Bhatia and G.S. Batra, Management of Capital Markets, Financial Services and Institutions.,Latest edition
8. L.M. Bhole, Financial Institutions and Markets – Structure, Growth and Innovation. Tata Mcgraw Hill Publishing Company Ltd.,Latest Edition
9. Meir Kohn – Financial Institutions & Markets Future & Regulations, Oxford University Press, 2007.

## **927G-Entrepreneurship**

**Objective:** The subject will help in understanding the nitty-gritty of entrepreneurship and also to know about various institutions and programmes for promotion of entrepreneurship activities by government and nongovernmental organizations.

1. Concept of Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur – Role of entrepreneurship in economic development. Innovation, Creativity and lateral Thinking
2. Forms of organization- Sole Proprietorship, Partnership and Company and their features, advantages and disadvantages.
3. Methods and sources of raising Finance- Domestic and global, their features and merits and demerits, Venture Capital

4. Project Management- Business idea generation techniques – Identification of Business opportunities – Feasibility study – Technical, Marketing, Finance, Economic and Social Appraisal– Preparation of Project Report.
  5. Enterprise Marketing: Goals of Business-Goal setting, SMART goals, Marketing & Sales Strategy, Branding, Promotion Strategy, Customer Relations, Employee and Vendor Management
  6. Enterprise Growth Strategies: Franchising, Mergers and Acquisitions, Moving up the Value Chain and Value Addition
7. Reasons of Business Failure
8. Importance of small scale industries – Definition – Contribution to national economy – Classification of small scale units – Cottage, tiny, village, ancillary – Concept, Infrastructure for small business units. Procedures in setting of small scale units – Licensing – Registration – Financing, Characteristics and Problems
  9. Institution for the development of small scale industries – NSIC, SIDCO, SIDO, SISI , Development Commissioner – TANSI, SIDCO, DIC, Directorate of Industries and Commerce. Concessions , rebates, incentives and subsidies to small scale units – Prime Minister’s RojgarYojna (PMPY) EPZ and 100% EQUs, Sickness of small scale units and revival.
10. Industrial Estates – Meaning ,types and necessity
11. New venture areas for Entrepreneurs
12. Social Entrepreneurship: Meaning and Concept and Characteristics
13. Case Studies

#### REFERENCE BOOKS:

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai – Project Management
4. Jayashree Suresh – Entrepreneurial Development
5. Holt – Entrepreneurship – New Venture Creation
6. J.S. Saini& S.K. Dhameja – Entrepreneurship and Small Business
7. P.C. Jain – Handbook for New Entrepreneurs
8. Dr. C.B. Gupta & Dr. S.S.Khanka – Entrepreneurship and Small Business
9. Vasant Desai – Management of Small Business Himalaya Publishers
10. C.B. Gupta – Management of Small Business Sultan Chand and Sons
11. S.S. Kanka, S. Chand and Co – Entrepreneurial Development

# 928S-Business Communication & Personality Development

## 1: FRAMEWORK TO BUSINESS COMMUNICATION:

Defining Communication, Process of communication, Principles of effective communication, importance and objectives of business communication, Physical, Mechanical and Psychological barriers to communication

## 2: CHANNELS, TYPES AND FORMS OF COMMUNICATION:

Channels, Verbal, Non-verbal, Formal, Informal, Internal, External and communication networks, Effective listening – types and Essentials of effective listening, Development of intrapersonal and interpersonal skills for Personal effectiveness.

## 3: ARTICULATION AND DRAFTING:

Definition & how to articulate , techniques for better articulation, Speak clearly & distinctly, Basic patterns of Business Letters & its drafting, notices , Resumes, Sales letter writing, letters of bank correspondence, complaint letters & project reports, Dealing with print and electronic media, writing a press release.

## 4: ENHANCEMENT SKILLS / EMPLOYABILITY SKILLS:

Effective presentation skills: body language, eye contact, gesticulation, use of audio visual aids, Handling audience, conduct during presentation Interview skills: types of interview, preparing for an interview, how to handle stress interview, attire for an interview, learn how to say No, positive thinking tips & tricks, have an effective brain storming session.

## . PRATICAL EXERCISES

Spoken exercises listen & repeat and tongue twister, Group discussions, Mock meetings & interviews, Presentations on a technical topic, role plays, Confidence building exercises, and submission of reports prepared.

**Note: At least five cases should be discussed in the class.**

### Recommended Books:

1. Business Communication – K.K.Sinha, Galgotia Publishing Company, Latest Edition
2. Business Communication – Chhabra.T.N. , Sun India Publication, 2005
3. Business Communication – ParagDiwan, Excel Books, Latest Edition
4. Essentials of Business Communication – Rajendra Pal, Sultanchand Publication, 2000
5. Business Communication-- R.K.Madhurkar,Vikas Publishing House Pvt. Limited, Latest

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## Summer Training

All the students are required to undergo six to eight week summer training, after the completion of first two semesters in Industrial and Business organizations. The institute prefers that an organization puts a student on a specific project where a student will be expected to work and understand the working of all aspects of the organization. The students are instructed to submit a certificate of successful completion of their summer training. Each student will be required to give a presentation of their summer project.

## MBA (IB) III SEMESTER 2020

931C	International Marketing (Core)	3
932C	Strategic Management ( Core)	3
933C	Import Management ( Core)	3
934C	Research Methodology(Core)	3
935G	Business Law (Elective Generic)	3
936D	International Business Finance (Elective Discipline)	3
937D	International Trade Logistics and Supply Chain Management (Elective Discipline)	3
938D	International Marketing Research(Elective Discipline)	3
939P	Summer Training Report (Project Work)	2
93V	Comprehensive Viva Voce(Virtual credit)	4
	<b>Total credits</b>	<b>30</b>

### 931C: International Marketing

**Objective:** *The objective of this paper is to have knowledge of strategies adopted in the foreign markets to succeed with a suitable market plan.*

1. International Marketing environment, economic, cultural, legal, technological and political.
2. Process of entering international marketing management, Decision criteria for entry methods in the international market and the various entry methods for the international market. Transition of company from domestic to global company.
3. Product policy decisions, Product Standardization and Product Adaptation. Packaging, Labelling and Positioning.
4. New product development, Adoption and Diffusion of new products, Product line extensions, International product life cycle.
5. Managing Foreign Distribution--- through distributors and through firm's presence in the international market, Types of intermediaries ---- Direct and Indirect Channel, Channel Adaptation, Channel Development.
6. Physical distribution – Modes of transportation.
7. Export pricing-Objectives, Frame work of international pricing, Factors Gray market, Price escalation, Foreign exchange risk, transfer pricing.
8. International Promotion, , Role of Advertising, advertising decisions taken for international market, Personal selling, Sales promotion, public relations and trade shows.

**Note:** *At least five Cases should be discussed in the class.*

#### Recommended Books

1. International Marketing Analysis and Strategy – OnkVisitSak John J. Shaw, Pearson Education 2006

2. International Marketing Management – Subhash Jain, CBS Publishing & Distribution , Latest Edition
3. International Marketing-- P.K.Vasudeva, Excel Books, 2004
4. International Marketing—F. Cherunilam , Himalaya Publishing House Ltd, Latest Edition
5. International Marketing Management—M.N.Mishra, Oxford & IBH Publication , Latest Edition
6. International Marketing Management—R.L. Varshney and B.L.Bhattacharya, Sultan Chand, Latest Edition

### **932C: Strategic Management**

***Objective: The objective of this paper is to understand the framing of various strategies with related advantages in the different competitive situations.***

1. Meaning need and Process of strategic management Approaches to Strategy making: Rational, Analytical and Intuitive, Emotional levels of strategy: Corporate, SBU and functional strategies.
2. Mission and objectives: Definition, formulation and change, Hierarchy of objectives.
3. SWOT analysis – General, Industry and International Environmental Factor Analysis of external and internal environment. Environmental. Threat and opportunities profile (ETOP) Strategic Advantage Profile (SAP)
4. Strategy Alternatives: Grand Strategies and their sub-strategies; Stability, Expansion, Retrenchment and Combination; Internal and External Alternatives; Related and Unrelated Alternatives; Horizontal and Vertical Alternatives; Active and Passive Alternatives; International Strategy
5. Strategy Choice: Narrowing the choices; Managerial Choice Factors, Choice Processes Gap Analysis, ETOP-SAP Matching, BCG Product; Portfolio Matrix, G E Nine Cell Planning Grid; Contingency Strategies; Prescriptions for choice of Business Strategy; Choosing International Strategies.
6. Strategy Implementation: Implementation Process; Resource Allocation; Organizational Implementation; Plan and Policy Implementation; Leadership Implementation; Implementing Strategy in International Setting.
7. Strategy Evaluation And Control: Control and Evaluation Process; Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.
8. Case Analysis: To gain actual feeling of strategic management process from development to strategy evaluation.

***Note: At least five Cases should be discussed in the class.***

### Recommended Books

1. Strategic Management Text & Cases -- Boseman G. and Phatak Arvind: John Wiley & Sons
2. Strategic Management – V.S.Rao , Excel Books, 2003
3. Business Policy and Strategic Management-- Lawrance , Jaush& Gupta, TreniceBarota&Co.Ltd., 2006
4. Business Policy ---,KazmiAzhar , Tata McGraw Hill., 2004
5. Business Policy, Strategic Planning & Management --Ghosh P.K , Sultan Chand & Sons, 1995
6. Global Strategic Management -- Davidson,W.H., John Wiley & Sons.

### **933C: Import Management**

*Objective: The objective of this paper is to understand the details of the import scenario and the process and procedure of the imports in India.*

1. Import Management – Introduction about import, Objectives of Import Policy, import trade organization, Liberalization of Import in India.
2. Preliminaries of Imports- Types of imports, Negative list of imports, category of importers.
3. Import Procedure –Introduction, Pre import formalities, Legal dimensions of import, retirement of import documents, and custom clearance of imported goods.
4. Import documents: Transport document, Airway bill or bill of lading, bill of entry, certificate of inspection, import license, freight declaration certificate etc.
5. Import contract and Terms of Imports –INCO terms, mode of payment.
6. Exchange control provisions for imports under the RBI's regulation.
7. Warehousing of imported goods, Terminology for imported goods: Demurrage, detention, Wharfage etc.
8. Import Finance- Fund based and Non fund based financing: Bank Finance, Finance from Exim Bank, finance through letter of credit and other documents.
9. Import duties- Types of import duties: IGST, BCD, CVD, Special CVD, Anti-dumping duty, Protective duties.
10. Imports under special schemes for exporters –Incentives under special schemes- Preferential rates, DEPB, Duty Drawback, DFRC, Deemed exports, EPCG, Exemption and Remission schemes, import of gems and jewellery, Gifts, Auto Mobiles, , Life Saving Drugs, Technology, and Equipment's, Fast Track Clearance Scheme (Green Channel Facility), Post and Parcel Clearance.

Note: At least five Cases should be discussed in the class.

### **Recommended Books**

1. How to Import: Nabhi Kumar Jain, 2018
2. Import, do it yourself: M.I. Mahajan, latest edition
3. Export Import –Procedures (Documentation & Logistics) -- C. Rama Gopal New Age Publications, Latest Edition
4. Import Export Portfolio (Policy, Procedure & Documentation) -- A. K. Singh & Disha Madan Nakoda Publishers and Printers.

## **934C: Research Methodology**

*Objective: The objective of this paper is to understand the meaning and purpose of research and acquaint the students with the various methods and tools of conducting research.*

### **1. Introduction to Research Methodology:**

Role and objectives of business research, types of research and various research designs (exploratory, descriptive, experimental and diagnostic research), research process: Overview, Problems encountered by researcher.

### **2. Design**

Data and their Collection: Collection, Organization, Presentation, Analysis and Interrelation of Primary and Secondary Data. Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, Designing questionnaires and conducting interviews.

### **3. Sampling**

Sampling Methods, Sampling Plans, Sampling Error, Sampling Distributions : Theory and Design of Sample Survey, Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.

Review of statistical tools/methods of business research, for univariate and bivariate analysis, Significance of correlation coefficient, significance of regression coefficient.

### **4. Hypothesis and Hypothesis testing**

Parametric & non-parametric tests, introduction to sample tests for univariate and bivariate analysis using normal distribution, F-test, t-test, Z-test, chi-square test.

### **5. Interpretations and Report Writing:**

Meaning of interpretation, techniques of Interpretation, precautions in interpretation, significance of report writing, steps in report writing, layout of report and precautions in writing



research reports.

## **6. Research Ethics: Ethics in Research, Philosophical issues in Research**

### **7. Limitations of RM:**

#### **Text books Recommended**

1. R. Panneerselvam — Research Methodology || 2<sup>nd</sup> edition, 2014 published by PHI Learning Pvt. Ltd , New Delhi, 2016
2. Deepak Chawla & Neena Sandhi — Research Methodology || -Concept & Cases- Reprinted 2014- Vikas Publishing House Pvt Ltd.
3. S.P. Gupta — Statistical Methods || Sultan chand & sons, New Delhi -2008
4. Prahlad Mishra — Business Research — Oxford university press 2015, 1<sup>st</sup> edition

#### **Reference books recommended**

1. — Business Research Methods- Donald R Cooper, Pamela s Schindler & J.k. Sharma, 11<sup>th</sup> edition, TATA McGraw Hill Education Pvt Ltd, New Delhi 2012
2. — Business Research Methods || Alan Bryman & E. Bell , 3<sup>rd</sup> edition, Oxford University 2015

## **935G: Business Law**

*Objective: The objective of this paper is to understand the laws of different laws, legal rules and regulations through which exports are governed.*

#### **Legal Frame work**

1. The Companies Act 2013
2. Foreign Trade Development and Regulation Act. 1992.
3. The Customs 1962.
4. Foreign Exchange Management Act
5. Information Technology Act. 2000

#### **Contractual Relations**

1. The Indian Contract Act. 1872.
2. The Sale of goods Act, 1930 with international aspect
3. The Conciliation and Arbitration Act. 1996, with international arbitration conventions.

#### **Property Rights: Intellectual Property**

1. The Copyright Act, 1957.
2. The Trademark and Patent Acts.
3. The Designs Act & Trade Marks Act.
4. International Conventions

#### **Insurance**

##### **Introduction to Life insurance**

Types of general insurance- Marine Insurance, Fire Insurance, Stock Insurance, Key men Insurance, Labour Insurance, Motor Vehicle Insurance.

##### **Preferred Act**

1. Security Contract act (It may be classified under the head contractual relations and company regulations)
  2. Product Liability Transfer of Technology, International Contracts, Licenses Joint Ventures/ Consultations, Foreign Investment Laws, International Organizations, United Nations World Trade Organization
- Payments-** Letters of Credit, Electronic Transfer, NEFT, ECS, RTGS, Bank Guarantee.

### **GST Impact on Import Export**

#### **Taxation**

1. Dividend Act
- 2.. Avoidance of Double Taxation, Product Liability, Transfer of Technology, International Contracts, Licenses Joint Ventures/ Consultations, Foreign Investment Laws

**Note:** At least **five Cases** should be discussed in the class

#### **Recommended Books**

1. Sakhlecha&Sakhlecha – Corporate Law
2. B.S. Moshal- Business Law, Anne Books Pvt. Ltd.
3. Tax man - Corporate laws
4. MohnishBhandari – Corporate Law
5. Bharat - Corporate laws
6. Bare Acts - Corporate laws

### **936D: International Business Finance**

*Objective: The purpose of this paper is to make students aware of changes in foreign exchange market and development in International Financial system.*

1. Introduction to the environment of international finance and its implications on International business. Need for International Financial System and changes in Global Finance Market.
2. Concept of exposure and risk, Nature of Exposure (Economic, Transaction, Translation) and their impact
3. Balance of payments and International economic linkages- categories of balance of payments, International flow of goods, services and capital, current and capital account deficits.
4. Intricacies of Foreign Exchange Markets and meaning of Spot and Forwards Exchange Rates, Eurocurrency and Domestic Interest Rates and Quotations and Market Rules

5. Parity conditions in International Finance - Purchasing Power Parity, Covered Interest Parity, Real Interest Parity. Parity Conditions and its Managerial Implications
6. Forecasting Exchange Rates - Fundamental Factors Affecting Exchange Rates. Time Series Forecasting Models
7. Carry of future contract, speculation and hedging strategies, swap deals and their types. Concept of LIBOR, LIBID, SIBOR, MIBOR etc.
8. International financing- Alternative external, medium and long term debt financing options for MNCs?. International capital markets.
9. Brief introduction to international taxation – Foreign currency accounts for residents and non-resident Indians.

*Note: At least **Five Cases** should be discussed in the class.*

### **Recommended Books**

1. Multinational Financial Management- Alan C. Shapiro, Wiley India (P.) Ltd., 8<sup>th</sup>edition
2. International Financial Management: A.K. Seth , Galgotia Publication Pvt Ltd, latest edition
3. International Financial Management: P.G. Apte , Tata McGraw Hill, 6<sup>th</sup>edition
4. International Financial Markets and India -- Machirauj, New Age Publication, 3<sup>rd</sup> edition
5. Multinational Business Finance – David K. Eiteman, Michael H.Moffett, Arthur. I.Stonehill, AlokPandey, Pearson Education, 10<sup>th</sup>edition.

## **937D: International Trade Logistics and Supply Chain Management**

*Objective: The objective of this paper is to understand how the chain involved in the marketing and distribution is working and decide the routing and scheduling of the products.*

### **■ A. International Trade Logistic Management**

2. Basic framework: Introduction, objectives and scope of logistics, Role of logistics in SCM, Importance of logistic management, logistic service providers, various key terms.
3. Transportation- Modes of transportation, Role of transportation in LSCM, transportation Decision (Pricing, Rate), Multimodal transportation act and its documents.
4. Structure of shipping: (I) World shipping – World shipping council, World Sea borne trade and World shipping.  
(II) General structure of Indian shipping Industry: Different types of ships/vessels, shipping routes, Operating Ships: Liners, Tramps etc., and Major ports in India, ICDs, CFS, CONCOR, Problem and prospects of Indian shipping, Glossary.  
(III) International Air Transport: IATA, Cargo Handling, transportation, Problem and prospects, glossary.  
(IV) Containerisation: Genesis, Classification of containers.  
(V) Coordination and role of various intermediaries: CHA, Freight forwarders (NVOCC), Stevedores, and other shipping agents.

4. Warehousing and Inventory management – Operations, Types, strategy, design, Functions, and contemporary developments in warehousing.
5. Material Handling- Unitization Material Handling, Planning demand and supply through break-bulk, consolidation and cross docking.
6. Supply Chain Management in Retail Sector and reverse logistic process with examples.
7. International Packing and Packaging Standards used in LSCM.

## ■ B. Supply chain management

1. Overview of SCM- Introduction, Nature & Concepts, process view of a supply chain, and framework for supply chain drivers, decision phases in supply chain, integrated logistic supply chain model.
2. Customer service and customer retention – Introduction, elements of customer service- 1.pretransaction element, 2.transaction element, 3. Post transaction element. Importance of supply chain/logistic Customer service, effective customer service strategy.
3. Benchmarking the supply chain benchmarking logistics process: introduction, benefits derived from benchmarking, Mapping supply chain processes, Supply & distributor benchmarking, setting priorities for benchmarking, identifying logistics performance indicators.
4. Current issues in SCM and supply chain challenges for future.
5. Supply Chain Management in Retail Sector.
  - International Trade Logistic management
  1. Basic framework: Introduction, objectives and scope of logistics, Role of logistics in SCM, Importance of logistic management, logistic service providers, various key terms.
  2. Reverse logistic process with examples.
  3. Transportation- Modes of transportation, Role of transportation in LSCM, transportation Decision (Pricing, Rate), Multimodal transportation act and its documents.
  4. Structure of shipping: A. World shipping – World shipping council, World Sea borne trade and World shipping.  
 B. General structure of Indian shipping Industry: Different types of ships/vessels, shipping routes, Operating Ships: Liners, Tramps etc., and Major ports in India, ICDs, CFS, CONCOR, Problem and prospects of Indian shipping, Glossary.  
 C. International Air Transport: IATA, Cargo Handling and Cargo operations,types of air cargo , transportation, Problem and prospects, glossary.

- D. Containerisation: Genesis, Classification of containers.
- E. Coordination and role of various intermediaries: CHA, Freight forwarders (NVOCC), Stevedores, and other shipping agents.
5. Warehousing and Inventory management – Operations, Types, strategy, design, Functions, and contemporary developments in warehousing.
  6. Material Handling- Unitization Material Handling, Planning demand and supply through break-bulk, consolidation and cross docking, different types of material handling equipments.
  7. International Packing and Packaging Standards used in LSCM.

*Note: At least five Cases should be discussed in the class.*

### **Recommended Books**

1. Business Logistic Management – R.H. Ballou
2. Logistic Management & World Seaborne Trade – K. Muthaiah, Himalaya Publishing House Ltd.
3. Logistics in International Business -- Rajiv Aserkar, Shroff Publication And Distribution Ltd.
4. Supply Chain Management--Sunil Chopra ,Printice Hall Publication
5. Supply Chain Performance Management—S. Jaikrishna,, Icfai Unit Press
6. Logistics & Supply Chain Management-- Raghoramay,, MacMillan India Ltd
7. Logistics Management—Donal J. Bowersok , Tata McGraw Hill Publication

### **938 D- International Marketing Research:**

*Objective:-The Main objective of this subject is to equip the students with in-depth knowledge of the issues that govern the conduct of International Marketing Research.*

1. **Nature & Scope of International Marketing Research-** Concept, Scope, Classification, Challenges and Ethics in International Marketing Research.
2. **International Marketing Research Process & Research Design-** International Marketing Research process. Need for Research design, Features of a good research design and Types of research designs (Exploratory, descriptive, experimental and diagnostic research).
3. **Sampling Theory and Design of Sample Survey-** Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.
4. **Data Collection-** Secondary Data: Sources & Presentation , Primary Data: Methods of Collecting, Scale development, Questionnaire Design.
5. **Data Analysis:** Descriptive & Inferential Analysis: Univariate, Bivariate and Multivariate Analysis of data.
6. **Advanced Data Analysis-** Correlation and Regression Analysis, Factor Analysis, Principal Component Analysis, Discriminate Analysis; Cluster Analysis
7. **Interpretations and Report Writing:** Meaning of interpretation, Significance of report

writing, Steps in report writing, Layout of report and Precautions in writing research reports.

### **Recommended Books**

1. Marketing Research - S.L.Gupta , Excel Books 2006
2. Marketing Research - David J. Luck,Ronald S. Rubin , Printice hall Of India, 2006
3. Marketing Research - Harper W. Boyd Ralph Westfall, Stanley F. Stasch,D.D. Sharma, AITBS Publishers & distributors,Latest Edition
4. Marketing Research-- G.C. Beri,Tata McGraw HilPublication,Latest Edition
5. Research Methodology -D.K.Bhattacharya , Excel Books,Latest Edition
6. Research Methods for Mgt – Dr. S. Shahjahan ,Jaico Publishing House,Latest Edition
7. Research Methodology in Management—V. P. Michael, Himalaya Publishing House Ltd.,Latest Edition

## MBA (IB) IV SEMESTER 2021

941C	Strategic HR & Development (Core)	3
942C	Service Marketing & CRM (Core)	3
943A	Consumer Behavior (Ability Enhancement)	3
944D	Overseas Project Management (Elective Discipline)	3
945D	Select Market and Thrust Products(Elective Discipline)	3
946P	Major Research Project (Project Work)	4
94V	Comprehensive Viva Voce(Virtual credit)	4
	<b>Total credits</b>	<b>23</b>

### 941C Strategic HR & Development

*Objective: The objective of the course is to develop the perspective of strategic human resource management. Understand the strategic role of specific HR systems. Appreciate SHRM in the context of changing forms of organization.*

#### **Module I Strategic Management: The Field of HRM**

Need and significance of HRM, HRM function, Role of HR in Organizations, environmental influence on HRM Changing Role of HR Professionals, Understanding Strategic Human Resource Management, Building Competitive advantage through people.

#### **Module II Employee Selection & Socialization strategies:**

Human Resource Planning, Selection tools and their application, Job analysis, job Design & Job Descriptions, job specification, employee welfare and quality of work life, Human resource strategy models.

#### **Module III For effective HRM strategies:**

Organizational Design, Understanding Employee Motivation, Perception and Individual Decision Making, Change Management, Interpersonal Effectiveness.

#### **Module IV Human resource Development**

Systems Approach to HRD, HRD Strategies, HRD Staffing: Role of Top Management in HRD, HRD and Training Policy, Assessing Training Needs; Process of Training; Designing and Evaluating Training and Development Program, Competency Modeling, types and Methods of Training; Training within Industry (TWI); Transactional Analysis, Talent Crisis in the Middle East.

#### **Module V Managing Employee Performance & their relationship:**

Performance Management Systems & Processes, rewards, Compensation and Benefits, Social accountability, Grievances Handling Procedure.

#### **Module VI Strategic Initiatives in HR:**

HR Issues in Mergers and Acquisitions, HR Challenges in Difficult times, Issues in HR outsourcing, HR Risk Management, human resource information system and use of SHIS.

## **Recommended Books**

### **Text Books:**

1. —Human Resource Management --Robert L. Mathis and John H. Jackson, || South Western College Publishing, Third Edition
2. —Human Resource Management || A strategic approach to employment, --S.K Sharma Global india Publication 01-dec-2009
3. Human Resource Management—C.B.Gupta, Sultancvhand and Sons, Sixth Edition
4. Human Resource & Personnel Management—K.Aswathapa, Tata McGraw-Hill Publication Ltd, Sixth Edition.
5. Human Resource Management – SeemaSanghi,MacMillan Publishers, India Ltd.,First Edition 2011.

### **Reference Books:**

1. Human Resource Management—S.P.Robbins, Printice Hall Publication,Human Resource Planning—Bhattacharya, Excel, Sixth Edition.
2. Human Resource Management –Raymond Anor,John R Hollenbeck,BarryGeehart,Patrick M Wright,Fifth edition, Tata McGraw- Hill Publication Ltd.
3. Human Resource Management –John M Iwancerich,Tent Edition, Tata McGraw- Hill Publication Ltd.
2. Human Resource Management –David A. Decenzo,StephenP.Robbins,TenthEdition,Wiley India Ltd.

## **942C- Service Marketing & CRM:**

**Objective:** The objective of this paper is to understand various processes and strategies for marketing of services and strategies for building lasting customer relationship

1. Understanding Services: Service Sector & Economic Growth, Service Concept - Service Characteristics-Classification of Services, -Challenges in Service Marketing
2. Marketing mix in service marketing (8ps) - Understanding service process, Service offerings –core & supplementary product element -Price & other costs of services – Place & time – Service Delivery system -Promotion & customer education -People employees role in service – Productivity and Quality -Physical Evidence in Services
3. Service from customer’s view point - Customer contact with service organization. Complaint Handling and service recovery
4. Strategic Issues in Service Marketing -Service Positioning and Design-Service Differentiation
5. Introduction to CRM: Evolution of CRM, Relationship Marketing, significance and benefits of CRM to different business organizations and customers.
6. Concepts of CRM: Concept of Customer Lifecycle, Lifecycle stages, Customer Lifecycle Management, Customer Lifetime Value assessment
7. CRM Process: Objectives, Customer segmentation, Customer database, Strategy formulation, Infrastructure development, Designing system, Core processes, Developing people, Customer retention, Recovering lost customers, Terminating relationships.



8. Database Management: Information management for customer acquisition, retention, attrition and defection, data warehousing, data mining.
9. Measuring CRM Effectiveness: CRM Metrics – Financial and non-financial measures.

### **Text Readings**

1. Christopher H. Lovelock, —**Services Marketing**”, New Delhi: Prentice Hall of India, Latest edition
2. Baran, Roger J., Galka, Robert J. and Strunk, Daniel P. (2008), *Customer Relationship Management*, Cengage Learning, New Delhi
3. Sheth, J.N., Parvatiyar, A. and Shainesh, G., —**Customer Relationship Management** ||, TMH, Latest edition
4. Kumar, V. and Reinartz, Werner J. (2006), *Customer Relationship Management: A Databased Approach*, Wiley India, New Delhi.

## **943A- Consumer Behaviour**

*The basic objective of this course is to develop the detailed understanding about different aspects of consumer behaviour and its applications in marketing.*

**Introduction to Consumer Behaviour:** Concept of Consumer Behavior , Scope and Application of Consumer Behavior, Evolution of Consumer Behavior as a Field of Study and its relationship with Marketing, Models of Consumer Behavior.

**Marketing Research and Consumer Behavior:**Relevance of Marketing Research with Consumer Behavior, Approaches to Consumer Behavior Research: Quantitative Research and Qualitative Research.

**Market Segmentation, Targeting and Positioning:**Market Segmentation, Basis for Segmentation, Targeting strategies and Concept of differentiation and Positioning.

**Consumer Decision Making Process:** Buying Motives, Buying Roles, Consumer Decision Making Process, Levels of Consumer Decision Making, Perspectives to Consumer Decision Making.

**Psychological Influences on Consumer Decision Making:**Consumers Needs & Motivation, Emotions, Consumer Involvement, Consumer Learning, Personality, Self-concept and Self-image, Consumer Perception.

Consumer Attitude: Belief, Attitude, Attitude Formation and Attitude Change.

**Sociological Influences on Consumer Decision Making:** Consumer groups, Consumer reference groups, Family and Life cycle, Social class and mobility, lifestyle analysis, Culture; Sub-Culture, Cross Culture, Interpersonal Communication and influence, Opinion Leadership.

**Organizational Buying:** Differences between Organizational and Consumer Buying, Buying Decisions in Organizational Buying Process; Types of Decision Making, Organization Buyer's Decision Making Process, Factors influencing Organizational Buying Behaviour, Decision Makers in Organizational Buying.

**Books recommended:**

1. Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995
2. Engle, J F etc. Consumer Behaviour, Chicago, Dryden Press, 1993 Electives (Mktg)
  3. Howard, John A etc. Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.1989
  4. Hawkins, D I etc. Consumer Behaviour Implications for Marketing Strategy. Texas, Business, 1995
5. Mowen, John C. Consumer Behaviour , New York, MacMillan, 1993
6. Schiffman, L G and Kanuk, L L Consumer Behaviour New Delhi, Prentice Hall of India, 1994

**944D -Overseas Project Management:**

**Objective:** *The objective of this paper is to understand the project formulation and guidelines related to overseas projects.*

1. Conceptual framework of project : Meaning, Features and Types of Projects, Project formulation, Project phases & Project Appraisal – Technical, Financial and Marketing
2. Project Selection and Capital Budgeting: Meaning, Process, Techniques of Capital Budgeting, Special features of Multinational Capital Budgeting Decisions.
3. Sources of Finance and Project Financing: Domestic and International Role of International financing agencies in financing international projects
3. RBI and FEMA guidelines regarding overseas projects: Role of Working group, Formalities regarding setting up, follow-up and closure of projects
4. Role of EXIM Bank and ECGC in overseas projects, Guarantees to be furnished, Lines of Credit
5. International Credit Rating: Meaning, Importance and Process
6. Social Cost Benefit Analysis of a Project

*Note: At least **five Cases** should be discussed in the class.*

***Recommended Books***

1. Project Management –Prasanna Chandra
2. Project Management – Prem Kumar&Asif K. Ghosh ,Anmol Publication
3. Project Management -- Vasant Desai , Himalaya Publishing House Ltd.
4. Project Management -- Patel , Vikas Publishing House Ltd.
  5. Export Finance and Banking – Procedures in India, S. Shankar Narayan Secretary FEDAI, 2001, 1st Edition.

*Note: At least **five Cases** should be discussed in the class.*

## 945D -Select Market and Thrust Products

*Objective: The objective of this paper is to understand the different potential markets and products for India to have exports and imports.*

1. Nature and Scope of Select Market & Thrust Product - To study and analyze the competitive advantages of various markets, establish linkages between market and products and design business strategies with global perspective.( special reference to Current foreign trade policy)
2. To study the business environments of each market (Economic, Social, Technological, Political and legal framework.)
  - 1.U.S.A 2. European Union 3. Japan 4. ASEAN 5. China 6.SAARC Countries 7.South-Africa 8.Middle East 9.Eastern Europe and Russia 10. BRICS. Also study the geographic, climatic and other conditions which favour Indian exports to these countries.
3. Products: Develop a working knowledge of each product category and conduct a general SWOT analysis for each product category.
  - i). Software - Differentiate between product v/s Services, Outsourcing.
  - ii). Pharmaceuticals- Product v/s Process Patent, New Drug. Discovery or Generic Product strategy etc.
  - iii). Textiles and Readymade Garments: Cotton or Manmade fabric.
  - iv). a) Gems and Jewellery b) Leather and leather Products
  - c) Marin products d) Agro products: Tea, Rice, Oil seeds, Wheat, Pulses,
  - e)Engineering Products: Metal Manufacturers, Machinery and Instruments.
  - f)ServicesSector: Insurance, Banking, consultancies.
  - g) Chemicals: Dyes & Intermediaries.
  - h) MineralsAlso study the geographic, climatic and other conditions which Indian exports to these countries.
4. Strategic Issue in International Management: International Strategic Planning – Nature & Dimensions, developing a strategic planning model for a multinational firm. Socialization perspective (by Hofstede)

*Note: At least **five Cases** should be discussed in the class.*

### *Recommended Books*

1. Thrust sectors in India's export - Edited by Dr. SadaShankersaxena, Dr. M.L. Varma, B.Bhattacharya, M.S. Sachdeva
2. International Management – ArvindV.Phatak, Rabi S.Bhagat, Roger J.Kastulak , Tata McGraw Hill Publication, 2006
3. International management strategic opportuntities and challenges—M.C.Ferlin / Sweeney -- Houghton Mifflin publication
4. Readings and cases in international management--- David c. Thomas , sage publication , New delhi, 2003
5. International Management Managing across Borders and Cultures – Helen derksey , Pearson publication

### ***Reference Books***

1. International Management -- Manab Thakur, Gene F Burton, B.N.Shrivastav
  2. International Business M.C. Schnitzer
  3. Corporative Management & Economics Process – Ruichar N. Farmer & Barry M. Rithman
  4. Communication Between Culture – Samovar/Porter
- 

### **947A – Major Research Project**

The MRP shall comprise of individual & original research by a student under the guidance of a faculty member on a topic which shall preferably relate to an area of his interest/ specialization. Research here construes **either or both** of the following:

1. Research based on Primary or Secondary data.
  2. Study based Research, wherein a researcher must exhibit **in depth** knowledge of the chosen topic.

The MRP shall carry a weight of **four credits** and shall be awarded grades A / B/ C/ D/ F. Prior to submission of final report, the students have to prepare their Synopsis with due consultation of their respective guides. Topic or guide once finalized will not be changed. Only those students would be allowed to submit their final MRP, who maintain regularity in their attendance and remain in constant touch with their respective guides. The students have to strictly follow the following pattern of their Synopsis and MRP.

#### **Format of synopsis**

1. Title
2. Introduction
3. Review of literature
4. Objectives
5. Methodology

#### **Format of thesis**

1. Title

2. Introduction
3. Review of literature
4. Objectives
5. Methodology
6. Analysis of data / text
7. Findings, suggestions and implication of the study
8. Bibliography

**MBA (Business Economics)**  
**(2019-2021)**

**Course Curriculum**

**School of Economics**  
**(A Department under UGC-SAP Programme)**  
Devi Ahilya Vishwavidyalaya, Indore

***Revised Course Structure  
Choice Based Credit System (CBCS)  
Under Ordinance 31  
Since 2015-2017***

The department has choice based credit system (CBCS) in every course we offer under ordinance 31, in which there are total 100 credits in which 84 actual credits and 16 virtual credits in the complete span of the course of two years. From these 100 credits 42 credits should accrue from 14 Core subjects, 18 credits from Elective Discipline subjects, 6 credits from Elective Generic, 6 credits from soft skill development subjects, 6 credits from Ability Enhancement subjects and 6 credits from project/ field based work. Elective Generic subjects credits can be earned from the subjects offered by the department or by other UTD's. Virtual Credits are 16 which the student has to earn through Comprehensive Viva Voce held after every Semester. Hence 4 virtual credits are given to each Comprehensive Viva Voce. From these 100 credits the credit for each subhead is as under:

<b>S.No</b>	<b>Type of Subject/Activity</b>	<b>Code</b>	<b>Number of Subjects</b>	<b>Credit/Subject</b>	<b>Total Credit</b>
1	Core	C	16(15)	3	48(45)
2	Elective Discipline	D	6	3	18
3	Elective Generic	G	2	3	06
4	Soft Skill	S	2	3	06
5	Ability Enhancement	A	2	3	06(5)
6	Comprehensive Viva Voce	V	4 / Semester	16	16
7	Project Work	P	Summer Internship	2	2
			Major Research Project	4	4
					<b>106(102)</b>

\*\*In () credits for M.A (Economics) course

## **MBA (BE) I SEMESTER July 2019**

Code	Subjects	Credits
811C	Micro Economics ( Core)	3
812C	Business Statistics (Core)	3
813C	Business Finance & Accounting (Core)	3
814C	Principles & Practices of Management (Core)	3
815C	Marketing Management ( Core)	3
816A	IT for Manager ( Ability Enhancement)	3
817S	Business Communication & Personality Development (Soft skill)	3
81V	Comprehensive Viva Voce(Virtual credit)	4
<b>Total credits</b>		<b>25</b>

## **MBA (BE) II SEMESTER January 2020**

821C	Macro-Economic Analysis & Policy (Core)	3
822C	Operations Research (Core)	3
823C	Research Methodology(Core)	3
824C	Organizational Behaviour (Core)	3
825G	Entrepreneurship (Elective Generic)	3
826SF/SG	French/German(Soft Skill)	3
827DA	Industrial & Rural marketing (Elective Discipline )	3
828DA	Marketing Research & Consumer behaviour(Elective Discipline)	3
827DB	Financial Management (Elective Discipline)	3
828DB	Financial Markets & Environment(Elective Discipline)	3
82V	Comprehensive Viva Voce(Virtual credit)	4
<b>Total credits</b>		<b>28</b>

## **MBA (BE) III SEMESTER July 2020**

831C	Strategic Management ( Core)	3
832C	Econometrics ( Core)	3
833C	International Economics ( Core)	3
824C	Strategic HR & Development(Core )	3
825C	Supply Chain Management & Documentation ( Core)	3
836G	Business Law(Elective generic)	3
837DA	Integrated Marketing Communication(Elective Discipline)	3
838DA	International Marketing(Elective Discipline )	3
837DB	Cost & Management Accounting (Elective Discipline)	3
838DB	Security Analysis & Portfolio Management (Elective Discipline).	3
839P	Summer Training Report Submission(Project Work)	2
83V	Comprehensive Viva Voce(Virtual credit)	4
<b>Total credits</b>		<b>30</b>

## **MBA (BE) IV SEMESTER January 2021**

841C	Business Forecasting & Planning Techniques ( Core)	3
842C	Service Marketing &CRM (Core)	3
843A	Commodity Derivative & Price Risk Mgmt.(Ability Enhancement)	3
844DA	Retail Marketing (Elective Discipline)	3
845DA	Sales & Distribution Management (Elective Discipline)	3
844DB	Business Taxation (Elective Discipline)	3
845DB	Insurance and Bank Management (Elective Discipline)	3
846P	MRP(Submission & viva voce) (Project Work)	4
84V	Comprehensive Viva Voce(Virtual credit)	4





## ***MBA (BE) I SEMESTER July 2019***

811C	Micro Economics ( Core)	3
812C	Business Statistics (Core)	3
813C	Business Finance & Accounting (Core)	3
814C	Principles & Practices of Management (Core)	3
815C	Marketing Management ( Core)	3
816 A	IT for Manager (Ability Enhancement)	
817S	Business Communication & Personality Development (Soft skill)	3
81V	Comprehensive Viva Voce(Virtual credit)	3
	<b>Total credits</b>	4
	<b>Total credits</b>	<b>25</b>

### ***811 C Micro Economics***

***Objective: The objective of this paper is to develop understanding in the students about the concepts and tools of economic analysis relevant for Business Decision Making.***

1. Fundamental concepts of Economics, Micro & Macro Economics- basic concepts, Types of Economic Analysis, Kinds of Economic Decisions, Application of Micro Economics.
2. Consumer Behaviour, Utility Analysis – Cardinal & Ordinal approach, Indifference curve- Concept and analysis, application of Indifference curve. Law of Demand, Elasticity of Demand, types of elasticity of demand- price, income, cross and promotional. Consumer Surplus.
3. Cost Curves and their Estimation, Costs in Long Run and Short Run, Break Even Analysis, Rewards of Factor Pricing- Rent, Wages, Interest; Consumer choice under Uncertainty.
4. Production Function- Law of Variable Proportions, Iso-Quants, Law of Returns to Scale, Marginal rate of technical Substitution, Economies of Scale.
5. Price output decisions under different forms of market structure- Perfect and Imperfect Competition, Discrimination Monopoly, Methods of controlling Monopoly Power. Different models of Collusive and Non- Collusive Oligopoly. Monopolistic competition and Advertising.
6. Product Pricing Policy – Cost based, Competition based, Cyclical, Multi-product and Peak load pricing.

**Note:** At least **five Cases** should be discussed in the class.

**Books recommended:**

1. —Modern Micro Economics||, A. Koutsoyiannis, The Mac Millan Press, IInd Edition.
2. —Price Theory and Uses||, Watson, A. I. T. B. Publishers and Distributors, IInd Edition.
3. —Foundation of Economics Analysis||, Samuelsson, Harvard University Press, IInd Edition
4. —Managerial Economics||, Dean Joel, Prentice Hall Publication, Latest edition
5. Managerial Economics Geetika, Piyali Ghosh and Purba Roy Choudhury, Tata McGraw-Hill Public Company Limited, Latest edition
6. Managerial Economics by Atmanand, Excel Books, Latest edition

**812 C: Business Statistics**

*(Knowledge of basic concepts of statistics including measures of Central Tendency is a prerequisite for this subject)*

**Objective:** *The objective of this paper is to understand the statistical tools and techniques, Used in the business decision and analysis.*

1. **Introduction:** Importance and Scope of Statistics in Managerial Decision Making, Collection of Data - Primary Data and Secondary Data.
2. **Measures of Central Tendency:** Arithmetic Mean, Geometric Mean and Harmonic Mean, Median and Mode, Quartiles and Percentiles.
3. **Measures of Variation:** Concepts, Range, Mean Deviation, Standard Deviation, Coefficient of Variation, Skewness and kurtosis.
4. **Correlation:** Meaning , types of correlation- positive correlation, negative correlation, perfect correlation, linear and non -linear correlation; scatter diagram, Karl Pearson's , coefficient of correlation, properties of correlation coefficient, probable error of correlation coefficient, meaning of multiple and partial correlations; multiple and partial correlation coefficients.
5. **Regression:** Meaning, types of regression: - simple and multiple regression, linear and non linear regression, statement of regression lines, definition of regression coefficients, properties of regression coefficients.
6. **Index Numbers:** Types and Methods of construction of Index Numbers. Characteristics of a good Index Number. Test for perfection, Cost of living Index Numbers.
7. **Probability:** Basic concepts of Probability, Theories of Probability Addition and Multiplication, Conditional Probability and their simple applications in business.
8. **Random Variable and Probability Distributions** – Binomial, Poisson and Normal and Their Applications in Business.
9. **Time Series:** Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average and least

squares method), Measurement of seasonal variations (moving average method) Measurement of cyclic variations (residual method).

**Books recommended:**

1. Fundamentals of Applied Statistics?, Gupta S.C., S.Chand& Sons, New Delhi, Latest Edition
2. Statistical Methods?,S.P.Gupta , Sultanchand& Sons, 2003
3. Statistics for Management? Richard Levin. &David.S.Rubin, 7th Edition
4. Statistics for Business and Economics? JIT S. ChandanVikas Publishing House Pvt. Ltd., Latest Edition
5. Business Statistics?, R.S. Bhardwaj , Excel Books Latest Edition
6. Mathematics and Statistics for Economics?,Monga G.S., Vikas Publishing House, Latest Edition

### **813 C - Business Finance and Accounting**

*Objective: The objective of this paper is to go through the financial concepts and understand the techniques to manage the finance for the organization.*

1. **Introduction to Financial Accounting** - Meaning & function of Accounting; Generally accepted Accounting Concepts & Conventions; Nature of Accounts; Rules for Debiting & Crediting; Journalizing the transactions; Posting from the Journal to the Ledger & Preparation of Trial Balance.
2. **Final Accounts** - Preparation of financial Statements – Trading, Profit & Loss Account, and Balance Sheet with the help of Adjustment Entries.
3. **Depreciation** – Meaning and Need, Methods of Charging depreciation – Straight Line Method; WDV Method; Accounting for depreciation in the Books of Account.
4. **Analysis and Interpreting of the Financial Statements** – Financial Ratio Analysis-Liquidity Ratios- Current Ratio, Quick ratio, Profitability Ratios – GP ratio, NP ratio, Operating Ratio, ROI, ROE, ROA, EPS, DPS, Dividend Pay Out Ratio, Price Earnings Ratio, Earnings yield Ratio, Turnover Ratios – Stock Turnover Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio, Capital Turnover Ratio, fixed assets turnover, current assets turnover. Solvency Ratio – Debt-equity Ratio, Capital Gearing Ratio, Interest Coverage Ratio, Debt Service Coverage Ratio, Building An Income Statement and Balance sheet.
6. **Cash Flow statement (AS-3)** – Meaning, uses and preparation
7. **Introduction to Cost Accounts** – Meaning, Objectives, Difference between cost Accounts and Financial Accounts, Elements of Cost & classification of costs.
8. Analysis of financial statements of any public limited company, managerial uses of unit costing, contract costing, process costing.

**Note:** At least **five Cases** should be discussed in the class.

**Books recommended:**

1. Advanced Accountancy- VolII , R.L. Gupta &M.Radhsawmy, Sultan chand And Sons, 1999.
2. Double entry book – keeping and accountancy, T. S. Grewal, Sultan Chand & Sons, Latest
3. Comprehensive Financial Accounting , S.A Siddique, Laxmi Publications, Latest
4. Financial Management -- Khan & Jain, Tata McGraw Hill Publication, IVth Edition, 2004
5. Financial Management-- I.M. Pandey., Vikas Publishing House Pvt.Ltd.VIIIthEdition 1999.
6. Financial Management-- Prassanna Chandra, Tata McGraw Hill Publication, VIIth 2008
7. Financial Management -- Maheshwari, Sultanchand \$ Sons, Edition, 2004.

**Note: The above mentioned editions are available in the library. The students are however advised to also refer the latest editions of the books.**

**814 C – Principles and Practices of Management**

*Objective: The objective of this paper is to develop managerial skills in the students to cope up with the changing business environment and becoming successful entrepreneur.*

1. **Introductory:** Concept of management including functions of management, functions and responsibilities of managers, Fayol\_s principles of management. Management thought; the classical school, the human relations school, Systems theory school, Contingency theory school,
2. **Planning:** Nature and purpose of planning including strategic planning, principles of planning, Types of Planning, Advantages and Limitations of planning.
3. **Concept and nature of Objectives:** Types of objectives, Importance of objectives, setting objectives, Management by objectives
- 4.**Strategies and Policies:** Concept of corporate strategy, formulation of strategy, types of strategies, TOWS matrix, the Portfolio matrix, three generic competitive strategies by Porter, effective implementation of strategies, types of policies, principles of formulation of policies, Decision making.
- 5.**Organizing:** Nature and purpose of organizing, Bases of Departmentation, Span of management, Line and Staff relationship, Line-staff conflict, legation, kinds of delegation, Delegation and Decentralization, Methods of Decentralization.
6. **Control:** Concept and process of control, Control techniques, human aspects of control, control as a feedback system, Feed forward control, Preventive control.

At least **five Cases** should be discussed

**Books Recommended :**

- a. David S. Decenzo and Stephen P. Robbins, —Personnel/Human Resource Management||, New Delhi, Prentice Hall Publication, Latest Edition
- b. Harold knootz\_Donnell and Heinz Weihrich, —Essentials of management||, New Delhi, Tata McGraw Hill Publication, Latest Edition

- c. R.D. Agrawal, —Organization and Management —New Delhi, Tata McGraw Hill Publication, Latest Edition
- d. Harold Koontz, O\_Donnell and Heinz Wehrich, —Management: A global Perspective||, New Delhi, Tata McGraw Hill.Publication, Latest Edition.
- e. Stephen P. Robbins and Merry Coulter, —Management||, New Delhi, Prentice Hall of India, 2002.

## **815 C - Marketing Management**

***Objective: The objective of this paper is to develop creative skills in the students to understand the dynamics of the competitive market and positioned distinctively.***

1. Marketing Concepts: Customer Value and Satisfaction, Customers Delight. Value chain, scanning the Marketing Environment. Marketing Philosophies
2. Market demand , structure and competition
3. Market Segmentation, targeting, positioning. Levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation. Positioning.
4. Basics of Marketing Information System and Marketing Research Process.
5. Product Decision: Objectives, Product classification, New Product Development Product-Mix, Product life cycle strategies, branding, introduction of packaging, &labeling.
6. Pricing Decisions: Factors affecting price, pricing methods and strategies.
7. Distribution Decisions: Importance and Functions of Distribution Channel, Distribution Channel Decisions, Distribution Channel Members.
8. Promotion Decisions: A view of Communication Process, developing effective communication, Promotion-Mix elements.
9. An introduction to Digital Marketing

**Note:** At least **five Cases** should be discussed in the class.

### **Books recommended:**

1. Principle of Marketing Management – Philip Kotler , Pearson Education, Latest Edition
2. Marketing Management -S.A. Sheralkar , Himalaya Publishing House, Latest Edition
3. Fundamentals of Marketing- William .J.Stanton ,McGrawhill Publication, Latest Edition
4. Marketing Management – South Asian Perspective, Kotlar ,Kelkar, Koshi, and Jha., Pearson Education, Latest Edition
5. Marketing Management – S.H.H. Kazmi, Excel Books India, 2007

## **816 A- IT for Managers**

**Objective:** *The objective of this paper is to understand basic knowledge of computers, applications of various information tools and basics of electronic-business to proceed with IT adopted in the business.*

1. Anatomy of Computer, Hardware & Software concepts, Types of Software – Operating system, program language translator, Application software.
2. Networking – Definition, need, types & applications, networking hardware – hub, router, bridge.
3. Data Base Management System: Introduction , Purpose of database management system, Data abstraction, Instances and schemas, data-independence- physical data independence, logical data independence, Data Model – Hierarchical, Network, Relational. Concepts of Relational data model -Tuple, Attribute, Domain, Degree, relation.
4. System Concept: Definition, Types, characteristics and elements of system.
5. Introduction to MIS: Characteristics of MIS, Structure of MIS based on-management activity, organizational functions, Conceptual structure.
6. System development life cycle – feasibility study, analysis, design, implementation, maintenance, Approaches of MIS development programmed & non-programmed decisions, Decision support system.
7. Securing Information System, Tools & technologies for security.
8. E-Business fundamentals, E-Business framework, E-Business markets and its characteristics, online Advertisement and marketing on Internet, E-commerce payment System.
9. Introduction to IT and its development – virtual reality, GPS, GIS, Mobile technology – 1G, 2G, 3G, 4G. Wi-Fi, Bluetooth.

### **PRACTICAL EXERCISE**

Excel Exercise: Working in Excel, sheet Creation, Entering Data, Layout and Formatting of Sheet Preview and Print, Working with Range, Rows, Columns, Total, Sorting, Using Formatting, Toolbars, Format Cells, Cell Content Moving and Copying Worksheet, Chart, Types of Chart, Formatting Charts, Formula Functions, Analysing Data with Excel.

**Note:** At least five Cases should be discussed in the class.

### **Books recommended:**

1. Computer Fundamentals – P.K.Sinha, , BPB Publisher
2. A First Course in Computer – Sanjay Saxena, Vikas Publishing House Pvt. Ltd
3. Computer Systems & Applications – RustamShroff, Himalaya Publisher.

## **817 S- Business Communications and Personality Development**

### **1: FRAMEWORK TO BUSINESS COMMUNICATION:**

Defining Communication, Process of communication, Principles of effective communication, importance and objectives of business communication, Physical, Mechanical and Psychological barriers to communication

### **2: CHANNELS, TYPES AND FORMS OF COMMUNICATION:**

Channels, Verbal, Non-verbal, Formal, Informal, Internal, External and communication networks, Effective listening – types and Essentials of effective listening, Development of intrapersonal and interpersonal skills for Personal effectiveness.

### **3: ARTICULATION AND DRAFTING:**

Definition & how to articulate , techniques for better articulation, Speak clearly & distinctly, Basic patterns of Business Letters & its drafting, notices , Resumes, Sales letter writing, letters of bank correspondence, complaint letters & project reports, Dealing with print and electronic media, writing a press release.

### **4: ENHANCEMENT SKILLS / EMPLOYABILITY SKILLS:**

Effective presentation skills: body language, eye contact, gesticulation, use of audio visual aids, Handling audience, conduct during presentation Interview skills: types of interview, preparing for an interview, how to handle stress interview, attire for an interview, learn how to say No, positive thinking tips & tricks, have an effective brain storming session.

### **. PRATICAL EXERCISES**

Spoken exercises listen & repeat and tongue twister, Group discussions, Mock meetings & interviews, Presentations on a technical topic, role plays, Confidence building exercises, and submission of reports prepared.

**Note: At least five cases should be discussed in the class.**

### **Recommended Books:**

1. Business Communication – K.K.Sinha, Galgotia Publishing Company, Latest Edition
2. Business Communication – Chhabra.T.N. , Sun India Publication, 2005
3. Business Communication – ParagDiwan, Excel Books, Latest Edition
4. Essentials of Business Communication – Rajendra Pal, Sultanchand Publication, 2000
5. Business Communication-- R.K.Madhurkar,Vikas Publishing House Pvt. Limited, Latest

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821C	Macro-Economic Analysis & Policy (Core)	3
822C	Operations Research (Core)	3
823C	Research Methodology(Core)	3
824C	Organizational Behaviour (Core)	3
825G	Entrepreneurship (Elective Generic)	3
826SF/SG	French/German(Soft Skill)	
827DA	Industrial & Rural marketing (Elective Discipline )	3
828DA	Marketing Research & Consumer behaviour(Elective	3
827DB	Financial Management (Elective Discipline)	3
828DB	Financial Markets & Environment(Elective Discipline)	3
82V	Comprehensive Viva Voce(Virtual credit)	3
	<b>Total credits</b>	

### **821C Macro-Economic Analysis & Policy**

**Objective –** *The objective of this paper is to develop understanding about the Macro Economic function of economy and its analysis.*

1. Meaning, scope and application of Macro Economics. Concept of stock and flow variables.
2. National Income-Meaning, Measurement and Relationship with Economic Welfare.
2. Classical Macro Economics; Keynesian System of General Equilibrium
3. Theory of Money Supply, components of Money Supply, Quantity theory of money-Views of Fisher, Cambridge School and Friedman.
4. Classical Economics vs. Keynesian Economics. Neo-classical & Rationale Expectation Theory.
6. Model of Income Determination- Two sector model with consumption and Investment function, Govt. Sector, Foreign Sector multiplier and their policy implications. Money Multiplier, Interest rate and Liquidity Preference Theory.
7. IS-LM analysis- Integration of Product and Money market Effects of shifting IS and LM curves.
8. Business cycles - Meaning and Phases. Theory of Hicks, Henson and Keynes. Meaning of Inflation, Recession and Stagflation. Measures to control Inflation.
9. Monetary Policy and Fiscal Policy – objectives, instruments and Relationship.

**Note:** At least **five Cases** should be discussed in the class

**Books recommended:**

1. Macro Economic Theory, E. Shapiro, Galgotia Publications, Vth Edition, 2007.
2. Macro Economic Theory and Practice, H.L. Ahuja, Sultan Chand and Sons, 10th Edition 2004.
3. Macro Economics, Theory & Policies, Richard.T.Froyen, Pearson Education, 7th Edition
4. Macro Economics, Errol D’Souza, Pearson Education,2009
5. Macro Economics, Dornbosch, Fisher, Stanley. TATA Mcgraw Hill, Ninth Edition

### **822C- Operation Research**

**Objective:** *The objective of this paper is to develop understanding about*

***different methods of economic and business analysis that provides solutions to a business problem.***

1. Quantitative Techniques and Operations Research: Meaning, Scope of Quantitative Techniques and Operations Research in Management, Advantages and Limitations of Quantitative Techniques.
2. Linear Programming: Meaning of Linear Programming, General Mathematical Formulation of LPP, Graphical Analysis, Simplex Method, Big-M Method, Advantage and Limitations of LPP.
  - a. Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) Using Modified Distribution Method.
  - b. Assignment Problem: Assignment Model as a Particular Case of Transportation, Model, Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization and Maximization, Route Allocation).
3. Dynamic Programming- Nature of Dynamic Programming Problems, Solutions for Knapsack, Travelling Sales man, Selection of Advertising Media, Cargo Loading Problem.
4. Inventory Management – Meaning and Types of Inventories, Inventory Decision, EOQ Model, Safety Stock, Selective Approaches to Inventory Management.
5. Replacement Models: Introduction, Scope in Management, Single Equipment Replacement Model and Group Replacement.
6. Game Theory: Introduction to Games Maximin and Minimax Principles, Pure and Mixed Strategies, Solutions of Games Using –Algebraic and Graphical Methods.
7. Network Analysis – CPM and PERT, concept of floats. Application of CPM & PERT.

**Note:** At least **five Cases** should be discussed in the class

**Books recommended:**

1. "Operations Research", S.D. Sharma, Meerut, KedarNath Ram Nath and Co., 8th Edn., 2002.
2. "Quantitative Techniques", N.D. Vohra. New Delhi, Tata McGraw Hill Publications, 15th Ed., 2003.
3. "Operations Research: An Introduction", Hamdy A. Taha, New Delhi, Prentice Hall of India, 6th Edition 1998.
- 4 "Principles of Operations Research with Application to Managerial Decisions", Haruly M. Wagner, New Delhi, Prentice Hall of India Pvt. Ltd, 2nd Ed., 1996.
5. "Problems and Solutions in Operations Research", V.K. Kapoor, New Delhi, Sultan Chand and Sons, 2004, 7th Edition.
- 6 "Operations Research", P.K. Gupta and D.S. Hira, New Delhi, Sultan Chand Publications, 2000.
7. A.M Natarajan, P.Balasubramani, A.Tamilarasi Operations research – Pearson education 2nd edition,2007

**823C-Research Methodology (Core)**

The objectives of this paper is to bring the understanding of basic concepts of research, research topics, selection & identification ,definition of research problem& parameter, research methodology and giving insight how to conduct a research in more appropriate manner

### **1. Introduction to Research Methodology**

Role and objectives of business research, types of research and various research designs (exploratory, descriptive, experimental and diagnostic research), research process: Overview, Problems encountered by researcher.

### **2. Design**

Data and their Collection: Collection, Organization, Presentation, Analysis and Interrelation of Primary and Secondary Data. Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, Designing questionnaires and conducting interviews.

### **3. Sampling**

Sampling Methods, Sampling Plans, Sampling Error, Sampling Distributions : Theory and Design of Sample Survey, Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.

Review of statistical tools/methods for business research, for univariate and bivariate analysis, Significance of correlation coefficient, significance of regression coefficient.

### **4. Hypothesis and Hypothesis testing**

Parametric & non-parametric tests, introduction to sample tests for univariate and bivariate analysis using normal distribution, F-test, t-test, z-test, chi -square test.

### **5. Interpretations and Report Writing:**

Meaning of interpretation, techniques of Interpretation, precautions in interpretation, significance of report writing, steps in report writing, layout of report and precautions in writing research reports.

### **6. Research Ethics: Ethics in Research, Philosophical issues in Research**

### **7. Limitations of RM:**

#### **Text books Recommended**

1. R. Panneerselvam “ Research Methodology” 2<sup>nd</sup> edition,2014 published by PHI Learning Pvt. Ltd , New Delhi,2016
2. Deepak Chawla&NeenaSandhi “Research Methodology”-Concept & Cases- Reprinted 2014-Vikas Publishing House Pvt Ltd.
3. S.P. Gupta –“Statistical Methods” Sultan chand& sons, New Delhi -2008
4. Prahlad Mishra “ Business Research “ Oxford university press 2015, 1<sup>st</sup> edition

#### **Reference books recommended**

1. “ Business Research Methods- Donald R Cooper, Pamela s Schindler &J.k. Sharma,11<sup>th</sup> edition, TATA McGraw Hill Education Pvt Ltd, New Delhi 2012
2. “ Business Research Methods” Alan Bryman&E.Bell , 3<sup>rd</sup> edition, Oxford University 2015

## **824C- Organizational Behaviour**

**Objective: The objective of this paper is to understand the human behaviour to have Efficiency, effectiveness with the total development of the organization.**

1. **Foundations of Individual and Organizational Behaviour:** OB Models, Personality Determinants and Attributes, Learning and Learning Theories, Perception-Factors affecting Perception.
2. **Motivation:** Needs, Contents and Processes; Maslow’s Hierarchy of Needs, Herzberg s Two Factor theory, ERG theory, Vroom’s Expectancy theory, Reinforcement Theory.
3. **Foundations of Group Behaviour:** Defining and Classifying Groups, Group Structure and Processes, Process of Group formation, Group Decision Making, Group v/s Team, Team Effectiveness, and Decision Making.
4. **Leadership:** Trait theories, Behavioural theories-- Ohio State Studies, Michigan Studies, and Managerial Grid. Contingency theories—Fiedler’s Model, Hersey and Blanchard's Situational theory, Leader-Member Exchange theory, Path Goal theory, Charismatic Leadership.
5. **Conflict & Organizational Change:** Interpersonal Conflict, Inter group Conflict, Organizational Conflict, forces of Change, Resistance to Change

**Note:** The syllabus is divided into two sections A and B. At least two questions will be asked from each section. At least **five Cases** should be discussed within the class from each section.

### **Books Recommended:**

1. “Personnel/Human Resource Management”, David S. Decenzo and Stephen P. Robbins New Delhi, Prentice Hall Publication. Third Edition
2. “Organizational Behaviour: Concepts, Controversies, and Applications”, Stephen P. Robbins, New Delhi, Prentice Hall Publication.,Latest Edition
3. “Organizational Behaviour”, Fred Luthans, New York, McGraw Hill, 2005
4. “Essentials of management”, Harold knootz, Donnell and Heinz Weihrich New Delhi, Tata McGraw Hill Publication. 8th Edition
5. “Organization and Management “R.D. Agrawal, New Delhi, Tata McGraw Hill Publication.
6. “Management: A global Perspective”, Harold Koontz, O“Donnell and Heinz Weihrich, New Delhi, Tata McGraw Hill. Publication.Latest Edition
7. “Management”, Robert Krietner, Houghton miffin Co, 7th edition 1994.
8. “Management”, New Delhi, Stephen P. Robbins and Merry Coulter, Prentice Hall of India, 2002.

## 825G -Entrepreneurship

***Objective: The subject will help in understanding the nitty-gritty of entrepreneurship and also to know about various institutions and programmes for promotion of entrepreneurship activities by government and nongovernmental organizations.***

1. Concept of Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur – Role of entrepreneurship in economic development. Innovation, Creativity and lateral Thinking
2. Forms of organization- Sole Proprietorship, Partnership and Company and their features, advantages and disadvantages.
3. Methods and sources of raising Finance- Domestic and global, their features and merits and demerits, Venture Capital
4. Project Management- Business idea generation techniques – Identification of Business opportunities – Feasibility study – Technical, Marketing, Finance, Economic and Social Appraisal– Preparation of Project Report.
5. Enterprise Marketing: Goals of Business-Goal setting, SMART goals, Marketing & Sales Strategy, Branding, Promotion Strategy, Customer Relations, Employee and Vendor Management
6. Enterprise Growth Strategies: Franchising, Mergers and Acquisitions, Moving up the Value Chain and Value Addition
7. Reasons of Business Failure
8. Importance of small scale industries – Definition – Contribution to national economy – Classification of small scale units – Cottage, tiny, village, ancillary – Concept, Infrastructure for small business units. Procedures in setting of small scale units – Licensing – Registration – Financing, Characteristics and Problems
9. Institution for the development of small scale industries – NSIC, SIDCO, SIDO, SISI , Development Commissioner – TANSI, SIDCO, DIC, Directorate of Industries and Commerce. Concessions , rebates, incentives and subsidies to small scale units – Prime Minister’s RojgarYojna (PMPY) EPZ and 100% EQUs, Sickness of small scale units and revival.
10. Industrial Estates – Meaning , types and necessity
11. New venture areas for Entrepreneurs
12. Social Entrepreneurship: Meaning and Concept and Characteristics
13. Case Studies

### **REFERENCE BOOKS:**

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai – Project Management
4. Jayashree Suresh – Entrepreneurial Development
5. Holt – Entrepreneurship – New Venture Creation
6. J.S. Saini& S.K. Dhameja – Entrepreneurship and Small Business
7. P.C. Jain – Handbook for New Entrepreneurs
8. Dr. C.B. Gupta & Dr. S.S.Khanka – Entrepreneurship and Small Business
9. Vasant Desai – Management of Small Business Himalaya Publishers
10. C.B. Gupta – Management of Small Business Sultan Chand and Sons
11. S.S. Kanka, S. Chand and Co – Entrepreneurial Development

## **826SF- French/German**

### **FRENCH**

*Objective: The objective of this paper is to impart working knowledge of one of the foreign language in the changing perspective of the Global Economy.*

1. Articles. Nouns & Pronouns –the definite article and contraction of the definite articles, indefinite articles, nouns – regular plurals, irregular plurals, gender identification by word ending, the portative article.
2. The Interrogation- formation of question by inversion, simple tense interrogative forms, negation – formation of negative sentences, formation of negative interrogative. Adjectives – qualifying adjective, possessive adjectives, demonstrative adjectives, regular forms and irregular adjective, plurals of adjectives.
3. Prepositions – uses of certain prepositions, prepositions to indicate location or direction, prepositions with geographical names, prepositions with modes of transport, prepositions with expression of time, Prepositions of cause, Numbers – cardinal and ordinal numbers.
4. Dates, Time and Seasons. Verbs – regular and irregular (I, II & III group of verbs), conjugation of verbs in simple present tense.
5. General Conversation – to present oneself and others, to greet others, to tell- time, date, seasons, days of the week, the months of the years

### **826SG -GERMAN**

*Objective: The objective of this paper is to impart working knowledge of one of the foreign language in the changing perspective of the Global Economy.*

1. Introduction to Germany, German, culture, People, a brief about its history and geography.
2. Greetings, basic pleasantries, dialogues based on situations like personal introduction, finding the way around town, ordering food, making reservations. Vocabulary building for informal conversations.
3. Verbs - regular, irregular, helping, trennbar, modal verb konjugations.
4. Nouns with gender, articles and their usage in different cases. Personal and possessive pronouns. Singular and plural forms.
5. Prepositions - temporal and local.
6. Reading comprehension and informal letter writing.

## **827DA- Industrial & Rural Marketing**

***Objective: The objective of this paper is to provide knowledge about the marketing strategies followed by rural and industrial markets.***

1. Rural Marketing- Definition, Need, Importance, Future prospects, Opportunities vs. other markets. Economic Dynamics of Rural Marketing & Scanning of Industries tapping the Rural Marketing.
2. Introduction to Demand & Marketing Research in Rural India, Consumer Behavior & Attitude, Buying Behavior; Importance of Relationship, Ethical & value based marketing.
3. A brief about Implementation & Execution of Marketing Strategies and programs (viz. Segmentation, Differentiation, Positioning & Target Market), Managing & Formulating Promotion Activities.
4. Selecting and Managing Marketing Channels (In consumables; Consumer Durable & Agricultural Inputs) Managing Retailing (Dealer & Distributor N.W.) Wholesaling and managing problems in Logistics.
5. Sales Force Management; Traits of (S/P Recruiting, Training Cord). Supervising, Controlling & Motivating S/F. Case studies from agriculture inputs, C. Durable & Consumables).
6. Industrial Marketing (Environment, Constituent, Nature & Delineation). Organizations related with Industrial Marketing.
7. Organizational Buyers & Buying Behavior. Understanding Demand, buyer motivation, characteristic and purchasing patterns.
8. Formulating & implementing strategies in Channel Management, Sales Force Management and Personal Selling. A brief about Managing price mechanism, Sales Promotion and Public Relations in Industrial Market.

**Note:** At least **five Cases** should be discussed in the class

### **Books recommended:**

1. Industrial Marketing - Robert R Reeder, Edward G. Brity, Betty H. Reader
  2. Industrial Marketing - Richard M. Hill, Ralph & Alexander, James S. Cross
  3. Industrial Marketing - Krishna K Havalldar
  4. Rural Marketing – T.P. Gopalswamy
  5. Rural Marketing - Saval Kumar Velarjudhan
- Rural Marketing Management – Sukhpar Singh

## **828DA- Marketing Research & Consumer behaviour**

***Objective: The objective of this paper is to know the significance of market research before launching any new business proposal. This paper also provides knowledge about the significance of consumer behaviour in marketing.***

### **Marketing Research:**

1. **Nature & Scope of Marketing Research-** Concept, Scope, Classification, Challenges and Ethics in Marketing Research

2. **Marketing Research process & Research Design-** Marketing Research process. Need for Research design, Features of a good research design and Types of research designs (Exploratory, descriptive, experimental and diagnostic research)
3. **Sampling Theory and Design of Sample Survey-** Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non- Sampling Errors.
4. **Data Collection-** Primary Data: Methods of Collecting, Scale development, Questionnaire Design. Secondary Data: Sources & Presentation,
5. **Data Analysis:** Descriptive & Inferential Analysis: Univariate, Bivariate and Multivariate Analysis of data
6. **Advanced Data Analysis-** Correlation and Regression Analysis, Factor Analysis, Principal Component Analysis, Discriminate Analysis; Cluster Analysis
7. **Interpretations and Report Writing:** Meaning of interpretation, Significance of report writing, Steps in report writing, Layout of report and Precautions in writing research reports.

### **Recommended Books**

1. Marketing Research - S.L.Gupta , Excel Books 2006
2. Marketing Research - David J. Luck, Ronald S. Rubin , Printice hall Of India, 2006
3. Marketing Research - Harper W. Boyd Ralph Westfall, Stanley F. Stasch, D.D. Sharma, AITBS Publishers & distributors, Latest Edition
4. Marketing Research-- G.C. Beri, Tata McGraw Hil Publication, Latest Edition
5. Research Methodology -D.K. Bhattacharya , Excel Books , Latest Edition
6. Research Methods for Mgt – Dr. S. Shahjahan , Jaico Publishing House , Latest Edition
7. Research Methodology in Management—V. P. Michael, Himalaya Publishing House Ltd., Latest Edition

### **Consumer Behaviour**

1. Introduction – Defining consumer behaviour, Significance of consumer behavior in daily life, Relation of consumer behaviour with marketing management, Application of consumer behaviour in marketing strategy.
2. Consumer Decision making model
3. Influence of Culture, Subculture, Social class, Social groups, family personal influence and innovation.
4. Determinants of Consumer Behaviour – Personality
5. Perception
6. Learning
7. Motivation
8. Attitudes
9. Consumer decision process, Search & evaluation
10. Purchasing process and Post purchase behaviour

**Note:** At least **five Cases** should be discussed in the class  
Marketing Research - S.L.Gupta , Excel Books 2006



2. Marketing Research - David J. Luck, Ronald S. Rubin, Printice hall Of India, 2006
3. Marketing Research - Harper W. Boyd Ralph Westfall, Stanley F. Stasch, D.D. Sharma, AITBS Publishers & distributors, Latest Edition
4. Marketing Research-- G.C. Beri, Tata McGraw Hill Publication, Latest Edition
5. Research Methodology -D.K. Bhattacharya, Excel Books, Latest Edition
6. Research Methods for Mgt – Dr. S. Shahjahan, Jaico Publishing House, Latest Edition
7. Research Methodology in Management—V. P. Michael, Himalaya Publishing House Ltd., Latest Edition
8. Consumer Behaviour - Hoyer Mac Innis, Wayne D. Hoyer, Deborah J. MacInnis, Cengage Learning, 23-Dec-2008
9. Consumer Behaviour - David L. Laudon, Albert J. Della Bitta, McGraw, Hill Book Company, 1988
10. Consumer Behaviour: Concepts and application- Loudon, Tata McGraw-Hill Education, 01-Nov-2001
11. Consumer Behaviour - Leon G. Schiffman Leslie Lazar Kanuk, Pearson Financial Times/Prentice Hall, 2012
12. Consumer Behaviour – Satish Kumar Batra, Excel Books India, Second edition, 01-Jan- 2009
13. Consumer Behaviour – Schiffman Leon.G, Prentice Hall/Financial Times, 2008

## **827DB -Financial Management**

*Objective: The objective of this paper is to understand and evaluate the various types of financial decisions to be taken by any corporate.*

1. **Introduction to Financial management** – Meaning and evolution, significance and goals, Functions of a financial manager.
2. **Sources of finance**-Domestic & International sources of finance & their features
3. **Leverage analysis** – Meaning, Types – Operating, Financial & Combined and their use in decision making
4. **Cost of capital** – Meaning, Cost of Debt, Preference and Equity capital, weighted average cost of capital.
5. **Capital Budgeting** – Meaning, Techniques of evaluation of proposals – payback period, NPV, ARR, IRR, Accept/reject decisions.
6. **Working capital management** – Meaning and Concept, Operating cycle, Factors affecting working capital, Sources of working capital, Determination of working capital.
7. **Dividend policy** – Meaning, determinants, Forms of dividend, Retention vs. Distribution of profits.

Note: At least five Cases should be discussed in the class

Books recommended:

1. Financial Management, Theory & Practice: Prasanna Chandra, Tata McGraw Hill Publication
2. Financial Management: I.M. Pandey, Vikas Publishing House.
3. Basic Financial Management: Khan and Jain, Tata McGraw Hill Publication
4. Financial Management -- Maheshwari, Sultanchand & Sons Publication

## **828DB- Financial Markets & Environment**

**Objective:** *The objective of this paper is to understand various financial markets and their Working in India.*

**Unit I: Introduction to Indian Financial System:** Introduction, Functions of the Financial System, Structure and Characteristics of Financial system, Players in the Financial System, Types of Financial Products, Role of Financial markets.

**Unit II: Introduction of Financial Markets** Evolution of the Financial Markets, Segments of Financial Markets, Financial market Instruments: Equity & Preference shares, Debentures – meaning and features.

**Unit III: Money Market:** Introduction to Money Market, Evolution of Money Market in India, Need for Money markets – Money Market Instruments, Call Money Market, Treasury Bill Market, Commercial Paper, Certificate of Deposit Market, REPOS (Repurchase Agreement). Role of Primary Dealers, Regulatory Framework

**Unit IV: Capital Market:**

Need for Capital Markets, Components of the Capital Markets, Players in Capital Markets, Major Trends in Capital Market, objective & importance of Capital Markets.

**Unit V: Bond Market:**

Evolution of the Bond Market – Fixed Rate and Floating Rate, Bonds – Convertible Bonds – Innovative Bond Issuance Structures – Secondary Market for Bonds. Gilt-Edged Securities.

**Unit VI: Non –Banking Finance Companies:** Evolution of NBFCs – Industry Structure Services Provided by NBFCs – Acceptance of Public Deposits – Regulating the NBFC Sector – Registration and Classification – Prudential Norms, Size of Non –Banking Finance Companies

**Unit VI: Foreign Exchange Markets:** Introduction, Players.

**Books recommended:**

1. H.R. Machiraju, Indian Financial System, Vikas Publishing House,
2. B.S. Bhatia and G.S. Batra, Management of Capital Markets, Financial Services and Institutions.
3. L.M. Bhole, Financial Institutions and Markets – Structure, Growth and Innovation. Tata Mcgraw Hill Publishing Company Ltd.
4. Meir Kohn – Financial Institutions & Markets Future & Regulations, Oxford University Press, 2007.d
5. B.S. Bhatia, G.S. Batra, —Management of Capital Markets, Financial Services and Institutions||, Deep and Deep Publications, 2000.

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## ***MBA (BE) III SEMESTER July 2020***

831C	Strategic Management ( Core)	3
832C	Econometrics ( Core)	3
833C	International Economics ( Core)	3
834C	Strategic HR & Development(Core )	3
835C	Supply Chain Management & Documentation ( Core)	3
836G	Business Law(Elective generic)	3
837DA	Integrated Marketing Communication(Elective Discipline)	3
838DA	International Marketing(Elective Discipline )	3
837DB	Cost & Management Accounting (Elective Discipline)	3
838DB	Security Analysis & Portfolio Management (Elective Discipline)	3
839P	Summer Training Report Submission(Project Work)	2
83V	Comprehensive Viva Voce(Virtual credit)	4
	<b>Total Credit</b>	

### **831C- Strategic Management (Core)**

**Objective:** *The objective of this paper is to understand the framing of various strategies with related advantages in the different competitive situations.*

1. Meaning need and Process of strategic management; Approaches to Strategy making: Rational, Analytical and Intuitive Levels of strategy: Corporate, SBU and functional strategies. Decision Roles of a manager.
2. Mission and objectives: Definition, formulation and change Hierarchy of objectives
3. SWOT analysis – Analysis of external and internal environment. Environmental Threat and opportunities profile (ETOP) Strategic Advantage Profile (SAP)
4. STRATEGY ALTERNATIVES Grand Strategies and their sub-strategies; Stability, Expansion, Retrenchment and Combination; Internal and External Alternatives; Related and Unrelated Alternatives; Horizontal and Vertical Alternatives; Active and Passive Alternatives; International Strategy Variations;
5. STRATEGY CHOICE  
Narrowing the choices; Managerial Choice Factors, Choice Processes - Gap Analysis, ETOP-SAP Matching, BCG Product; Portfolio Matrix, G E Nine Cell Planning Grid; Contingency Strategies; Prescriptions for choice of Business Strategy; Choosing International Strategies.
6. STRATEGY IMPLEMENTATION  
Implementation Process; Resource Allocation; Organizational Implementation ; Plan and Policy Implementation; Leadership Implementation; Implementing Strategy in International Setting.
7. STRATEGY EVALUATION AND CONTROL  
Control and Evaluation Process; Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.
8. CASE Analysis: To gain actual feeling of strategic management process from mission development to strategy evaluation.

**Note:** At least **five Cases** should be discussed in the class

**Books recommended:**

1. Strategic Management Text & Cases -- Boseman G. and PhatakArvind: John Wiley & Sons, Latest Edition
2. Strategic Management – V.S.Rao , Excel Books, Latest Edition
3. Business Policy and Strategic Management-- Lawrance , Jaush & Gupta, TreniceBarota&Co. Ltd. Latest Edition
4. Business Policy ---,KazmiAzhar , Tata McGraw Hill, Latest Edition
5. Business Policy, Strategic Planning & Management --Ghosh P.K , Sultan Chand & Sons, Latest Edition
6. Global Strategic Management -- Davidson,W.H., John Wiley & Sons, Latest Edition

**832C- Econometrics (Core)**

**Objective:** *The objective of this paper is to understand the different economics and mathematical tool that are applied to business problems to find their solutions.*

1. Differentiation of a function; Application of differentiation in Economics Elasticity's, Maxima and Minima, Profit Maximization.
2. Integration of a function: Application of Integration in Economic Problems, Consumer's and Producer's Surplus.
3. Random Variable, Expectation of Random Variable. Basics of Hypothesis Testing; Nature and Scope of Econometrics.
4. Types of data; Meaning and Methodology of Econometrics; Meaning of Causal relationship; Nature of Regression Analysis; Properties of good Estimator; Gauss-Markov Theorem.
5. Basics of Two-Variable Regression Analysis. Estimation and Hypothesis Testing; interpretation of results and their application
6. Extensions of the Two-variable Linear Regression Model. Multiple Regression Model, its Estimation and Inference; types of Non Linear Regression Models and their applications.
7. Nature, Consequences, Detection and Remedial Measures of Specification Bias, Heteroscedasticity, Autocorrelation and Multi Co linearity
8. Regression on Dummy Variables and their application.
9. Autoregressive and Distributed Lag Models; problems in estimation and their application.
10. Systems of Equations, Identification (Rank and Order Conditions) and Estimation Methods (ILS and 2SLS) of Simultaneous Equation Models.

**Note:** At least **five Cases** should be discussed in the class

**Books Recommended:**

1. Gujarati, D.N. Basic Econometrics (5<sup>th</sup>Edition) MC Graw Hill New Delhi.

2. Koutsoyiannis, A, Theory of Econometrics(2<sup>nd</sup> Edition), The Macmillan Press Ltd. London
3. Maddala, G.S,(3<sup>rd</sup> Edition) Introduction to Econometrics, McMillan, London

**Suggested Readings**

1. Gujarati D.N., Econometrics by Example, Palgrave Macmillan
2. J.Woolridge, Introductory Econometrics(5<sup>th</sup> Edition), South-Western Educational Publishing
3. Principles of Econometrics, N.Hatekar, Sage Publishing House
4. Krishna, K.L., Economic Application in India, Oxford University Press, Delhi.

**833C-International Economics (Core)**

**Objective:** *The objective of this paper is to understand the theories of international economics and its application in the field of trade and business*

1. Distinct features of international trade. The classical theory of international trade Concept of reciprocal demand in the theory of comparative costs. Modern theory of international trade – relevance and applications.
2. Terms of trade. Factors affecting terms of trade. Free trade Vs protection. Commercial policies – Tariffs, Dumping and Countervailing measures.
3. Balance of Payments – Composition and significance. Disequilibrium in BOP – causes and measures for correcting. Marshall-Lerner Approach of devaluation. Foreign trade multiplier.
4. Foreign Exchange determination – The purchasing power and BOP theory. Fixed and flexible exchange rates. Exchange Control – meaning, objective and methods of exchange control, Appreciation and Depreciation of currency, Spot and forward exchange rates. Volatility of exchange rates and their effects. Volatility of exchange rates in relation to dollar & Euro. Convertibility of Currency.
5. Directions and Trends in India’s balance of payment position since reform period.

**Note:** At least **five Cases** should be discussed in the class

**Books recommended:**

1. International Economics—B.O Sodersten, The Macmillan Press Ltd London, III<sup>rd</sup> Edition , 1994.
2. International Economics-- Vrinda Publishing House Ltd, Latest Edition
- 3 International Economics—H.G.Mannur, Vikas publishing House Ltd, Latest Edition
4. International Economics D.M.Mithani, Himalaya Publishing House, Latest Edition
5. International Economics- Paul R. Krugman, Pearson Education India, 8E, 2009

**834C-Strategic Human resource & Development**

**Objective:** *The objective of the course is to develop the perspective of strategic human resource management. Understand the strategic role of specific HR systems. Appreciate SHRM in the context of changing forms of organization.*

**1. Strategic Management: The Field of HRM**

Need and significance of HRM, HRM function, Role of HR in Organizations, Understanding Strategic Human Resource Management, Building Competitive advantage through people.

**2.Acquisition & selection of Human Resources:**

Human Resource Planning, Selection tools and their application, Job analysis, job Design & Job Descriptions, job specification, employee welfare and quality of work life.

### **3. Human resource Development**

Systems Approach to HRD, HRD Strategies, HRD Staffing: Role of Top Management in HRD, HRD and Training Policy, Assessing Training Needs; Process of Training; Designing and Evaluating Training and Development Program, types and Methods of Training; Training within Industry (TWI); Transactional Analysis.

### **4. Strategic approach to HRM :**

Integrating HR Strategies with corporate & functional strategies, Integrating Human resource in strategic decisions, HRIS and its application.

### **5. Strategies for maximizing HR productivity:**

Organizational restructuring, Turn around Management, Mergers, Acquisitions & joint ventures.

### **6. Managing Employee Performance**

Performance Management Systems & Processes Rewards, Compensation and Benefits Multi-Rater Feedback Systems, Grievance Handling.

#### **Recommended Books**

1. "Human Resource Management --Robert L. Mathis and John H. Jackson," South Western College Publishing, Latest Edition
2. "Human Resource Management" A strategic approach to employment, --S.K Sharma Global india Publicatio 01-dec-2009
3. Human Resource Management—C.B.Gupta, Sultancvhand and Sons, Latest Edition
4. Human Resource & Personnel Management—K.Aswathapa, Tata McGraw-Hill Publication Ltd, Latest Edition
5. Effective Human Resource Training and Development Strategy By [Dr B Rathan Reddy](#), Latest Edition
6. Human Resource Management—S.P.Robbins, Printice Hall Publication, Human Resource Planning—Bhattacharya, Excel, Latest Edition

## **835C-Supply Chain Management & Documentation**

### ***Objective:***

***The objective of this paper is to understand how the chain involved in the marketing and distribution is working and decide the routing and scheduling of the products.***

1. Analyzing & Understanding the Supply Chain - Decision phases in supplyChain; Process view of supply chain, framework for supply chain solutions, Supply chain relationships Outsourcing, 3 PLs, and 4PLs.

2. Elements of L & SCM, logistical information system, Introduction, Information functionality and principles, Information architecture, Applications of new information technologies in supply chain.
3. International Logistics Management and Importance of Documentation in Supply chain System.
3. Planning Demand and Supply, through Ware housing & Distribution Centers– Break Bulk, Cross Docking and Consolidation.
4. Inventory Management for International Business - Role of cycle inventory; uncertainty / Safety Stock; In transit and work in process stock; Managing, Inventory cost. ROP & Optimal level of product availability - Importance and Factors affecting optimal level of product availability; Managerial levels to improve supply chain profitability.
5. Transportation in an International supply chain - Role of transportation, Factors affecting transportation decisions; Modes of transportation.
6. Importance of Packaging in International Supply Chain Management.
7. Role of Material Handling and its Effects on Supply Chain

**Books recommended:**

1. Purchasing & Supply Chain management – A.J.V. Weele
2. Supply Chain Management – Meindl & Chopra—Pearson Education Asia . Addison Wesley Longman (Singapore) Pte Ltd. 482, F.I.E. Patparganj, Delhi 110 092, latest edition
3. Logistics and Supply Chain Management By P Radhakrishnan, Allied publisher, 2001
4. Logistical Management – David Closs – Tata McGraw Hill , New Delhi, Latest edition
5. Supply Chain Management, Janat Shah, Pearson Education India, 2009
6. The Management of Business Logistics: A Supply Chain Perspective, John Joseph Coyle, Edward J. Bardi, C. John Langley, Jr., South-Western/Thomson Learning, 2003

**Note:** At least **five Cases** should be discussed in the class

## **836G-Business Law**

**Objective:** *The objective of this paper is to understand the different laws , legal rules and regulations through which the business world is governed.*

**Legal Frame work**

1. The Customs 1962.
2. Foreign Exchange Management Act
3. The Money Laundering Act, 2002.(Penalties, contraventions and general features)
4. Information and technology Act 2000 (salient features and general aspects, DSC Mechanism)
5. Competitions Act 2002 including the types of the restrictive agreements (Salient Features)
6. Interpretation of law

**Contractual Relations and company regulations**

1. The Indian Contract Act. 1872.

2. The Companies Act 2013 ( types of companies, prospectus, MOA, AOA, Prospectus, Shares, AGM, winding up of a company, Preferential Shares and Dividend, company audit)
3. The LLP Act, 2008 (Basic Provisions)

**Property Rights: Intellectual Property**

1. The Copyright Act, 1957.
2. The Patent Act.
3. The Designs Act & Trade Marks Act.
4. International Conventions & UNO specifications

**Preferred Act**

1. Security Contract act (It may be classified under the head contractual relations and company regulations)
2. Product Liability Transfer of Technology, International Contracts, Licenses Joint Ventures/ Consultations, Foreign Investment Laws, International Organizations, United Nations World Trade Organization

**Payments-** Letters of Credit, Electronic Transfer, NEFT, ECS, RTGS, Bank Guarantee.

**Recommended Books**

1. Sakhlecha&Sakhlecha – Corporate Law
2. B.S. Moshal- Business Law, Anne Books Pvt. Ltd.
3. Tax man - Corporate laws
4. MohnishBhandari – Corporate Law
5. Bharat - Corporate laws
6. Bare Acts - Corporate laws

**Note:** At least **five Cases** should be discussed in the class

**837DA-Integrated Marketing Communication (Elective Discipline)**

**Objective:** *The objective of this paper is to understand the concept and applications of Integrated Marketing Communications and Design integrated marketing communication strategies*

**Course Structure:**

1. Foundations of IMC: An Overview of IMC, IMC and Marketing, Elements of IMC, Role of IMC in the marketing process
2. IMC partners: Role of advertising agencies, media partners and other marketing communications agencies
3. IMC planning process: Steps involved in IMC planning process
4. Establishing Objectives and Budgeting: Promotional Objectives, Communications Objectives, DAGMAR, Budgeting Methods
5. Advertising Campaign: Types of Advertising, Functions/Role/Benefits of Advertising, Developing Advertising Campaign, Creative Appeals , Message design, Copy Writing, Script, Story Board, Media Planning,Types and Characteristics of Media, Media Mix Decisions
6. Direct Marketing: Database, Catalogue, Telemarketing, Mobile Marketing
7. Interactive Marketing: Internet and Interactive Media, Using social media for promotion, Viral Marketing
8. Sales Promotion: Role of Sales Promotion, Trade Promotion and Consumer Promotion, Sales Promotion and other IMC tools
9. Public Relations and Publicity: The PR process, Publics and PR tools, Corporate communications
10. Personal Selling: The role of personal selling in IMC, Personal Selling Process



11. Event Marketing: Events, Sponsorships, Point of Purchase Promotion and Designing Environment
12. Measuring IMC Effectiveness: Pre and Post launch effectiveness techniques, quantitative and qualitative.

**Text/References:**

Belch, G. E., Belch, M. A., and Purani, Keyoor, **Advertising and Promotion – An Integrated Marketing Communications Perspective**, Latest Edition, Tata McGraw Hill, New Delhi

Clow, K. E. and Baack, D. (2007), **Integrated Advertising, Promotion, and Marketing Communications**, Pearson, New Delhi.

Shimp, T. A. (2007), **Advertising and Promotion – An IMC Approach**, South Western Cengage Learning, New Delhi.

Shah, K. and D'Souza, A. (2009), **Advertising and Promotion – An IMC Perspective**, Tata McGraw Hill, New Delhi.

### **838DA- International Marketing (Elective Discipline)**

***Objective: The objective of this paper is to have knowledge of strategies, adopted in the foreign markets to succeed with a suitable market plan.***

1. International Marketing environment, economic, cultural, legal, technological and political. EPRG Framework.
2. Process of entering international marketing management, Decision criteria for entry methods in the international market and the various entry methods for the international market
3. Product policy decisions, Product Standardization and Product Adaptation. Packaging, Labeling and Positioning.
4. New product development, Adoption and Diffusion of new products, Product line extensions, International product life cycle.
5. Managing Foreign Distribution--- through distributors and through firm's presence in the international market, Types of intermediaries ----Direct and Indirect Channel, Channel Adaptation, Channel Development.
6. Physical distribution – Modes of transportation,
7. Export pricing-Objectives, Frame work of international pricing, Factors Gray market, Price escalation, Foreign exchange risk, transfer pricing.
8. International Promotion, Branding ,Role of Advertising, advertising decisions taken for international market, Personal selling, Sales promotion, public relations and trade shows.

**Note:** At least **five Cases** should be discussed in the class

**Books recommended:**

1. International Marketing Analysis and Strategy – OnkVisitSak John J. Shaw Pearson Education, Latest Edition
2. International Marketing Management – Subhash Jain, CBS Publishing & Distribution, Latest Edition
3. International Marketing-- P.K.Vasudeva, Excel Books, Latest Edition
4. International Marketing—F. Cherunilam, Himalaya Publishing House Ltd, Latest Edition

5. International Marketing Management—M.N.Mishra, Oxford & IBH, Publication Pvt,  
6. International Marketing Management—R.L.Varshney and B.L. Bhattacharya, Sultanchand & Sons, Latest Edition

### **837DB-Cost & Management accounting**

**Objective:** *The objective of this paper is to provide knowledge about cost & management accounting, its techniques and cost control.*

1. Meaning of Cost accounting, significance & importance, Difference in Cost and Financial Accounting, Preparation of Cost Sheet
2. Process Accounts joint and by product accounting, Normal and Abnormal Losses.
3. Marginal costing and Break even analysis, Cost volume, Profit analysis.
4. Alternatives choice decisions.  
Make or buy sell or process further operate or shutdown, Special orders.
5. Budgetary control:- Concept, Advantages and types, Sales budget, Production Budget, Cash Budget.
6. Standard costing and variances analysis, meaning, concept and advantages labour variances.

**Note:** At least **five Cases** should be discussed within the class

#### **BOOKS FOR REFERENCE:**

1. M.I. Singhai: Cost Accounts— Universal Publication, Agra latest edition
2. Sanjay Mehta & Prof. MukeshBrahmbhatt Cost Accounting: - Devi AhilyaPrakashan.
3. M.C. Shukla, T.S.Grewal and M.P.Gupta: Cost Accounting – Text and Problems, S.Chand publication & Co, New Delhi.
4. Ravi M. Kishore: Cost Accounting and Financial Management, Taxman Allied Services (P) Ltd., New Delhi.
5. JawaharLal and SeemaSrivastava: Cost Accounting – Tata McGraw Hill Publication.

### **838DB- Security Analysis & Portfolio Management**

**Objective:** *The objective of this paper is to provide knowledge about the portfolio management of a company and its security.*

1. Introduction: Meaning & Concept of Investment, Investment verses Speculation verses gambling, Financial and Economic Aspect of Investment, Types, Characteristics and Objectives of Investment.
2. Risk Return: Concept of Risk and Return, Application of Statistics, Systematic and Unsystematic Risk, Efficient capital markets, Concept of Beta, Capital Assets Pricing Model, SML.
3. Factor Models and Arbitrage Pricing Theory.

4. Valuation of Securities – An introduction to security valuation, Top Down and Bottom Up approach. Tax Implications.
5. Valuation of Equity & analysis – Active equity Investment styles, Equity valuation Models
6. Valuation of Bonds: PV Model, Bonds Yield, Measures Duration, Modified Duration, Immunization, Convexity, Bond Value Theorem, Yield to maturity, Tax Implications.
7. Security Analysis: Fundamental Analysis and Technical Analysis, Dow Theory, Elliott Wave Theory, Efficient Market Hypothesis and Testing.
8. Portfolio Concepts: Portfolio and Security Returns, Diversification, Markowitz Model, Sharp Index Model, Multiple Security Portfolio, Portfolio Investment Process, CML Valuations
9. Portfolio Evaluation: Measures of Returns, Formula Plans, Sharpe and Treynor Measures, Jenson model.

**Note:** At least **five Cases** should be discussed within the class

**Books recommended:**

1. V.K.Bhalla, Investment Management: Security Analysis and Portfolio Management, New Delhi, S.Chand and Sons, Sixth Edition, 1999
2. Donald E.Fisher and Ronald J.Jordan, Security Analysis and Portfolio Management, New Delhi, PHI Publication, 1998.
3. V.A.Avadhani, Investment and Security Markets in India, Bombay, Himalaya Publication, 1998.
4. Edwin J.Elton and Martin J.Gruber, Modern Portfolio Theory and Investment, Singapore, John Wiley and Sons, 1996.
5. Preeti Singh, Investment Management, Bombay, Himalaya Publications, 9<sup>th</sup> Edition, 2000.

### **839P-Summer Training**

All the students are required to undergo six to eight week summer training, after the completion of first two semesters in Industrial and Business organizations. The institute prefers that an organization puts a student on a specific project where a student will be expected to work and understand the working of all aspects of the organization. The students are instructed to submit a certificate of successful completion of their summer training. Each student will be required to give a presentation of their summer project.

## ***MBA (BE) IV SEMESTER January 2021***

841C	Business Forecasting & Planning Techniques ( Core)	3
842C	Service Marketing & CRM (Core)	3
843A	Commodity Derivative & Price Risk Mgmt.(Ability Enhancement)	3
844DA	Retail Marketing & RM (Elective Discipline)	3
845DA	Sales & Distribution Management (Elective Discipline)	3
844DB	Business Taxation (Elective Discipline)	3
845DB	Insurance and Bank Management (Elective Discipline)	3
846P	MRP(Submission & viva voce) (Project Work)	3
84V	Comprehensive Viva Voce(Virtual credit)	4
	Total Credits	

### **841C-Business Forecasting & Planning Techniques (Core)**

***Objective: The objective of this paper is to teach the different forecasting techniques that are helpful in trade and business.***

1. Basic concepts of Business Forecasting and Planning, Fundamentals of Business & Business Environment, Nature of business in 21<sup>st</sup> Century, Components of business Environment, Stages and Techniques for Environmental Analysis.
2. Essentials of forecasting, Quantitative Forecasting; Criteria for Evaluation: ME, MAD, MSE, RMSE (SDE), PE, MPE, MAPE, Theil –U - Statistic; Introduction to Qualitative & Technological Forecasting.
3. Methods of Business Forecasting; Quantitative Approach-Naive Method, Single and Double Moving Averages; Single exponential smoothing, ARSES, Double exp. smoothing (Brown's one parameter & Holt's two parameters Methods).  
Trend Analysis - Linear, Semi-Log, Exponential and Logistic Models.
4. Introduction to Box-Jenkins (ARIMA) Methods, types, interpretation and application.
5. Qualitative & Technological Methods of Forecasting: Subjective Assessment Methods - Jury of Executive Opinion, Sales force Composite Methods, Formal Surveys & Market Research - Based Assessments, Subjective Probability Assessments. **Exploratory Methods** - Scenario Development Methods, Delphi, Cross-Impact Matrices, Curve Fitting, Analogy Methods, Morphological Research, Catastrophe Theory, **Normative Methods** - Relevance Trees, Introduction to Systems Dynamics.
6. Applications of Forecasting Techniques in predictions of Demand (Consumer durable, Capital goods & new product), Sales, Cost, Price, Stock prices, Profits, Inventory, Production, Cash flow, Foreign exchange rate, Import, Investment, Labour requirements & macroeconomic leading indicators like interest rate forecasting.
7. Business Forecasting & Planning: The role of forecasting in planning, relating forecasting & planning in business organization, forecasting as input to planning & decision making, contribution of forecasting to analysis and Understanding (The variance as a Measure of Risk, Marginal Analysis,

Elasticity's, Costing, Seasonal & Cyclical Considerations, Simulation & Sensitivity Analysis).

**Note:** At least **five Cases** should be discussed in the class

**Books recommended:**

1. Makridakis, Wheelwright and McGea (1983), Forecasting: Methods and Applications, John Wiley & Sons.
2. Makridakis, Wheelwright and Hyndman (2003), Forecasting Methods and applications, John Wiley & Sons.
3. Business Forecasting, John E. Hanke, Dean W. Wichern (8<sup>th</sup> Edition), Pearson Education.
4. Elements of forecasting, Francis. X. Diebold, Thomson Learning
5. Forecasting Application & Methods, Francis. X. Diebold, Cengage Learning

**Journals**

1. International Journal of Forecasting.
2. Journal of Forecasting.
3. Technological Forecasting and Social Change.

## **842C-Service Marketing and Customer Relationship Management**

**Objective:** The objective of this paper is to understand various processes and strategies for marketing of services and strategies for building lasting customer relationship

1. Understanding Services: Service Sector & Economic Growth, Service Concept - Service Characteristics-Classification of Services, -Challenges in Service Marketing
2. Marketing mix in service marketing ( 7 ps) - Understanding service process, Service offerings –core & supplementary product element -Price & other costs of services – Place & time – Service Delivery system -Promotion & customer education -People employees role in service – Productivity and Quality -Physical Evidence in Services
3. Customer Satisfaction- Service quality in service Marketing, Monitoring and Measuring Customer Satisfaction, SERVQUAL & GAP Model, Handling Complaints, Services Failures & Recovery.
4. Strategic Issues in Service Marketing -Service Positioning and Design-Service Differentiation, Demand Management Strategies for Services.
5. Introduction to CRM: Evolution of CRM, Relationship Marketing, significance and benefits of CRM to different business organizations and customers.
6. Concepts of CRM: Concept of Customer Lifecycle, Lifecycle stages, Customer Lifecycle Management, Customer Lifetime Value assessment
7. CRM Process: Objectives, Customer segmentation, Customer database, Core processes, Customer retention, recovering lost customers, Terminating relationships.
8. Database Management: Information management for customer acquisition, retention, attrition and defection, data warehousing, data mining.
9. Measuring CRM Effectiveness: CRM Metrics – Financial and non-financial measures.

## Text Readings

1. Christopher H. Lovelock, "Services Marketing", New Delhi: Prentice Hall of India, Latest edition
2. Baran, Roger J., Galka, Robert J. and Strunk, Daniel P. (2008), *Customer Relationship Management*, Cengage Learning, New Delhi
3. Sheth, J.N., Parvatiyar, A. and Shainesh, G., "Customer Relationship Management", TMH, Latest edition
4. Kumar, V. and Reinartz, Werner J. (2006), *Customer Relationship Management: A Databased Approach*, Wiley India, New Delhi

## 843A- Commodity, Derivative & Price Risk Management

### OBJECTIVE:

The objective of this paper is to provide the necessary inputs require making the students well acquainted with the modalities of the commodity derivatives market in India, enhancing domain knowledge like functioning settlement system factors impacting the commodity market & its role in economy & risk mgmt

1. **Introduction to Derivatives** – Introduction to Derivatives, Meaning of Forwards, Futures, Options and Swaps, Difference between Sport and Futures Markets, Difference between Futures and Forward contracts, types of orders.
2. **History of commodity markets** – Evolution of commodity markets, Commodity markets of India
3. **Commodity Futures** – Meaning and Objective of Commodity Futures, Pricing commodity Futures: Factors affecting Cost of Carry, Investment and Consumption Commodities, Meaning of Basis and Spreads – Basis, Basis Risk, Spread, Participants in Commodity Derivatives – Hedgers, Speculators, Arbitraders.
4. **Future contracts:** Introduction to futures markets, future contract and future trading, specification of the future contract, newspaper quotes, hedging using futures, Index futures, basics of stock index futures, interest rate futures, foreign exchange and currency futures, mechanism of future contracts, operations of margin, convergence clearing process, clearing house and clearing margins, hedging, difference between forward future
5. **Advanced concept in Commodity Futures-Hedging**, what is the concept of hedging ratio, buying hedge or Long Hedge, Uses of buying hedge strategy, Buying hedge with Basis Risk, Selling hedge or Short hedge ,uses of selling hedge strategy, hedge with basis risk, Rolling over of Hedge position, advantage and limitations of Hedging speculation.
6. **Option Markets** - Types of options, uses of options, Payoffs from options, Trading strategies, Involving options Bull-bear spread, butter-Fly, calendar and diagonal spread, Straddles, strip and straps, Options valuation and pricing, over the counter exchange option, strangle, index options
7. **Swaps:** Introduction to swaps, basic swap structure, interest rate swaps, currency swaps, mechanics of swaps, transactions, swap options

### Recommended Books:

- 1 Redhead, Futures – Pearson education Asia Publications, 1999
- 2 Robert A. Strong, Derivatives: An Introduction – Thompson publications, New Delhi, 2000

- 3 Robert W. Kolb, Understanding Futures – PHI Publications, New Delhi,2000
- 4 Robert W. Kolb, Understanding Options – PHI Publications, New Delhi, 2000
- 5 John C. Hull Options, futures and other derivatives – Pearson education Asia, 4<sup>th</sup> edition, 2001

### **844DA- Retail Marketing (Elective Discipline)**

*Objective:-The objective of this course is familiarizing with the concepts, techniques, processes and strategies for retailing.*

#### **Course Content:**

1. Introduction to Retailing: Retail Environment, Retail Industry, Theories and Retail Formats, Retail Market - Global and India.
2. Retail Strategies: Introduction, simulation analysis, strategic plan, retail value chain, acquisitions and mergers, franchising/licensing advantages and disadvantages, retail brand, franchising in India, retail store locations, steps involved in retail location
3. Retail Marketing: Retailing and Marketing, Consumer Behaviour and Retail Operations. Strategic marketing planning for Retailing.
4. Retail Marketing Mix
  - Retail Product: Merchandising, Store Design, Layout
  - Pricing: Pricing objective, Policies and Strategies.
  - Distribution: Location, Logistics, SCM, Channels.
  - Communication & Promotion: Developing Promotion Mix for Retailing, Managing Retail Brand.
5. Retail Service Quality: Quality audit.
6. Managing People Retail : HRM, CRM
7. IT in Retailing & Future trends

#### **Text/References:**

1. Newman, J, Andrew & Cullen, Peter, “**Retailing Environment & Operations**”, Thomson, Latest edition.
2. Dunne, M. Prtrick, Lusch, F., Robert, Griffith, A., David, “**Retailing**”, Thomsan, Latest edition
3. Berman, B. & Evans, J.R.; “**Retail Management**”, PHI, Latest edition
4. Pradhan, Swapna. “**Retailing Management**”, TMH, Latest edition
5. Gilbert, David, “**Retail Marketing Management**”, Pearson, Latest edition

### **845DA-Sales&DistributionManagement**

**Objective:** *The objective of this paper is to provide knowledge about the different dimensions of sales and marketing and their growing challenges.*

1. Introduction to sales management, growing challenges of sales & distribution in marketing.
2. Personal selling - objectives, buyer - seller relationship, processes of selling.
3. Designing Sales force Strategies- Recruitment, Selection, and Training of Sales force
4. Designing Sales force Strategies- Motivation, Compensation and Controlling of Sales force
5. Buyer seller Dyad. Theories of selling.
6. Sales territories - coverage and administration.
7. Sales Budget & Quotas.
8. The marketing channel system, factors, effective choice of channel, channel integration.
9. Channel Members- Function, Selection, Motivation and Appraisal .
10. Physical Distribution - Transportation, storage, location of physical distribution facilities.

**Books recommended**

1. Sales Management Decisions: Still Richard R. Pearson education 5<sup>th</sup> edition
2. Sales Management Decisions: Johnson Eugene M. McGraw-Hill International Editions
2. Sales Management Decisions: Dr. Mathew M.J. Rbsa Publishers latest edition

**844 DB- Business Taxation (Elective Discipline)**

**Objective:** *The objective of this paper is to have knowledge about the tax procedure of India.*

1. Income Tax Act: Important provisions
  - (i) Basic Concepts : Assessment year, Previous year, Person, Income, Gross Total Income, Agricultural Income, Capital & Revenue - Receipts & Expenditure; Residential Status and Incidence of tax; tax free income.
  - (ii) Income from Salaries: Meaning, Taxability of Allowances & Perquisites, Permissible Deductions, Treatment of P.F., Gratuity.
  - (iii) Income from House Property: Computation of Annual Value & Deductions. Income from Business & Profession: Basis of charge, scheme of provisions, Deductions allowed, Expenses allowed under restriction, Depreciation, double taxation.
  - (iv) Overview of Income from Capital Gains & Other Sources.
  - (v) Deductions allowed from Total Income, Rebates & Relief.
  - (vi) Tax deduction at source, Advance Payment of Tax, filing of returns.
2. Introduction to Goods & Service TAX: Evolution of GST, Structure & constitutional background of GST, CGST, SGST,
3. Tax collection & reverse charge mechanism, Concept of goods & services
4. Input tax credit, E-way bill concept in GST, Calculation of CGST, SGST, IGST,  
Valuations

**Note:** At least **five Cases** should be discussed in the class

**Books recommended:**



1. Students Guide to Income Tax - Dr.V.K.Singhania, Taxmann Allied Services Pvt. Ltd.
2. Systematic Approach to I.T. Act & Central Sales Tax - Girish Ahuja – Bharat Law House.

### **845DB- Insurance and Bank Management (Elective Discipline)**

**Objective:** *The objective of this paper is to have knowledge about the risk prevailing in the insurance and banking industry.*

#### **Insurance**

1. Risk and Insurance: Defining Risk, Nature and Types of Risk, Risk and Its Relation with Insurance, Concept and Significance of Insurance, Classification of Insurance – Life and Non life, General Principles of Insurance, Insurance and Acceptance Procedure, Insurance Terminology.
2. Life Insurance Products: Term Insurance, Endowment Insurance, Pensions, Annuities, Underwriting, Reinsurance, Claim management.
3. General Insurance Products: Fire, Marine, Motor Vehicles, Third Party Insurance, Miscellaneous – Med Claim and Health Policies, Group Insurance, Burglary Insurance.
4. Role of IRDA.

#### **BANK MANAGEMENT**

1. Overview of Banking Industry: Banking Structure in India – RBI, Commercial, Rural and Co-operative Banks - their Role and Significance,
2. Banking Risks: Credit, Liquidity, Market, Operational, Interest Rate, ALM by Banks: Classification of Assets. Capital Adequacy Norms for Banks.
3. Industrial Financing: Evaluating Commercial Loan Requests, modes of creating charge, purchase and discounting of bills, letters of credit, guarantees.
4. Retail Banking: Overview of new areas in banking – Internet Banking, Mobile Banking, Consumer Loans (Housing / Personal / Vehicle Loans). Negotiable Instruments Act-Specific Provisions related to cheques, bills of exchange & Promissory notes.

**Note:** At least **five Cases** should be discussed in the class

#### **Books recommended:**

1. O.S.Gupta, Life Insurance, Special Reference to LIC.
2. Insurance : Theory and Practice: Nalini Prava Tripathy PHI (2005)
3. Fundamentals of Insurance: Dr. P. K. Gupta , Himalaya Publishing House, latest edition
4. Vasant Joshi and Vinay Joshi, Managing Indian Banks, New Delhi SAGE Response; Third edition
5. R.M.Shritastava, Management of Indian Financial Institutions, New Delhi, Himalaya Publications.
6. Banking & Finance Sector Reforms In India, Banerjee Amalesh, Deep & Deep Publication, 2001 Indian Banking System- Board of Editors

### **846P-MRP (Submission & Viva Voce) (Project Work)**

The MRP shall comprise of individual & original research by a student under the guidance of a faculty member on a topic which shall preferably relate to an area of his interest/ specialization. Research here construes **either or both** of the following:

1. Research based on Primary or Secondary data.
2. Study based Research, wherein a researcher must exhibit **in depth** knowledge of the chosen topic.

The MRP shall carry a weight of **four credits** and shall be awarded grades A/ B/ C/ D/ F. Prior to submission of final report, the students have to prepare their Synopsis with due consultation of their respective guides. Topic or guide once finalized will not be changed. Only those students would be allowed to submit their final MRP, who maintain regularity in their attendance and remain in constant touch with their respective guides. The students have to strictly follow the following pattern of their Synopsis and MRP.

**Format of synopsis**

1. Title
2. Introduction
3. Review of literature
4. Objectives
5. Methodology

**Format of thesis**

1. Title
2. Introduction
3. Review of literature
4. Objectives
5. Methodology
6. Analysis of data / text
7. Findings, suggestions and implication of the study
8. Bibliography

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**M.A. Economics**  
**Two Years (Four Semester course)**

**Course Curriculum**  
**Semesters I, II, III & IV**  
**2019-21**

**School of Economics**  
**(A Department under UGC-SAP Programme)**  
**Devi Ahilya Vishwavidyalaya, Indore(M.P.)**

***Course Structure***  
***Choice Based Credit System (CBCS)***  
***Under Ordinance 31***  
**2019-21**

The department has choice based credit system (CBCS) in every course we offer under ordinance 31, in which there are total 106 credits in which 90 actual credits and 16 virtual credits in the complete span of the course of two years. From these 106 credits 48 credits should accrue from 16 Core subjects, 18 credits from Elective Discipline subjects, 6 credits from Elective Generic, 6 credits from soft skill development subjects, 6 credits from Ability Enhancement subjects and 6 credits from project/ field based work. Elective Generic subjects credits can be earned from the subjects offered by the department or by other UTD's. Virtual Credits are 16 which the student has to earn through Comprehensive Viva Voce held after every Semester. Hence 4 virtual credits are given to each Comprehensive Viva Voce. From these 106 credits the credit for each subhead is as under:

<b>S.No</b>	<b>Type of</b>	<b>Code</b>	<b>Number of Subjects</b>	<b>Credit/Subject</b>	<b>Total Credit</b>
1	Core	C	15	3	45
2	Elective Discipline	D	6	3	18
3	Elective Generic	G	2	3	03
4	Soft Skill	S	2	3	06
5	Ability Enhancement	A	2	3	3
6	Comprehensive Viva		1/ Semester	4	16
7	Project Work	P	Summer Internship	2	2
			Major Research Project	4	4
	<b>Total Credit</b>				<b>97</b>

## M.A. ECONOMICS

1. The courses of study for MA (Economics) Examination shall extend over a period of two years divided into four semesters with an examination at the end of each semester. System of Examination as per university ordinance 31.
2. Grading will be done on 8 point scale A+ at 10, A at 9, B+ at 8, B at 7, C+ at 6, C at 5, D at 4 and F at 2 in the first attempt. In the repeated second attempt the 8 point scale will be A+ at 9, A at 8, B+ at 7, B at 6, C+ at 5, C at 4, D at 3 and F at 2.
3. Each student has to appear in at least two internal tests and End semester examination; otherwise the student will be awarded F in the concerned subject.
4. Out of three internal assessments, best two will be considered along with end semester examination marks.
5. Scores will be converted to grades as follows:-

Letter Grade	Grade Points	Description	Range of Marks (%)
O	10	Outstanding	90-100
A+	9	Excellent	80-89
A	8	Very good	70-79
B+	7	Good	60-69
B	6	Above Average	50-59
C	5	Average	40-49
P	4	Pass	35-39
F	0	Fail	0-34
Ab	0	Absent	Absent

6. For a Two year programme, the graduating grade point average (GGPA) is determined on the basis of best of 104 actual credits plus 16 Virtual Credits totalling 120.
7. If SGPA / CGPA of any student fall below 4.00 any time, the student is asked to leave the program. He may be eligible for re- admission as a fresh student.
8. The conversion of GGPA. into percentage will be as follow to facilitate its application in other matter: -  
—Percentage marks =  $8.1 + 8.4 *GGPA$ .
9. 40 marks of comprehensive viva will be allotted for over all classroom participation/Seminar/ Guest lecture and other co-curricular activities of the institute/university.

**MA (ECONOMICS)**

S.No	Core	Elective Discipline	Elective Generic	Soft Skill	Ability Enhancement
1	Theory of Consumer Behavior and Production	Environmental Economics	Entrepreneurship	Communication & Personality Development	
2	Macro Economics	Economics of Social Sector & Gender	Financial Market	Demography	
3	Public Economics	Mathematical Economics-I	<b>Or Subjects offered by other UTD's</b>		
4	Mathematics for Economics	Econometrics-I			
5	Statistics for Economics	Economics of Industries-I			
6	Advance Agricultural Economics				
7	Theory of Market Distribution	Labour Problems & Social Welfare			
8	Theories of Money and Banking	Mathematical Economics II			
9	Statistical Inferences and Research Methods	Econometrics II			
		Economics of Industries- II			
10	Rural Economics	Industrial Relation and India's Legislation-II			
11	International Economics				
12	Economics of development and Growth				
13	Welfare Economics				
14	India's Foreign Trade & International Institution				
15	Indian Economic Policy				

<b>M.A (Economics) I SEMESTER July 2019</b>		
Sub.Code	Subject Name	credits
211C	Theory of Consumer Behavior and Production(core)	3
212C	Macro Economics (core)	3
213C	Public Economics (core)	3
214C	Mathematics for Economics(core)	3
215C	Statistics for Economics(core)	3
216S	Communication and personality development (Soft skills)	3
21V	Comprehensive viva voce	4
	<b>Total credits</b>	<b>22</b>

<b>M.A (Economics) II SEMESTER January 2020</b>		
Sub.Code	Subject Name	credits
221C	Theory of Market Distribution (core)	3
222C	Theories of Money and Banking (core)	3
223C	Advance Agricultural Economics	3
224C	Statistical Inferences and Research Methods (core)	3
225C	Rural Economics (core)	3
226S	Demography	3
227A	Computer Applications (Ability Enhancement)	3
22V	Comprehensive viva voce	4
	<b>Total credits</b>	<b>25</b>

<b>M.A (Economics) III SEMESTER July 2020</b>		
Sub.Code	Subject Name	credits
231C	International Economics (core)	3
232C	Economics of development and Growth (core)	3
233C	Welfare Economics (core)	3
234D	Environmental Economics ( Elective Discipline)	3
235DA	Mathematical Economics-I ( Elective Discipline)	3
236DA	Econometrics-I ( Elective Discipline)	3
235DB	Economics of Industries-I ( Elective Discipline)	3
236DB	Labour Problems & Social Welfare ( Elective Discipline)	3
237G	Financial Market (Elective Generic)	3
238P	Term Paper or Summer Internship	2
23V	Comprehensive viva voce	4
	<b>Total credits</b>	<b>27</b>

<b>M.A (Economics) IV SEMESTER January 2021</b>		
Sub.Code	Subject Name	credits
241C	India's Foreign Trade & International Institution ( Core)	3
242C	Indian Economic Policy ( Core)	3
243D	Economics of Social Sector & Gender ( Elective Discipline)	3
244DA	Mathematical Economics- II ( Elective Discipline)	3
245DA	Econometrics- II ( Elective Discipline)	3
244DB	Economics of Industries- II ( Elective Discipline)	3
245DB	Industrial Relation and India's Legislation-II ( Elective Discipline)	3
246P	Dissertation + Viva	4
24V	Comprehensive Viva Voce	4
	<b>Total credits</b>	<b>23</b>

## First Semester

### 211C - Theory of Consumer Behavior and Production (Core)

**Objective: To provide the knowledge about consumer behaviour and decision making pertaining to Market and Production.**

1. General Introduction to Micro /Macro/Difference between Micro & Macro and their interrelations, positive & normative Economics Analysis, production possibility curve.
2. Utility Analysis, Cardinal Utility the law of Diminishing Marginal Utility, The law of equipmarginal utility and Ordinal Utility Indifference curves analysis, Price effect, Income Effect & Substitution Effect. Indifference curve and Budget line, Concept of consumer surplus and its applications in economics.
3. Law of Demand & Supply, Derivation of demand curve from Price Consumption curve, market demand, Changes in demand and supply and their quantity. Elasticity- concept of elasticity of demand, its types & their applications.
4. Revealed Preference Theory, Consumer choice under uncertainty, Hicksian revision of demand theory. Recent development in the theory of market demand. Linear Expectation
5. Theory of Production:- Production function, Laws of production, Isoquant and producers equilibrium, Expansion path, production function of multi product firm, Law of Variable Proportions - Returns to scale, Economies and diseconomies of scale. Producer's equilibrium – producer surplus, elasticity of substitution. Cobb- Douglas production function.

#### **Basic Recommended:**

1. Michael Perkin, (1996) Economics 3rd Edition, Addison Westey Publishing Company, Inc. U.S.A.
2. Stigler G. (1996) Theory of Price, 4th Edition, Prentice Hall of India, New Delhi.
3. Samulson P.A. and W.O. Nordhaus (1998) Economics 16th Edition Tata Mc Gram Hill, New Delhi
4. Dewett K.K. Modern Economic Theory, S. Chand & Company Ltd., Revised Edition 2005.
5. Ahuja H.L. Modern Economics 13th Edition, 2008, S.Chand and Company Ltd., New Delhi.
6. Layard P.R.G. and A.W. Walters (1978) Micro – Economic Theory, Mc Gram Hill, New York.
7. Kreps David M.(1990) A Course in Micro Economic Theory Princeton University Press, rencetion. 21
8. Sen A. (1999) Micro Economics Theory and Application , Oxford University Press , New Delhi
9. Broadway R.W. and Bruse (1984) Welfare Economics, Busil Blackwell, London.
10. Varian H. (2000) Microeconomic Analysis, W.W Norton New York.
11. Koutsoyiannis, A. (1979), Modern Microeconomics, 2nd edition Macmillan Press, London.
12. Chaturvedi, Gupta and Pal (2002) Business Economics: Text and Cases Galgotia Publishing Company, New Delhi.
13. Misra S.K. and V.K. Puri (2001): Advanced Microeconomic Theory, Himalaya Publishing House, New Delhi.



## 212C - Macro Economics (Core)

**Objective: To provide the conceptual knowledge of macroeconomic variables for a national economy.**

1. Nature of Macro Economics, Basic Concepts Stock and Flow Variables, Functional relationships. National Income and its measurement- Importance of National Income. Estimation methods of National Income and Economic Welfare, National Income Estimation in India.
2. Theories of Employment- Classical Theory, Say's Law of Market, Classical Model with and without saving and Investment, Criticism of the Model.
3. Keynesian Model of aggregate demand and supply. Keynes Vs Classicals, Criticism of the Model. Types and Trend of Unemployment in Indian Economy.
4. Income Determination in Closed and Open Economy (two, three and four sector model), Concept of Multiplier - Investment, Government, Tax, Balanced Budget and Foreign Trade.
5. Theories of Consumption and Investment-concept of consumption function, APC and MPC. Factors affecting consumption. Theories of consumption –Absolute, relative, life cycle, Permanent income Hypothesis.
6. Investment Function, Determinants of Investments, MEC and MEI, Dynamic Multiplier. Saving function and Paradox of thrift. Trend of Consumption, Saving and Investment in India.

### **Books Recommended:**

1. Ackley, G. (1978), *Macroeconomics: Theory and Policy*, Macmillan, New York.
2. Blackhouse, R. and A. Salansi (Eds.) (2000), *Macroeconomics and the Real World (2 Vols.)*, Oxford University Press, London.
3. Branson, W. a. (1989), *Macroeconomic Theory and Policy*, (3rd Edition), Harper and Row, New York.
4. Dornbusch, R. and F. Stanley (1997), *Macroeconomics*, McGraw Hill, Inc., New York.
5. Hall, R. E. and J. B. Taylor (1986), *Macroeconomics*, W. W. Norton, New York.
6. Heijdra, B. J. and V. Frederick (2001), *Foundations of Modern Macroeconomics*, Oxford University Press, New Delhi.
7. Shapiro, E. (1996), *Macroeconomic Analysis*, Galgotia Publications, New Delhi.
8. Edey, M. and A. T. Peacock (1967), *National Income and Social Accounts*, Hutchinson University Library, London.
9. Rao, V. K. R. V. (1983), *India's National Income: 1950 to 1980*, Sage Publications, New Delhi.
10. Duesenberry, J. S. (1949), *Income, Saving and the Theory of consumer Behaviour*, Harvard University Press, Harvard.
11. Gordon, R. and S. G. Harris (1998), *Macroeconomics*, Addison Wesley.
12. Culbertson, J. M. (1968), *Macroeconomic Theory and Stabilization Policy*, McGraw Hill, Kogekosh, Tokyo.

## 213C - Public Economics (Core)

**Objective: To develop the conceptual framework about government's public economic policies and annual budgeting.**

1. Public Choice Voting and Resource Allocation, Public Choice analysis, The Growth of Government significance Failure.
2. Role of Govt, in Organized Society - Govt, as an agent for Economic Planning & Development Concept of Public Goods, Private Goods and Merit Goods. Theory of Maximum, Social Advantage Theory - Dalton, Pigous Musgrav.
3. Public Expenditure - Wagner's Law of Increasing State Activities, Wiesman, Peacock hypothesis. Effects of Public Expenditure Efficiency Effect, Incentive Effect, Allocative Effect on Distribution, Employment, Economic Stability & Economic Development. Dalton's Norm of Public Expenditure, Fiscal policy and its objectives.
4. Economics of Taxation - Canons of Taxation, Taxable Capacity, Factors Determining Taxable Capacity, Its Significance. Theories of Taxation Benefit Theory, The Cost Service Theory and Ability to Pay Theory, Incidence of Taxes. Effects of Taxation Efficiency Effect, Incentive Effect, Allocative Effect. Effect on Distribution, On Employment, On Economic Stability.
5. Debt- Public Debt & Economic Growth, Public Debt and Inflation, Public Debt as a means of regulating economy. Debt Burden, Debt Redemption. Defect financing.
6. Fiscal Management in Federal Structure-Problems of Fiscal Federalism. Finance Commission Center – State Relationship. India Tax Structure.

### **Books Recommended:**

- 1 डॉ. एस.के. सिंह – लोक वित्त, साहित्य भवन पब्लिसर, आगरा 2008
- 2 Dr. S.K. Singh- Public Finance, S.Chand Pub. 2008
- 3 Sundram K P M, Andley K.K.- Public Finance, S.Chand Pub. 2003
- 4 डॉ. वी.डी.नागर, डॉ. सुरेशचन्द्र शर्मा –राजस्व, गोयल पब्लिसर हाऊस, 1978
- 5 डॉ. जे.सी. वार्णोव – राजस्व, साहित्य भवन, आगरा, 1999
- 6 Dr. B.P.Tyagi – Public Finance, Jai Prakashan, Auth. 1975
- 7 M. Maria John, Kennedy- Public Finance, PHI Pvt. Ltd.2013
- 8 भाटिया एच.एल.– लोक वित्त, विकास पब्लिकेशन 2008
- 9 डॉ. बी.पी. त्यागी– लोक वित्त, जयप्रकाशनाथ एंड कं. 2004
- 10 Late. V.G.Mankar, Prof. L.S.Sharma- Public Finance Himalaya Pub. 2001
- 11 Modern Public Finance, Herper Bernard P., AITBS Pub.2006
- 12 Public Finance- Andley
- 13 R.K. Lekhi, Public Finance

## 214C - Mathematics for Economics (Core)

**Objective:** This paper provides the basic mathematical approach to understand economic principles.

**UNIT - I Basic Concepts:** Number system, Venn diagram, Functions and their graphs; Logarithms and exponents

**UNIT - II Equations** – Simple, quadratic and simultaneous and Identities; Equations of a straight line, concept of slope; Equation and interpretation of Rectangular Hyperbola

**UNIT – III Series** – Arithmetic and Geometric series; Concept of Rate of growth, Present Value, Annuities and their measurements

**UNIT – IV Simple Differentiation** – Concepts and application of the concepts in economics: Concept of elasticity; Elasticity of demand; Average and Marginal functions; Interrelationships among total, marginal and average cost and revenues

**UNIT V Integration** – Concepts and application in Consumer surplus

**UNIT VI Matrices and Determinants- Types of Matrix, solving simultaneous linear equation using Matrices , uses of Matrices in Economics.**

### **Books Recommended:**

1. Allon R.G.D.- Mathematical Analysis for Economics, AITBS Pub. 1997
2. G.M.K.Madnani – Mathematical Economics, Oxford University 2003
3. M.Ray / Har Swarup Sharma Mathematics & Statistics Ramprasad & Sons 1982
4. Ajay Goel, Alka Goel - Mathematics & Statistics Tacman allied Pub. 2014
5. Agrawal R.S. Mathematics for MBA , S.Chand & Co. Ltd. 1995
6. Alpha C. Chiang- Fund. Methods of Mathematical Economics, 1967
7. GMK Madnani, B.C.Mehta Mathematics for Economics,2005
8. Button Dr. C.K., Anil Rajput- Business Mathematics, Delhi-2010
9. Taro Yamane- Mathematics for Economics- PHI Pub. 2011
10. S.C.Gupta, V.K.Kapoor- Fundamentals of Mathematical Statistics, Sultan Chari & Sons 1994

## 215C - Statistics for Economics (Core)

**Objective:** This paper provides the statistical and mathematical approach to understand economic principles.

1. Definition, Importance & Scope of statistics, Revision of Measures of Central tendency
2. Measures of dispersion and skewness – Range, Quartile deviation, Mean deviation, Standard deviation. Correlation Analysis: Karl Pearson coefficient of correlation, Spearman's rank correlation, and concept of probable Error.
3. Index Numbers: Concept, types, application and problems in construction of Index numbers, The chain index numbers, Base shifting and deflating the index numbers, cost of living index numbers.
4. Analysis of time Series - Introduction, application, Components of Time Series. Measurement of Trend by Graphic Method, Semi-Average & Moving Average method and Least Squares Method.
5. Probability and its Theorems: Concepts & Definition, Calculation of Probability, Theorems Addition Theorem and Multiplication Theorem. Probability Distribution: Normal, Binomial & Poison Distribution.
6. Regression Analysis: Concept, Regression lines, regression coefficients, equations and prediction. Interpolation and extrapolation

### Books Recommended:

1. Levin R I./Davi & S. Robin – Statistics for Management  
Pearson Education Pub. 2002
2. शुक्ल डॉ. एस.एम. – सांख्यिकीय के सिद्धान्त – साहित्य भवन –1983, 1992
3. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal – 2007
4. Agrawal D.N. – Fundamentals of Statistics –
5. सिंघरवाडि.या एवं कावडिया – सांख्यिकीय के सिद्धान्त
6. N.K. Sharma – Statistical Techniques – Mongadeep Pub- 1996
7. Amir & Aczel – Joyvel Saurderpondian –  
Complete Business Statistcs– Tata Mogre Kiv Pub. 2006
8. B.C. Mehta – प्रारंभिक सांख्यिकीय – राजस्थान हिन्दी ग्रंथ, जयपुर – 1986, 1990
9. Bhardwaj R.S. Business Statistcs – Exce Book Pub.-1999
10. B.C. Gupta- Business Statistcs - Business Statistcs, Himalaya Pub. 1994
11. डॉ. रविन्द्रनाथ मुखर्जी – सामाजिक शोध एवं सांख्यिकीय-विवके प्रकाशन –1992
12. Nabendu Pal – statistics – PHI Pub.-2005
13. N.K.Viswanathan - Business Statistcs, Pearson Pub.-2011

14. Davis & Pecor- Business Statistics, Oxford Universtiy , 2014
15. Rutalfs Frettrd , M.S. Wilson – Statistcs Methods Elsevier Pvt. Ltd. 2010
16. J.K.Sharma - Business Statistcs, Pearson Pub-2012
17. Dr. S.M. Shukla, Dr. S.P.Sabai – Theory & Practices, Sahitya Pub. 2000
18. J.S. Chandan – Statistics for Business & Economics, Vikas Pub. 1996
19. Harry Frank Stven C. Altheoan – Statistics – Cambridge University, 1994
20. कैलाशनाथ नागर – सांख्यिकीय के मूल तत्व—मीनाक्षी प्रकाशन ,1995
- 22 Dr. S.P. Gupta – Statistics Methods – मेरठ दिल्ली, 1997–2008
- 23 J.K.Sharma-Fundamentals of Business Statistcs- Vikas Pub.2014
- 24 G.V.Shenoy, V.K.Shrivastava- Business Statistcs-Weley Pub.1992
- 25 C.B.Gupta-An Introduction to Statistical Methods- Vikas Pub.
- 26 S.C. Gupta- Statistical Methods, 1977-1992
- 27 S.P.Gupta- सांख्यिकीय के सिद्धान्त, सुल्तान एण्ड कम्पनी 1992
- 28 S.C. Gupta- सांख्यिकीय के सिद्धान्त., 1992
- 29 N.G.Das- Statistical Methods, 2009

## 216S – Communication and Personality Development (Soft Skills)

**1. Framework to communication :** - Defining communication, process of communication, principles of effective communication, importance of business communication and feedback

**2. Factors affecting communication:-** Physical, Mechanical and Psychological barriers to communication. Effective listening – types and Essentials of effective listening

**3. Channels, types and forms of communication:-** Channels, Verbal, Non-verbal, Formal, Informal, Internal, External and Communication networks

**4. Enhancement of creative writing ability:-** -Vocabulary building (wordlist) and learning idioms, Adaption and selection of words, construction of clear sentences and paragraphs.

- writing short articles on a topic

-designing an advertisement for a product

**5. Fundamentals of letter writing:-** Basic patterns and format of Business Letters -Application & Notice– Leave applications, Notice -Sales letter – Placing orders, Complaint letters

-Bank correspondence- Informing bank about lost cards, Complaint letter, Request a loan.

**6. Enhancement skills / employability skills:** -Employment Messages: Writing Resumes, Covering letter, Job Application, Resignation Letter -Interview skills: Types of interview, Preparing for an interview, Attire for an interview, how to handle stress interview,

**Activities:** Presentations, Extempore and Group discussion, Mock interviews. Review of newspaper article as weekly activity. Wordlist and idioms to be provided by faculty

### Recommended Books:

1.Business Communication – K.K.Sinha, Galgotia Publishing Company

2.Business Communication – Chhabra.T.N. , Sun India Publication, 2005

3.Business Communication – Parag Diwan, Excel Books

4.Essentials of Business Communication – Rajendra Pal, Sultanchand Publication, 2000

5.Business Communication-- R.K.Madhurkar,Vikas Publishing House Pvt. Limited

<b>M.A (Economics) II SEMESTER January 2020</b>		
Sub.Code	Subject Name	credits
221C	Theory of Market Distribution (core)	3
222C	Theories of Money and Banking (core)	3
223C	Demography (core)	3
224C	Statistical Inferences and Research Methods (core)	3
225C	Agriculture and Rural Development (core)	3
226SF/SG	French/German(Soft skill)	3
227G	Fundamental of Management (Elective Generic)	3
<b>228A</b>	<b>Computer Applications (Ability Enhancement)</b>	<b>3</b>
22V	Comprehensive viva voce	4
	<b>Total credits</b>	<b>28</b>

### **221C- Theories of Market & Distribution (Core)**

**Objective: To develop in- depth understanding of firms and market, pricing strategies and factor pricing.**

1. Theory of cost: - Traditional and Modern theory of Cost - Short run and Long run costs, Engineering cost curves- Short and Long run Engineering cost, the Different type of costs. Cost Functions, Cost curves, Iso-cost curves, traditional and modern cost analysis. Revenue curves and breakeven points.

2. Concept of Market – types and characteristics. Perfect competition- short run and long run equilibrium of the firm and industry, price and output determination, shutdown point for a firm.

3. Monopoly- short run and long run equilibrium, degrees of price discrimination, welfare aspects, Price and output determination under monopoly and bilateral monopoly. Calculation of Monopoly power. Monopoly control and regulation. Predictions of the monopoly model in dynamic situation- shift in the market demand, imposition of a tax.

4. Monopolistic competition – general equilibrium and Chamberlain approach to equilibrium, equilibrium of the firm and group equilibrium. Product differentiation and selling costs, excess capacity under monopolistic competition, criticism of monopolistic competition

5. Oligopoly\_ -: Collusive and Non- collusive oligopoly: Cournot’s, Chamberlin’s, Paul

Sweezy-Kinked demand model. Cartel, price leadership models;

6. Pricing policies- Types of pricing strategy- Cost based, profit based, competition based etc.

7. Distribution: Neo classical approach - Marginal productivity theory. Classical and modern theories of Rent, Wages, Profit and Interest.

**Basic Recommended:**

1. Michael Perkin (1996) Economics 3rd Edition, Addison Westey Publishing Company, Inc. U.S.A.
2. Stigler G. (1996) Theory of Price, 4th Edition, Prentice Hall of India, New Delhi.
3. Samuelson P.A. and W.O. Nordhaus (1998) Economics 16th Edition Tata Mc Gram Hill, New Delhi
4. Dewett K.K. Modern Economic Theory, S. Chand & Company Ltd., Revised Edition 2005.
5. Ahuja H.L. Modern Economics 13th Edition, 2008, S.Chand and Company Ltd., New Delhi.
6. Layard P.R.G. and A.W. Walters (1978) Micro – Economic Theory, Mc Gram Hill, New York.
7. Kreps David M.(1990) A Course in Micro Economic Theory Princeton University Press, rencetion.21
8. Sen A. (1999) Micro Economics Theory and Application , Oxford University Press , New Delhi
9. Broadway R.W. and Bruse (1984) Welfare Economics, Busil Blackwell, London.
10. Varian H. (2000) Microeconomic Analysis, W.W Norton New York.
11. Koutsoyiannis, A. (1979), Modern Microeconomics, 2nd edition Macmillan Press, London.
12. Chaturvedi, Gupta and Pal (2002) Business Economics: Text and Cases Galgotia Publishing Company, New Delhi.

### **222C- Theories of Money and Banking (Core)**

**Objective: This paper develops the calibre of the students to understand the banking procedure with its command on money inflow in the market**

1. Concept of Money and components of money supply, Credit Creation, Money Multiplier, Monetary, Policy, Instruments of Monetary Controls, its role and effectiveness. RBI's approach to monetary market-review of current five monetary policies.
2. Theories of Value of Money- Classical theories- Fisher, Cambridge view. Keynesian Theory of Money and Prices, Milton Friedman Modern Quantity Theory of Money.
3. Inflation- Measurement and types of Inflation, Demand and Supply side Inflation, Effects of Inflation, Methods to Check Inflation, Deflation and Stagflation. Anti-Inflationary Policy, trend of Inflation in the last decade.
4. Inflation and Unemployment, Philips curve- Long and short run. Adaptive expectation theory.
5. Banking Systems in India. Types of Banks. Commercial Banking Origin & Growth, Functions and role of Commercial Banks in a Developing Economy. New Trends in Commercial Banking. RBI –origin, structure and regulation.
6. Business Cycles Meaning and Nature, Theories of trade Cycle Schumpeter, Keynesian, Samuelson and Hicks.
7. Theories of interest rate determination-Liquidity preference theory & IS-LM Analysis. Overview of components of Money Supply. Monetary and fiscal policy in the open economy- The Mundell -Fleming Model, The case of imperfect capital mobility, The case of perfect capital mobility.
8. Money demand- Theory of the transaction demand for money, Extension of Keynes's Theory of the demand for money as a store of wealth, Instability of money demand.

**Books Recommended:**

1. Ackley, G. (1978), Macroeconomics: Theory and Policy, Macmillan, New York.
2. Blackhouse, R. and A. Salansi (Eds.) (2000), Macroeconomics and the Real World (2 Vols.), Oxford University Press, London.
3. Branson, W. a. (1989), Macroeconomic Theory and Policy, (3rd Edition), Harper and Row, New York.
4. Dornbusch, R. and F. Stanley (1997), Macroeconomics, McGraw Hill, Inc., New York.
5. Hall, R. E. and J. B. Taylor (1986), Macroeconomics, W. W. Norton, New York.



6. Heijdra, B. J. and V. Frederick (2001), *Foundations of Modern Macroeconomics*, Oxford University Press, New Delhi.
7. Shapiro, E. (1996), *Macroeconomic Analysis*, Galgotia Publications, New Delhi.
8. Edey, M. and A. T. Peacock (1967), *National Income and Social Accounts*, Hutchinson University Library, London.
9. Rao, V. K. R. V. (1983), *India's National Income: 1950 to 1980*, Sage Publications, New Delhi.
10. Duesenberry, J. S. (1949), *Income, Saving and the Theory of consumer Behaviour*, Harvard University Press, Harvard.
11. Gordon, R. and S. G. Harris (1998), *Macroeconomics*, Addison Wesley.
12. Culbertson, J. M. (1968), *Macroeconomic Theory and Stabilization Policy*, McGraw Hill, Kogekosh, Tokyo.
13. E.J. Shapiro W.H. Bransin - *Macro Economic Analysis Macro M.L.Jhingan - Macro Economic Analysis Macro*
14. W.H. Bransin *Macro Economic Theory and Policy*

### **223C- Advance Agricultural Economics**

**Course Objective:** The objective of this course is to familiarise the students of Master degree with the basic concepts, theories and approaches of agricultural economics.

**Unit-I** Agricultural Economics: Meaning, Scope and Role in economic development; Interface between Agriculture and Industry; Schultz's prescription of transforming traditional agriculture; Mellor's model; Land Reforms, Agriculture Development during Planning Periods; Green Revolution; Growth, Productivity and Regional Disparities in Indian Agriculture; Agrarian Crisis and Farmer Suicide

**Unit-II** Farm Size and Productivity Relationships, Risk and Uncertainty in Agriculture, Environmental Issues in Agriculture; Farm Management: Basics; Agricultural Marketing: Existing Structure, Problems, Costs and Efficiency in the markets, Marketing Reforms, Innovations in Agricultural Marketing System.

**Unit-III** - Agricultural Price Policy in India-instruments and assessment; Food Security and Public Distribution System (PDS), Agricultural Finance: Role, Agencies, problems, Policies, Inter-linked Markets, Value Chain, Market Reforms, Indebtedness.

**Unit-IV-** Cooperative: Organisation, Structure, Functions, Inter-sectoral terms of trade; Agricultural subsidies - Nature, Trends and Distributional Implications; Agricultural Exports: Nature, Trend, Composition; WTO and Indian agriculture.

#### **Suggested Readings**

Acharya, S.S. and Agarwal, N.L. (2012). *Agricultural Marketing in India*. Oxford & IBH Publishing Co. Pvt. Ltd., New Delhi.

Bansil, P.C. (2017). *Economic Problems of Indian Agriculture*. Daya Publishing House, New Delhi.

Bhalla, G. S. and Gurmail S. (2001). *Indian Agriculture: Four Decades of Development*. New Delhi: Sage Publications.

Chand, R. (2012). Development Policies and Agricultural Markets. *Economic and Political Weekly*, 47 (52): 53-63.

Chand, R., S S Raju, S. Garg and L.M. Pandey (2011). *Instability and Regional variation in Indian Agriculture*, NCAP, New Delhi.

## 224C- Statistical Inference and Research Methods (Core)

**Objective: to develop the research insight and acquaint them with application of statistical inference**

**1. Research Methodology:** An Introduction - Meaning of Research, Objectives of Research, Motivation in Research, Types of Research, Significance of Research, Research and Scientific Method, Research Process.

**2. Defining the Research Problem** - What is a Research Problem?, Selecting the Problem, Necessity of Defining the Problem, Technique Involved in Defining a Problem.

**3. Research Design** - Meaning of Research Design, Need for Research Design, Features of a Good Design, Important Concepts Relating to Research Design, Different Research Designs.

**4. Data Collection** - Introduction, Experiments and Surveys, Collection of Primary Data, Collection of Secondary Data, Selection of Appropriate Method for Data Collection, Case Study Method.

**5. Sampling and Statistical Inference** Parameter and Statistic, Sampling and Non-Sampling Errors, Sampling Distribution, Degree of Freedom, Standard Error, Central Limit Theorem, small sample and large sample.

**6. Estimation & Testing of Hypothesis** - What is a Hypothesis?, Basic Concepts Concerning Testing of Hypotheses, Tests of Hypotheses, Critical Value and Decision Rule, Procedure for Hypothesis Testing, Hypothesis Testing for – Mean, Proportion, Variance, Difference of Two Mean, Difference of Two Proportions, Difference of Two Variances, Limitations of Tests of Hypothesis.

**7. Chi-square Tests Test** - of Difference of more than Two Proportions, Test of Independence of Attributes, Test of Goodness of Fit, Caution in using Chi-Square Tests.

**8. Analysis of Variance** The Anova Technique, The Basic Principle of ANOVA, One Way ANOVA, Two Way ANOVA, Linear Regression Analysis Dependent and Independent Variables, Other Nonparametric Methods - Sign Tests, Wilcoxon Signed Rank Sum Test for Single Population, Mann Whitney U Test, Spearman's Rank Correlation, Some Features of Non -Parametric Tests. Using SPSS.

**9. Interpretation and Report Writing** - Meaning of Interpretation, Technique of Interpretation, Precaution in Interpretation, Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, Mechanics of Writing a Research Report, Precautions for Writing Research Reports, Conclusions.

### **Text Books -:**

1. Text Book C. R. Kothari, Gaurav Garg,
2. Research Methodology Methods and Techniques , New Age International publishers, Third Edition, 2014.
3. P.C. Tripathi, Research Methodology, Sultan Chand & sons, Education publisher, New Delhi, 2010.

### **Books Recommended:**

1. Chou, Ya-Lun, Statistical Analysis, Rinehart& Winston, New York.
2. Croxton & Cowden Applied general Statistics, Prentice-Hall, London and India.
3. Demming, W. Edward, Theory of Sampling ? John Willey & Sons, New York
4. Elhance, D. N. Fundamentals of Statistics, kitabmahal, Allahabad, 1967
5. Feller, W., An Introduction to Probability theory and its applications, John Wiley
6. Gupta, S.C. An Introduction to Statistic, Sultan Chand & co., New Delhi.
7. Gupta, S. P. fundamental of Statistic, H.P.H., Bombay, 1992.
8. Mounsey , J., Introduction to statistical calculations, English Universities Press, London.
9. Parzen, E ., Modern Probability Theory and its applications, John Willey.
10. R. G.D.Allen - Statistics for Economics
11. Metha and Madnani - Mathematics for Economists.
14. Shukla & Sehay - Statistical Methods, sahitay publication 2012.

## 225C- Rural Economics

**Course Objective:** The objective of the course is to provide the students with a thorough knowledge and understanding of the foundations of rural economics.

**Unit-I** Rural Economy: rural dynamics, characteristics, problems, challenges and opportunities; Responding to Changing Agrarian Economy; Rural Farm and Non-Farm Sector: Employment and Barriers; Rural Employment Generation Programmes: NRLM, MGNREGA.

**Unit-II** Approaches to understand rural development: Rapid Rural Appraisal (RRA) and Participatory Rural Appraisal (PRA); Sustainable Rural development, Technology for rural growth: ICT, mobile, successful programmes; Business Markets for village economy.

**Unit-III** Planning for Rural Development: levels, functions, decentralization, methodology of micro-level planning, for block and district level planning; Organizations for rural development: criteria, government organisations, PRIs, Cooperatives, Voluntary Agencies/NGOs, Corporations; Community Capacity Building, Common Property Resources.

**Unit-IV** Rural Entrepreneurship: role, programmes, role of institutions, Agri-preneurship; Micro-Finance Institutions (MFIs): role of MFIs, Self Help Groups; Micro, Small and Medium Enterprises in Rural India; Rural and micro Insurance; Rural Industrialization

### Suggested Readings

Churchill, Craig (2006). *Protecting the poor: A micro insurance compendium*, International Labour Office, Geneva.

Government of India (n.d.) *MSME at a Glance*, Ministry of Micro, Small and Medium Enterprises.

IDFC Rural Development Network (2013). *India Rural Development Report 2012/13*. Delhi: Orient Black Swan.

Mukherjee, A., (2004). *Participatory rural appraisal: methods and applications in rural planning: essays in honour of Robert Chambers* (Vol. 5). Concept

Publishing Company.

Narula, U. (2010). *Dynamics of Indian Rural Economy: Growth Perspective*, Atlantic Publishers, New Delhi.

Parthasarathy, G. (2003). *Economic Reforms and Rural Development in India*. Academic Foundation.

Reddy, K. V. (2012). *Agriculture and Rural Development*, Himalaya Publishing House.

Schaeffer, P.V. and Loveridge, S. (2000). *Small Town and Rural Economic Development: A case studies Approach*, Praeger Publisher.

Singh, B.M. and Namboodiri, KVN (2007). *Unleashing Rural Entrepreneurship*, Icfai University Press, Hyderabad.

Singh, K. (2009). *Rural Development: Principles, Policies and Management*, Sage Publications.

## 226S Demography (Soft Skill)

**Unit-I Basic Concepts, Indicators and Theories:** Meaning and Scope of demography, Population and Economic Development; Vital Rates – Fertility, Mortality, Age Pyramids, and Life Tables; From Development to Population; Theory of Demographic Transition; Historical Trends; Adjustment of Birth and Death Rates; Household Choice Models; From Population to Development; Malthusian View; Growth Impact; Population and Environment; Population and Innovation; Markets and Inputs.

**Unit-II Population Projection:** National Projection of Total Population and Age-Sex composition – Mathematical Methods and Cohort-Component Methods; Methods of National & Sub-National Projection of Population; Projection of the Economically Active Population; Concepts of Stable, Stationary, and Quasi-Stationary Population.

**Unit –III Population and Population Policy in India:** Major demographic features of India's population – Spatial, Age, Sex, Structure of Indian Population; Birth rate, Death rate, Life Expectancy & Infant Mortality; Trends & Patterns; Evaluation of family welfare programmes in India - National Population Policies since independence.

**Unit-IV Aging and Demographic Change:** Aging Process, Ageing around the world, The impact of demographic changes, The changing balance of age groups, Social, Economic, and Demographic Changes among the Elderly, Dependency ratio, Generational accounting and Pensions crisis; Social Groups and Family Size.

### Suggested Readings

- Bogue, D.J. (1971), *Principles of Demography*, John Wiley, New York.
- Bose, A. (1996), *India's Basic Demographic Statistics*, B.R. Publishing Corporation, New Delhi
- Choubey, P. K. (2000). *Population Policy in India*. New Delhi: Kanishka Publications.
- Cochrane, S. H. (1975). Children as by-products, investment goods and consumer goods: a review of some micro-economic models of fertility. *Population Studies* 29(3): 373-390.
- Dandekar, V.M. (1998). Population Front of India's Economic Development. *Economic and Political Weekly*. 22(17): 837-842.
- Dave, P., & Mehta, P. (2008). *Mental Health and Aging Women: Important Correlates*. New Delhi: Gyan Publishing House.
- Ehsanul, H. (2007). *Sociology of Population*. New Delhi: Macmillan.
- Hustedde, Ronald J., Ron Shaffer and Glen Pulver. (2005). *Community Economic Analysis: A How to Manual*. Rev. ed
- Ishwar M. (2001). *Ageing and Human Development: Global Perspectives*. New Delhi: Rawat.
- Novell, C. (1988), *Methods and Models in Demography*, Bellhaven Press, London.
- Simon, J. L. (1992). *Population and Development in Poor Countries*. Princeton: Princeton University Press.

## 227A – Computer Application (Ability Enhancement)

**Objective: To introduce the software knowledge by which one can do research work conveniently and efficiently.**

**Unit I.** -Anatomy of computer, operating system concepts, hardware, software concepts & terminology, networking--- definition, types, applications. Introduction to GUI.

**Unit II** -Introduction to MS-Office— MS Word: creating documents,formatting features, standard toolbar, text formatting, header & footer, mail-merge, macro, insertion of files & pictures. MS-Excel- Construction of worksheet and inserting data according to its characteristics, creation of charts and graphs .Use of statistical tools including measures of central tendency, coefficient of correlation and regression and application of various tests for hypothesis testing.

**Unit III** - MS- Power point – Create power point presentation with the help of different presentationstyles,editing slides, various views of PowerPoint presentation, insertion of chart and pictures, animation and transition effects, creation of photo album.

**Unit IV** -Use of SPSS – Method of preparing data sheet and entering data according to its characteristics , use of various statistical tools on SPSS. Application of t-test, paired t test, one way ANNOVA,Two way ANNOVA, Chi-Square test.

**Unit V** -Functions to estimate descriptive statistics – Measures of central tendency and variation, covariance& coefficient of correlation, estimation of simple linear regression.

**Unit VI**- Internet basics& Applications—Internet & its uses, Intranet & Extranet, web pages, websites, web servers, web browser, internet domains, URL's, IP address, search engines.

### Recommended Books:

- 1.PradeepK.Sinha. Priti Sinha Computer Fundamentals, Fourth Edition, BPB Publications.
- 2.Rajaraman , V. (1996) ,Fundamentals of Computers , Prentice Hall of India , New Delhi .
- 3.Techniques and Applications, Prentice Hall, Englewood Cliffs, NJ.
- 4.Wood, M.B. (1983), Introduction Computer Security, Broadman Associates, Delhi.

M.A (Economics) III SEMESTER July 2016		
Sub.Code	Subject Name	credits
231C	International Economics (core)	3
232C	Economics of development and Growth (core)	3
233C	Welfare Economics (core)	3
234D	Environmental Economics ( Elective Discipline)	3
235DA	Mathematical Economics-I ( Elective Discipline)	3
236DA	Econometrics-I ( Elective Discipline)	3
235DB	Economics of Industries-I ( Elective Discipline)	3
236DB	Labour Problems & Social Welfare ( Elective Discipline)	3
237G	Financial Market (Elective Generic)	3
238P	Term Paper or Summer Internship	2
23V	Comprehensive viva voce	4
	<b>Total credits</b>	<b>27</b>

**Third Semester**  
**231 C – International Economics (Core)**

**Objective: To provide the knowledge about International trade, Terms and conditions of the trade.**

1. Distinguishing features of Interregional and International trade; Importance and Scope of International Trade. International division of labour and specialization; Smith's theory of Absolute Difference in costs; Ricardo's theory of comparative differences in costs and its application in underdeveloped countries.
2. Mills' theory of Reciprocal Demand; Concept of Offer Curves; Explanation of Mills' concept of Reciprocal Demand with the help of Marshall's Offer Curves. International Trade Equilibrium; Some analytical tools-Offer curves Production Possibility Curves; the Community Indifference Curves; Equilibrium in Community Consumption and Output.
3. Harberler's Theory of Opportunity Costs; International trade under constant, Increasing and decreasing opportunity costs. The Modern Theory of Factor Endowments; its explanation under price criterion and physical criterion and its relevance in the present scenario. Its superiority over the classical theory; Leontief Paradox.
4. International trade and factor prices, Samuelson's Factor Price Equalization Theorem. The Terms of Trade- Meaning and various concepts, Factors affecting it, Terms of Trade and underdeveloped countries.
5. Tariffs meaning and types; - Effects of tariff under partial and general equilibrium; Optimum tariff and welfare; Effects of tariff on income distribution, Stapler- Samuelson theorem, Dumping: Types, Objectives and effects of dumping; Current incidence of dumping in India and its impact on our economy; Anti-dumping measures.

**Books Recommended:**

1. डॉ. के.डी. स्वामी – अन्तर्राष्ट्रीय अर्थशास्त्र, सांइटिफीक पब्लि. 1990–95
2. Thomas A. Paugel- International Economics, Pub. 2015
3. Dominlok, Salventre- International Economic, Willy Pub. 2010
4. Dr. D.M. Mithani- Internation Economic, Himalaya Pub. 2004
5. BO Sodersten & Geoffroy Recd- Introduction Economic McMillion Pub. 2000
- 6 D.N. Dwivedi- International Finance, Vikas Publication 2013
- 7 झिंगन एम.एल. – अन्तर्राष्ट्रीय अर्थशास्त्र, वृन्दा. पब्लि. 2015
- 8 अग्रवाल/बरला – अन्तर्राष्ट्रीय अर्थशास्त्र,, लक्ष्मीनारायण अग्रवाल 1998
- 9 डॉ. वी.सी. सिन्हा – अन्तर्राष्ट्रीय अर्थशास्त्र, नेशनल पब्लि. हाऊस 1990?
- 10 Dr. P. Subba Rao- International Business, Himalaya Pub.2001
- 11 Cherwnilam Francis- International Economics Tata Megrawsai 1995
- 12 Ghosh Peu – International Relations, PHI Pub. 2012

- 13 Jhingam M.L. International Economics, Vrinda Pub. 2014
- 14 Carbug Robert J - International Economics, Carbug pub. 2008
- 15 Verma/ Rana - International Economics,  
Jalandhar, Sohanlal, Chand. Co.1997

### 232 C – Economics of Development & Growth (Core)

**Objective: To acquaint students with development theories and enhance their orientation about economic development.**

**1. Introduction** - Economic Development and sustainable development- Meaning, characteristic, Factors affecting them: capital, labour and technology; **Precursors to Classical Economics (Mercantilism and Physiocrates)**

**2. Classical theories of Growth-** Contributions of Adam Smith, Ricardo, Malthus, James Mill; Karl Marx and development of capitalistic economy — Theory of social change, surplus value and profit; Immutable laws of capitalist development; Crisis in capitalism — Schumpeter and capitalistic development; innovation — role of credit, profit and degeneration of capitalism; Structural analysis of development; Imperfect market paradigm.

**3. Keynesian Model of development**

**4. Growth Models I(Post Keynesian Era)** – Harrod and Domar, instability of equilibrium; Neo-classical growth models — Solow and Meade, Mrs. Joan Robinson’s growth model; Cambridge criticism of Neoclassical analysis of growth, The capital controversy.

**5. Growth Models - II** Technological progress — embodied and disembodied technical progress; Hicks, Harrod; learning by doing, production function approach to the economic growth; Total factor productivity and growth accounting; Growth models of Kaldor and Pasinetti, Golden rule of accumulation, Stability of equilibrium; Money in economic growth, Tobin, Levhari, Patinkin and Johnson; Mahalnobis model. Endogenous growth; Intellectual capital: role of learning, education and research;

**6. Theories of growth-** Theory of balanced growth; Levis model, Hirschman model; Leibenstien’s model; Nelson’s low level Equilibrium trap, Rostow’s stages of growth, dualistic development theories, Chenery’s to gap model, dependency theories of development and there critical appraisal

#### Books Recommended:

1. Kindleberger, C.P. (1977), Economic Development (3<sup>rd</sup> Edition) Mcgraw Hill, New York. M.P. Todaro (1996) (6<sup>th</sup> Ed.) Economic Develoment, Longman, London.
2. Thriwal, A.P. (1999) (6<sup>th</sup> Ed.) Growth and Development, Macmillan U.K.
3. Meir G.M. (1995) Leading Issues in Economic Development (6<sup>th</sup> Ed.). Oxford university Press, New Delhi.
4. Sen, A.K. (1990) Growth Economic, Penguin, Harmondess Worth.
5. Crossman, G. and E. Helpaman (1991). Innovation and Growth in the Global Economy, MIT Press, Cambridge,
6. Adelman, I. (1961), Theories of Economic Growth and Development, Stanford University Press, Stanford.
7. Barro, R. and X. Salai- Martin, Economic Growth, McGraw Hill, New York.
8. Behrman, S. and T.N. Srinivasan (1995), Handbook of Development Economics, Vol. 3, Elsevier, Amsterdam.
9. Brown, M. (1966), On the Theory and Measurement of Technical Change, Cambridge University Press, Cambridge, Mass.
10. Chakravarti, S. (1982), Alternative Approaches to the Theory of Economic Growth, Oxford University Press, New Delhi.

- 11.Chenery, H. and T.N. Srinivasan (Eds.) (1989), Handbook of Development Economics, Vols. 1 & 2, Elsevier, Amsterdam.
- 12.Ghatak, S. (1986), An Introduction to Development Economics, Allen and Unwin, London.
- 13.Gillis, M., D.H. Perkins, M. Romer and D.R. Snodgrass (1992), Economics of Development, (3rd Edition), W.W. Norton, New York.
- 14.Higgins, B. (1959), Economic Development, W.W. Norton, New York.

### **233 C –Welfare Economics (Core)**

#### **Objective:**

**1. Pre Paretian Welfare Economics - General Equilibrium theory-:** Interdependencies and the general equilibrium approach, The Walrasian Model (Detailed Analysis) Existence, Uniqueness and stability of an economy. The Neo-Classical excess demand approach. First Fundamental Theorem and Second Fundamental Theorem of Welfare Economics (A Mathematical Analysis) , Various Criteria of Welfare (An Overview)

**2. Paretian Welfare Economics – Pareto optimality-** Optimum exchange conditions, The production optimum, The consumption optimum; Concept of contract curve; Top level optimum; First order and Second Order Conditions of Pareto Optimality, Infinite number of non- comparable optima vs. unique social optimum; Compensation criteria-Contributions of Barone, Kaldor and Hicks; The Scitovsky double criterion; Value judgments and welfare economics, Concept of Community Indifference Map, Samuelson’s Utility Possibility Curve, Bergson’s social welfare function, , Rawls Theory of Justice, Arrow’s possibility theorem.

**3. Market Failure -:**Divergence between private and social costs; Problems of non-market interdependence;, Externalities of production and consumption; External economies and diseconomies; Problem of public goods; Pigovian welfare economics; Markets with asymmetric information, Market for Lemons, Free Rider Problem, Coase Theorem, Second best optima (Lipsey and Lancaster Theory) ; Marginal cost pricing; Cost-benefit analysis.

**4. Market Regulation as a solution to Market Failure -:**Market regulations and working of regulators Regulation in India and real situation, Reduction in Welfare compromising policies, processes and institutions Government and Welfare enhancement schemes, Concept of Corporate Social Responsibility (Self Regulation Practices and their Importance)

#### **Book Recommended:**

1. A.Koutsoyannis: Modern Microeconomics Chs.22 & 23 (Macmillan)
2. Hal Varian – Intermediate MicroEconomics
3. Sampat Mukherjee : Analytical Micro Economics (Exchange Production and Welfare).
4. From Alfred Marshall to John Nash (New central book agency) (Relevant pages)
5. Keating& Wilson: Managerial Economics Chs.9,13 (Biztantra)
6. Baumol, W.J. (ed.) (2001), Welfare Economics, Edward Elgar Publishing Ltd., U.K.
7. Broadway, R.W. and N. Bruce (1984), Welfare Economics, Basil Blackwell, Oxford.
8. Pigou, A.C. (1962), The Economics of Welfare (4th Edition), Macmillan.
9. Hicks, J.R. (1956), A Revision of Demand Theory, Clarendon Press, Oxford.
10. Little, I.M.D. (1949), The Foundations of Welfare Economics, Oxford Economic Papers, Vol. 1

#### **11. India Year Book**



## 234 D - Environmental Economics (Elective Discipline)

**Objective: Environment is a major issue in today's times. This paper helps to understand the nexus between environment and economic development.**

- 1.Measuring of Environment & Ecology, Significances of Environmental balance, Role of Economic in Environment. Nature of Environmental Economics.
2. Model of Market Failure – Environmental problems- A market failure Environmental quality A public good. Environmental problems Externalities Positive & Negative.
- 3.Conventional solutions to Environmental Problems : The command and control Approach, Economic solutions to Environmental problems The market approach pollution charges, Environmental Subsidies Deposit/Refund System pollution permit trading system.
4. Assessing benefits for Environmental Decision making.
5. Cost benefit Analysis in Environmental decision making
6. Conflicts between Environment Economic Development Population growth
7. Environmental Law & their implementation.

### Books Recommended

- 1.Baumol, W.J. and W.E.Oates(1988), The Theory of Environmental Policy (2ndEdition) CUP, Cambridge.
- 2.Bhattacharya,R.N. ed. (2001): Environmental Economics, An Indian Perspective, Oxford University Press, New Delhi.
- 3.Hanley, N.J.F.Shogren and B.White (1997) Environmental Economics in Theory and Practice. Macmillan.
- 4.Jarret H. ed. Environmental Quality in a Growing Economy, John Hopkins Press, Baltimore.
- 5.Kalpagram, (1998): Environmental Economics, Sterling Press.
- 6.Kolstrad, C.D. (1999): Environmental Economics, Oxford University Press, New Delhi.
- 7.Mehta, S, S. Mundle, and U.Sankar (1995): Controlling Pollution: Incentives and Regulation, Sage, New Delhi.
- 8.Murthy, M.N., A. James and S.Misra (1999): The Economics of Water Pollution in India. Oxford University Press, New Delhi.
- 9.Pearce, D.W and R. Turner (1991): Economics of Natural Resource Use and Environment. John Hopkins Press, Baltimore.
- 10.Rao, O.K. (2000): Sustainable Development, Economics and Policy, Blackwell Publishers, UK.
- 11.Sankar, U ed (2001): Environmental Economics, Oxford University Press, New Delhi.
- 12.Saxena, H.M. (2000): Environmental Management. Rawat Publishers, New Delhi.
- 13.Sengupta, R.P. (2000): Ecology and Economics: An Approach to Sustainable Development Oxford University Press, New Delhi.
- 14.State of India's Environment. The Hindu Annual Publications.
- 15.Tietenberg, T, ed. (1997): Economics of Global Warming, Edward Elgar, UK.
- 16.Blaug, Mark (1972) Introduction to Economics of Education, Penguin, London.
- 17.Becker, G.S. (1974) Human Capital. 2nd Edn., NBER, New York.
- 18.Berman, P and M.E. Khan (1993) Paying for India's Health Care, Sage

### 235 DA- Mathematical Economics – I (Elective Discipline)

**Objective: To develop analytical ability to analyse and understand economics logically and pragmatically.**

1. The nature of Mathematical Economics; Relation between Mathematical Economics and Econometrics; Equations and inequalities; Types of equations; Linear and non-linear equations and their solutions; Arithmetic and Geometric Progression and their use in Economics.
2. Derivative; Process of Differentiation; Rules of Differentiation of a function; Derivatives of higher order; Sign of derivative and nature of function; I and II order conditions for Maxima and Minima and saddle point.
3. Application of simple derivatives in Economics: - Differential coefficients and elasticity of demand, Average and marginal cost Curves and their relation, Average and Marginal Revenue Curves and their relation, conditions for profit maximization under different market conditions.
4. Differentiation of two or more variables; Partial Differentiation process and its application in Economics, Simple, Cross Partial and Total Derivatives; Rules of total differentiation.
5. The theory of Consumer Behaviour; Indifference curve; Role of Commodity Substitution (RCS), Maximization of Utility, Slutsky's Equation – important results and their interpretations.
6. The Theory of constrained cost minimization and profit maximization, Cobb-Douglas Production Function, Constant Elasticity Substitution function.

#### **Books Recommended:**

1. A.C. Chaing: Fundamental Methods of Mathematical Economics (II Ed.)
2. Mehta and Madnani: Mathematics for Economists
3. Allen, R.G.D. : Mathematical Analysis for Economics Analysis
4. G.S.Moonga: Mathematics and Statistics for Economists- Vikas Publications
5. J. M. Henderson and R. E. Quandt, Microeconomic Theory: A Mathematical Treatment, New York: McGraw-Hill, 1980.
6. An Introduction to Mathematical Economics, Badlani, Bradfield, Turner, Cengage learning
7. Mathematics for Economists: An elementary survey(2<sup>nd</sup> edition), Taro Yamane, eastern Economy Edition

### 236 DA – Econometrics -I (Elective Discipline)

**Objective: Econometrics is a tool to enhance the understanding of economic variables in the economic development.**

1. Random Variable, Expectation of Random Variable. Basics of Hypothesis Testing; Nature and Scope of Econometrics.
2. Types of data; Meaning and Methodology of Econometrics; Meaning of Causal relationship; Nature of Regression Analysis; Properties of good Estimator; Gauss-Markov Theorem.
3. Basics of Two-Variable Regression Analysis. Estimation and Hypothesis Testing; interpretation of results and their application
4. Extensions of the Two-variable Linear Regression Model. Multiple Regression Model, its Estimation and Inference; types of Non Linear Regression Models and their applications.
5. Nature, Consequences, Detection and Remedial Measures of Specification Bias, Heteroscedasticity, Autocorrelation and Multi Co linearity
6. Regression on Dummy Variables and their application.
7. Autoregressive and Distributed Lag Models; problems in estimation and their application.
8. Systems of Equations, Identification(Rank and Order Conditions) and Estimation Methods (ILS and 2SLS) of Simultaneous Equation Models.

### **Books Recommended:**

1. Gujarati, D.N. Basic Econometrics (5<sup>th</sup> Edition) MC Graw Hill New Delhi.
2. Koutsoyiannis, A., Theory of Econometrics (2<sup>nd</sup> Edition), The Macmillan Press Ltd. London
3. Maddala, G.S., (3<sup>rd</sup> Edition) Introduction to Econometrics, McMillan, London

### **Suggested Readings**

4. Gujarati D.N., Econometrics by Example, Palgrave Macmillan
5. J. Woolridge, Introductory Econometrics (5<sup>th</sup> Edition), South-Western Educational Publishing
6. Principles of Econometrics, N. Hatekar, Sage Publishing House
7. Krishna, K.L., Economic Application in India, Oxford University Press, Delhi.

## **235 DB CI – Economics of Industries – I (Elective Discipline)**

### **Objective: To provide the knowledge regarding pattern of industrial Product and industrialization**

1. Meaning, Rational, pattern and impact of industrialization. Factors favouring and Hampering Rapid Industrial Development of India. Relationship between industry and economic development, Industry & sectoral linkages. New Industrial Policy in India, from 1991 to till date. Recent trends in Indian Industrial growth.
2. Concept and organization of a firm, Business classification of firm on the basis of, its activities, Sector, and Ownership structure. (Public, Private, Joint and Cooperative Sectors).
3. Size and Use Base Classification of Indian Industry and their Trends in past 5 years, Control and objectives of the firm, Sellers concentration; Product differentiation; Entry condition.
4. Market and its structure, Extent of market concentration, Industrial combination and its impact on efficiency of the firm and economic power. Theories of Industrial location - Weber and Sargent Florence; Factors affecting location, Industrial Sickness:
5. Size and Growth of the firm; Growth and Profitability of the firm, Constraints of the growth, Indian situation; Product Pricing theories and evidence. Concept & Measurement of Productivity. Productivity Trends in Indian Industry. Industrial competition & Monopoly,
6. Concept and measurement of productivity trend in Indian Industry.

### **Books Recommended:**

1. Cherunilam, F (1994)-Industrial Economics in Indian Perspective 3<sup>rd</sup> Edition, Himalaya Publishing House, Mumbai.
2. Jalan B (1996) -India's Economic Policy, Viking, New Delhi
3. Singh & Sadhu -Industrial Economics, Himalaya Publishing House
4. Naidu K.M. (1999)- Industrialization & Regional Development in India
5. Mamoria & Mamoria -Dynamic of Industrial Relations in India
6. Divine P.J. & R.M. James et.al. (1976) -In Introduction to Industrial Economics George Allen and Unwin Ltd. London.
7. Hay D. & D.J. Morris -Industrial Economics Theory & Evidence, Oxford University Press, New Delhi
8. Ahluwalia, I.J. (1985) Industrial Growth in India, Oxford University Press, New Delhi.
9. Barthwal, R.R. (1985), Industrial Economics, Wiley Eastern Ltd., New Delhi.
10. Chernuliam, F. (1994), Industrial Economics: Indian Perspective (3<sup>rd</sup> Edition), Himalaya Publishing House, Mumabai.
11. Desai, B. (1999), Industrial Economy in India (3<sup>rd</sup> Edition,) Himalaya Publishing House, Mumbai.
12. Divine, P.J. and R.M. Jones Et. Al (1976), An Introduction to Industrial Economics, George Allen and Unwin Ltd., London.
13. Government of India, Economic Survey- Online Available
14. Hay, D. and D.J. Morris (1979), Industrial Economics: theory and evidence, Oxford University Press, New Delhi.
15. Kuchhal, S.C. (1980), Industrial Economy of India (5<sup>th</sup> Edition), Chaitanya Publishing House,

Allahabad.

16. Reserve Bank of India, Report on currency and Finance – Online Available

17. Sing, A and A.N. Sadhu (1988), Industrial Economics, Himalaya Publishing House, Mumbai.

### **236 DB – Labour Problems and Social Welfare (Elective Discipline)**

1. Nature and characteristics of labour Problems.
2. Characteristics of Industrial Labour in India and Migratory nature.
3. Labour power in India.
4. Problems of Absenteeism and Labour Turnover.
5. Classical and Modern Theory of Wage Determination.
6. Concepts of minimum wage, living wage and fair wage.
7. Labour Welfare in India. – Theories of Labour Welfare The policy Theory. The Religious Theory, Philanthropic theory, The trusteeship theory, The placating theory, The Public Relation theory and The function theory.
8. Social Security I India – Need of Social Security, social insurance and social assistance, workers Compensation Act. Maternity Benefit act and Employees state Insurance Scheme.
9. Women Labour in India.
10. Child Labour in India.

#### **Book Recommended:**

1. Lester, R.A. (1964) Economics of Labour (2<sup>nd</sup> Ed.), Macmillan, New York. Papola, Ghosh and A.N.Sharma (1993) Labour Employment and Industrial Relations in India B.R. Publishing House, New Delhi
2. Datt, G. (1966) , Bargaining Power , Wages and Employment : An Analysis of Agricultural , Labour : Markets in India ; Sage Publishers , New Delhi .
3. Hajela, P.D. (1998) , Labour Restructuring in India : A Critique of the New Economic Policies , Commonwealth Publishers, New Delhi.
4. Jhabvala, R. and R.K. Subrahmanya (Eds.) (2000), The Unorganised Sector: Work Security and Social Protection; Sage Publications, New Delhi
5. Lester, R.A. (1964) , Economics of Labour (2nd Edition), Macmillan, New York.
6. McConnell, C.R. and S.L. Brue (1986) , Contemporary Labour Economics , McGraw –Hill , New York.
7. Papola, T.S.P.P. Ghosh and A.N. Sharma (Eds.) (1993), Labour , Employment and Industrial Relations in India , B.R. Publishing Corporation, New Delhi.
8. Rosenberg M.R. (1988) , Labour Markets in Low Income Countries in Chenery , H.B. and T.N. Srinivasan (Eds.) The Handbook of Development Economics North- Holland, New York.
9. VenkataRatnam, C.S. (2001) , Globalization and Labour – Management Relations : Dynamics of Changes , Sage Publications/Response Books , New Delhi.

### **237 G - Financial Markets (Elective Generic)**

**Objective: The objective of this paper is to understand various financial markets and their operational aspects in India.**

**1. Introduction to Indian Financial System:** Introduction of financial system, Functions of the Financial System, Structure and Characteristics of Financial system , Prerequisites of a Financial System, Players in the Financial System.

**2. Introduction of Financial Markets:** Evolution of the Financial Markets, Segments of Financial Markets, Types of Financial Products, Stages in the Development of Financial Products, Role of Financial markets, Market Efficiency.

**3. Money Market:** Introduction to Money Market, Characteristics and functions, Development of money market in India, Money Market instruments and factors affecting its growth, Role of RBI in the development of money market, Money market and its linkage with Monetary Policy.

**4. Capital Market:** Introduction to Capital Market, Characteristics and functions, Development of Capital market in India, Primary and Secondary Capital markets, Role of SEBI in regulation of the Capital Markets, Reforms in the Capital Markets, Capital Market instruments.

**5. Non –Banking Finance Companies:** Introduction, Registration and Classification & Prudential Norms to be NBFC, Types of Non – Banking Financial Companies, Services Provided by NBFCs, Regulation of NBFC companies, Growth of NBFC in India.

**6. Technology and the Markets:** Technological developments in financial markets; both money and capital markets specially after post reform period, Impact of Technology on the Market, On-Line Trading, Clearing & Settlement system, Technology and payment System, Technology and global market. Role of E- Commerce in the development of Financial Markets.

**7. Foreign Exchange Markets:** Introduction to Foreign Exchange Markets, Structure of Foreign Exchange Markets, Types of transactions and settlement.

#### **Books Recommended:**

1. Bhole, L.M. (1999), Financial Institutions and Markets, Tata McGraw Hill Company Ltd. New Delhi.
2. Bhole, L.M. (2000), Indian Financial System, Chugh Publications, Allahabad.
3. Johnson, H.J. (1993), Financial Institutions and Markets, McGraw Hill, New York.
4. Machiraju, M.R. (1999), Indian Financial Systems, Vikas Publishing House, New Delhi.
5. Ohlson, J.A. (1987), The Theory of Financial Markets and Institutions, North Holland, Amsterdam.
6. Prasad, K.N. (2001), Development of India's Financial System, Sarup & Sons, New Delhi.
7. Mith, P.F. (1978), Money and Financial Intermediation: The Theory and Structure of Financial System, Prentice Hall, Englewood-Cliffs, New Jersey.
8. Chandra, P. (1997), Financial Markets, (4th Edition), Tata McGraw Hill, New Delhi.
9. Machiraju, H.R. (1997), International Financial Markets in India, Wheeler Publishing, Allahabad.
10. Fenstermaker, J.V. (1969), Readings in Financial Markets and Institutions, Appleton, New York.
11. Gupta, S.B. (1983), Monetary Economics, S. Chand & Company, New Delhi.
12. Bhatt, R.S. (1996), Unit Trust of India and Mutual Funds: A Study, UTI Institute of Capital Markets, Mumbai.
13. Sahadevan, K.G. and M.T. Thiripalraju (1997), Mutual Funds, Prentice Hall of India, New Delhi.
14. Goss, B.A. and B.S. Yamey (1978), The Economics of Futures Trading, Macmillan, London.
15. Gupta, L.C. (Ed.) (1999), India's Financial Markets and Institutions, Society for Capital Research and Development, Delhi.
16. Crocker, A. (1982), International Money; Issues and Analysis, The English Language Book Society, Nelson, London.

<b>M.A (Economics) IV SEMESTER January 2017</b>		
Sub.Code	Subject Name	credits
241C	India's Foreign Trade & International Institution ( Core)	3
242C	Indian Economic Policy ( Core)	3
243D	Economics of Social Sector & Gender ( Elective Discipline)	3
244DA	Mathematical Economics- II ( Elective Discipline)	3
245DA	Econometrics- II ( Elective Discipline)	3
244DB	Economics of Industries- II ( Elective Discipline)	3
245DB	Industrial Relation and India's Legislation-II ( Elective Discipline)	3
246P	Dissertation + Viva	4
24V	Comprehensive Viva Voce	4
	<b>Total credits</b>	<b>23</b>

#### **Fourth Semester**

#### **241C – India's foreign trade and International Institutions (Core)**

**Objective: India's foreign trade is increasing day by day so that there is a need to know the system of international trade and the role of the international institution in the economic development.**

1. Foreign Trade and Economic Development. Meaning and Components of Balance of Payments, Equilibrium and disequilibrium of Balance of Payments. Factors causing disequilibrium balance of payments
2. Adjustment mechanisms of Balance of Payments Under Gold Standards, Under flexible exchange rates (price effect), Under elasticity approach Marshall Lerner condition, Under capital Movements and direct control for adjustment. Foreign Trade Multiplier and determination of Income.
3. Concept of Foreign exchange rate, Determination of Equilibrium exchange rate. Theories of Exchange rate determination the purchasing power parity theory and the Balance of Payment theory. Factor causing changes in exchange rates. Relative's merits and demerits of fixed and flexible exchange rates, concepts of spot and forward exchange rates, convertibility of currency.
4. Exchange control Meaning, features, objectives and methods of exchange control. Devaluation - Devaluation of Indian Rupee and its impact on out economy. Free Trade versus Protection cases for and against.
5. Foreign Direct Investment FII Multinational corporation Global margin equitation and Consequence. Current issues of International Trade
6. World Trade Organization -Functions, structure objectives and working of WTO India and WTO Trade Blocks EU, NAFTA, ASEAN, International Monetary Fund Origin, objectives, functions and working of the fund, India & IMF .World Bank Functions, working, India and the World Bank. Foreign Trade and Balance of payment iQ India, Recent changes in the direction and composition of trade, Major problems of Indian export sector.

#### **Books Recommended:**

6. डॉ. के.डी. स्वामी – अन्तर्राष्ट्रीय अर्थशास्त्र, सांइटिफीक पब्लि. 1990–95
7. Thomas A. Paugel- International Economics, Pub. 2015
8. Dominlok, Salventre- International Economic, Willy Pub. 2010
9. Dr. D.M. Mithani- Internation Economic, Himalaya Pub. 2004

10. BO Sodersten & Geoffroy Recd- Introduction Economic  
McMillion Pub. 2000
- 16 D.N. Dwivedi- International Finance, Vikas Publication 2013
- 17 झिंगन एम.एल. – अन्तर्राष्ट्रीय अर्थशास्त्र, वृन्दा. पब्लि. 2015
- 18 अग्रवाल/बरला – अन्तर्राष्ट्रीय अर्थशास्त्र,, लक्ष्मीनारायण अग्रवाल 1998
- 19 डॉ. वी.सी. सिन्हा – अन्तर्राष्ट्रीय अर्थशास्त्र, नेशनल पब्लि. हाऊस 1990?
- 20 Dr. P. Subba Rao- International Business, Himalaya Pub.2001
- 21 Cherwnilam Francis- International Economics  
Tata Megrawsai 1995
- 22 Ghosh Peu – International Relations, PHI Pub. 2012
- 23 Jhingam M.L. International Economics, Vrinda Pub. 2014
- 24 Carbug Robert J - International Economics, Carbug pub. 2008
- 25 Verma/ Rana - International Economics,  
Jalandhar, Sohanlal, Chand. Co.1997

### **242C –Indian Economic Policy (Core)**

#### **I. Framework of Indian Economy**

- 1: Economic Policy: An Introduction
- 2: Trend and Structure of National Income
- 3: Demographic Features and Indicators of Development
- 4: Poverty and Inequality: Policy Implications
- 5: Employment and Unemployment: Policy Implications

#### **II. Development Strategies In India**

##### **1. NITI Aayog – A critical Appraisal**

- 2:Economic Reforms in India
- 3: Critique of Economic Reforms
4. Special Programme – SEZ's, Policy related to poverty removal – MANREGA, NRLM, Jan Dhan yojna, women empowerment and welfare yojna.

#### **III. Sectoral Performance –I**

- 1: Agricultural Growth, Productivity Trends and Crop Patterns
- 2: Issues and Concerns in Indian Agriculture
- 3: Industrial Sector in Pre-reform Period
- 4: Industrial Sector in Post-reform Period with Emphasis on Small-Scale Sector

#### **IV. Sectoral Performance - II**

- 1: Infrastructure.
- 2: Indian Financial System: Money Market and Monetary Policy
- 3: Capital Marketing India and Working of SEBI

#### **V. Economic Planning in India**

- 1: Rational features and objective. The strategy of panning
- 2: Resource relocation in Indian plans: Eleventh five year plan.

### **Books Recommended:**

1. Uma Kapila – Indian Economy Since Independent Academic New Delhi, Pub. 2006
2. दत्त एवं सुन्दरम – भारतीय अर्थशास्त्र, एस.चन्द्र एंड संस, 2008
3. Ruffar Datt, KPM Sundaram – Indian Economy, एस.चन्द्र एंड संस, 2002
4. मिश्र एवं पुरी – भारतीय अर्थशास्त्र
5. Mishra V.K. & Puri S.K.- Indian Economy , Himalaya Pub. 2014
6. Datt Gaurav, Ashwini Mahajan, Indian Economy, S.Chand Pub. 2008
7. गौरव दत्त, अश्विन महाजन – भारतीय अर्थव्यवस्था, एस.चन्द्र एंड संस, 2008
8. P.K.Dhar- Indian Economy, Palyani Pub. 2001
9. B.N. Singh, M.P. SHrivastava- Indian Economy Anmol Pub. 2000
10. Bimal Jalan- The Indian Economy, Pengium Book, India Pub. 1994
11. V.K.R.V.Rao- Great Indian Economics, Deep & Deep Pub. 2004
12. Romani Nair, N. Irvathi- Indian Economics, Interline Pub. 2003
13. A.N.Agrawal- Indian Economy, Vishwa Prakashan 2005
14. एन. अग्रवाल– भारतीय अर्थशास्त्र, विश्व प्रकाशन, 2005

### **243 D – Economics of Social Sector and Gender (Elective Discipline)**

**Objective: To provide the knowledge regarding the role of social sector and gender in economic development.**

1. Education as an instrument for economic growth, Economic of Education, Cost of Education. Expenditure of education, Direct & indirect benefit: Education Planning and economic growth manpower planning, educational finance.
2. Economics of Health Essentials of Health Economics, Determinant Factor of Health, Externalities and Health care , Health care and Insurance Problems of Public Health in low Income countries , Problems reforms and lessons for India Infrastructure of health care system in India.
3. Gender Economics- Strategy for Women Development in India Role of N.G.O in Women Development in India. Development index (Human Development index. Gender Development index and Gender Empowerment measure (GEM) Women in Media. Factor Affecting Decision making by women . Gender Discrimination, Gender Bias.
4. Demographic Aspects - Demography of female population: Age structure, mortality rates, and sex ratio — Causes of declining sex ratios and fertility rates in LDCs and particularly India — Theories and measurement of fertility and its control; Women and their access to nutrition, health, education, and social and community resources, and their impact on female mortality and fertility, economic status, and inwork participation rate.
5. Women in Decision Making- Factors affecting decision making by women; property rights, access to and control over economic resources, assets; Power of decision making at household, class, community level; Economic status of women and its effect on work-participation rate, income level, health, and education in developing countries and India; Role of kinship in allocating domestic and social resources.

### **Books Recommended :**



1. Boserup E. (1970), Women's Role in Economic Development, George Allen and Unwin, London.
2. Desai, N. and M.K. Raj (Eds.) (1979), Women and Society in India, Research Center for Women Studies, SNDT University, Bombay
3. Government of India (1974), Towards Equality – Report of the Committee on the Status of Women in India, Department of Social Welfare, Ministry of Education and Social Welfare, New Delhi.
4. Krishnaraj, M., R.M. Sudarshan and A. Shariff (1999), Gender, Population and Development, Oxford University Press, New Delhi.
5. Seth, M. (2000), Women and Development: The Indian Experience, Sage Publications, New Delhi.
6. Srinivasan K. and A. Shariff (1998), India: Towards Population and Development Goals, Oxford University Press, New Delhi.
7. Venkateswaran S. (1995), Environment, Development and the Gender Gap, Sage Publications, New Delhi.
8. Wazir, R. (2000), The Gender Gap in Basic Education: NGOs as Change Agents, Sage Publications, New Delhi.

### **244 DA – Mathematical Economics – II (Elective Discipline)**

**Objective: To sharpen the analytical ability and develop understanding of quantitative models.**

1. Simple Integration, Definite Integral and its application in Economics.
2. Differential equations
3. Simple difference equations and their application in Economics. Application in Cobweb Model, Harod- Domar Model, Dynamic multiplier.
4. Meaning of Input output model; its assumptions; application of Input-output model.
5. Linear Programming- General Formulation of Maximization and Minimization problem. Graphical and Simplex method and interpretation of results.
6. Basic concepts of Game Theory; Classification and description of Games, types of solution to Two Person Zero Sum Game.

#### **Books Recommended:**

1. A.C. Chaing: Fundamental Methods of Mathematical Economics (II Ed.)
2. Mehta and Madnani: Mathematics for Economists
3. Allen, R.G.D. : Mathematical Analysis for Economics Analysis
4. G.S.Moonga: Mathematics and Statistics for Economists- Vikas Publications
5. J. M. Henderson and R. E. Quandt, Microeconomic Theory: A Mathematical Treatment, New York: McGraw-Hill, 1980.
6. An Introduction to Mathematical Economics, Badlani, Bradfield, Turner, Cengage learning
7. Mathematics for Economists: An elementary survey(2<sup>nd</sup> edition), Taro Yamane, eastern Economy Edition

### **245DA - Econometrics – II (Elective Discipline)**

**Objective: To develop the mathematical, statistical and analytical approach in the economics with the help of econometrics.**

1. Matrix Approach to Linear Regression Model. Assumptions, OLS Estimation and their properties. Interpretation of Results.
2. Comparison of ANNOVA and Regression Analysis; F-Test and T-Test.
3. Autoregressive Distributed Lag Models- Adaptive Expectation Model, Partial Adjustment Model, Estimation of Autoregressive Model, Detecting auto correlation in Autoregressive Model. The Almon Approach to Distributed Lag Model and Principal Component Analysis.

4. Basic tests used in Econometrics- Chow Test, Grangers test of causality, Breusch-Godfrey test, Dickey-Fuller test.
5. Application of LRM for estimation of Growth rate, demand function, production function.
6. Mixed Estimation Methods, Restricted Least Squares (RLS).
7. The Maximum likelihood methods.
8. Panel Data Regression Models- Pooled OLS method, Fixed effect LSDV model, Random Effect model.
8. Basics of time series analysis; Random walk theory and introduction to ARIMA and its application in forecasting.

**Books Recommended:**

1. Gujarati, D.N. Basic Econometrics (5<sup>th</sup> Edition) MC Graw Hill New Delhi.
2. Koutsoyiannis, A, Theory of Econometrics (2<sup>nd</sup> Edition), The Macmillan Press Ltd. London
3. Maddala, G.S, (3<sup>rd</sup> Edition) Introduction to Econometrics, McMillan, London

**Suggested Readings**

4. Gujarati D.N., Econometrics by Example, Palgrave Macmillan
5. J. Woolridge, Introductory Econometrics (5<sup>th</sup> Edition), South-Western Educational Publishing
6. Principles of Econometrics, N. Hatekar, Sage Publishing House
7. Krishna, K.L., Economic Application in India, Oxford University Press, Delhi.

**244DB GI - Industrial Economics II (Elective Discipline)**

**Objective: To introduce about the different industries and their policies and problems.**

1. Investment Expenditure, Methods of Evaluating Investment Expenditure, Mergers and Acquisition (M & As) and Diversification. Global Competitiveness of Indian Industries.
2. Growth and current problems of selected large scale industries in India Iron & steel, Cotton textiles, Jute, Cement, Sugar and engineering goods. (Organised in Manufacturing Sector), Development of Small Scale and Cottage Industries in India.
3. Sources of Industrial finance Equity (owned), debt (external) Role & growth of major funding agencies IOBI, IFCI, SFDs, SIDS and Commercial banks etc., in the Indian Industrial development. Role of FDIs in Industrial development.
4. Regional Distribution of Industries and Regional disparities in Industrial Growth along with Special Reference to Industrial Development of Madhya Pradesh.
5. Man Power Planning

**Books Recommended:**

1. Cherunilam, F (1994)-Industrial Economics in Indian Perspective 3<sup>rd</sup> Edition, Himalaya Publishing House, Mumbai.
2. Jalan B (1996) -India's Economic Policy, Viking, New Delhi
3. Singh & Sadhu -Industrial Economics, Himalaya Publishing House
4. Naidu K.M. (1999)- Industrialization & Regional Development in India
5. Mamoria & Mamoria -Dynamic of Industrial Relations in India
6. Divine P.J. & R.M. James et.al. (1976) -In Introduction to Industrial Economics George Allen and Unwin Ltd. London.
7. Hay D. & D.J. Morris -Industrial Economics Theory & Evidence, Oxford University Press, New Delhi
8. Ahluwalia, I.J. (1985) Industrial Growth in India, Oxford University Press, New Delhi.
9. Barthwal, R.R. (1985), Industrial Economics, Wiley Eastern Ltd., New Delhi.
10. Chernuliam, F. (1994), Industrial Economics: Indian Perspective (3<sup>rd</sup> Edition), Himalaya Publishing House, Mumbai.
11. Desai, B. (1999), Industrial Economy in India (3<sup>rd</sup> Edition,) Himalaya Publishing House, Mumbai.
12. Divine, P.J. and R.M. Jones Et. Al (1976), An Introduction to Industrial Economics, George Allen and

Unwin Ltd., London.

13. Government of India, Economic Survey (Annual)

14. Hay, D. and D.J. Morris (1979), Industrial Economics: theory and evidence, Oxford University Press, New Delhi.

15. Kuchhal, S.C. (1980), Industrial Economy of India (5th Edition), Chaitanya Publishing House, Allahabad.

16. Reserve Bank of India, Report on currency and Finance (Annual)

17. Sing, A and A.N. Sadhu (1988), Industrial Economics, Himalaya Publishing House, Mumbai.

### **245DB - Industrial Relations and Labour Legislation - II (Elective Discipline)**

**Objective: To introduce the workers participation in the industrial management and their legislation.**

1. Industrial Relation and Human Relation.
2. Industrial Disputes.
3. Prevention and Settlement of Industrial Disputes.
4. Workers participation in Management.
5. Profit Sharing and Co-partnership.
6. Personnel Management.
7. National Wage Policy
8. Man Power Planning.
9. Labour Legislation in India.
10. Second National Commission on Labour.

#### **Book Recommended:**

1. Lester, R.A. (1964) Economics of Labour (2<sup>nd</sup> Ed.), Macmillan, New York. Pepola, Ghosh and A.N. Sharma (1993) Labour Employment and Industrial Relations in India B.R. Publishing House, New Delhi
2. Datt, G. (1966) , Bargaining Power , Wages and Employment : An Analysis of Agricultural , Labour : Markets in India ; Sage Publishers , New Delhi .
3. Hajela, P.D. (1998) , Labour Restructuring in India : A Critique of the New Economic Policies , Commonwealth Publishers, New Delhi.
4. Jhabvala, R. and R.K. Subrahmanya (Eds.) (2000), The Unorganised Sector : Work Security and Social Protection ; Sage Publications, New Delhi
5. Lester, R.A. (1964) , Economics of Labour (2nd Edition), Macmillan, New York.
6. McConnell, C.R. And S.L. Brue (1986) , Contemporary Labour Economics , McGraw –Hill , New York.
7. Papola , T.S.P.P. Ghosh and A.N. Sharma (Eds.) (1993), Labour , Employment and Industrial Relations in India , B.R. Publishing Corporation , New Delhi.
8. Rosenberg M.R. (1988) , Labour Markets in Low Income Countries in Chenery , H.B. and T.N. Srinivasan (Eds.) The Handbook of Development Economics North- Holland, New York.
9. Venkata Ratnam, C.S. (2001) , Globalization and Labour – Management Relations : Dynamics of Changes , Sage Publications/Response Books , New Delhi.

## **PROJECT WORK**

The students will be required to take Project work compulsorily in second year. The project work should be based on field work, working of any economic organization like cooperatives, local markets, panchayats, nagarpalikas, mandies, banks etc. The students should be advised to explore the job opportunities with NGOs and other Govt. and semi Govt, organizations. The evaluation of this project work will be done at two stages.

**Stage-I** -: Preparation and presentation of Synopsis before a committee of experts. This will be evaluated at the end of third semester.

**Stage-II** -: Final submission of the Project Report, which will be evaluated at the end of fourth semester.

### **246P- Dissertation + Viva**

**Objective: To generate interest & understanding to analyze the facts and figure of the socio-economic issues.**

Student will have to write a case study under the guidance of a faculty member, on the allotted subject/topic. It should cover basic concept of the research and issues of current economic problems of the country. A Board of Examiners will evaluate the Case study at the end of Semester. The student will be required to make presentation through Power Point Presentation.

Task On or before

Submission of topic to the course advisor

September 30

Submission of Synopsis

October 31

Submission of Case Study (MRP)

Second Week of April

M RP Viva      Second w

**PhD (Economics) Coursework  
Syllabus  
One Semester course  
2018**

**School of Economics**  
**(A Department under UGC-SAP Programme)**  
**Devi Ahilya Vishwavidyalaya, Indore**

**PhD (Economics) Coursework**

**System of examination as per university ordinance 11**

(a) The candidates already completed the course work with at least 55% of marks in M.Phil. and admitted to the Ph.D. programme shall be exempted from the Ph.D. course work and its fee. All other candidates admitted to the Ph.D. programme and submitted the Ph.D. registration form shall be required to complete the course work of 16 credits as prescribed by the University/ Research Centre during initial one or two semesters. The course work shall be treated as prerequisite for Ph.D. preparation. All courses prescribed for Ph.D. course work shall be in conformity with the credit hour instructional requirement and shall specify content, instructional and assessment methods. The examination and evaluation scheme for Ph.D. course work shall be as per the examination and evaluation scheme of the University applicable to the other programmes of the UTDs

1. The courses of study for PhD (Economics) Examination shall be a period of six months
2. Grading will be done on 7 point scale O at 10, A+ at 9, A at 8, B+ at 7, B at 6, and F less than 50 marks in the **first attempt**. In the repeated **second attempt** the 7 point scale will be O at 9, A+ at 8, A at 7, B+ at 6.
3. Each student has to appear in at least two internal tests and End semester examination; otherwise the student will be awarded **F** in the concerned subject.
4. Out of three internal assessments, best two will be considered along with end semester examination marks.
5. Scores will be converted to grades as follows:-

<b>Letter Grade</b>	<b>Grade Points</b>	<b>Description</b>	<b>Range of Marks (%)</b>
O	10	Outstanding	90-100
A+	9	Excellent	80-89
A	8	Very good	70-79
B+	7	Good	60-69
B	6	Above Average	50-59
F	0	Fail	0-49
Ab	0	Absent	Absent

The Ph.D. course work shall contain the following courses:

- (i) Research Methodology - 4 credits
- (ii) Review of Published Research in the relevant field -3 credits
- (iii) Computer Applications- 3 credits
- (iv) Advance course in the relevant subject- 3 credits
- (v) Comprehensive Viva-Voce- 3 credits

The course on Research Methodology should cover areas such as statistical research methods, research ethics, research report writing, etc. The course on Review of Published Research in the relevant field will be undertaken under the supervisor or the regular teacher of the centre of course work and the candidate has to consult the library or other resources to carry out the literature review. At the end of the semester the candidate has to submit a brief report on the literature review for evaluation, which will be done by the two examiners. The course on computer applications will include the computer applications helpful in the relevant subject. The advanced course in the relevant field shall comprise the topics related to the subject of research. The syllabus of the courses on research methodology, computer applications, and advanced course shall be decided by the concerned Board of Studies.

The final grades shall be submitted to the University. The University shall issue the certificate of the Ph.D. course work in the prescribed format (**Appendix-III**), available in ordinance 11.

- (b) The course work shall be conducted in the University Teaching Departments/ Research centers as approved by the Vice chancellor.
- (c) A combined course work for M.Phil. and Ph.D. students may be conducted for a single / group of subjects wherever possible.
- (d) If found necessary, course work may be carried out in sister UTD/ Institute within the University for which due credit will be given.
- (e) If a student obtains F or Ab Grade in a course/ subject, he /she will be treated to have failed in that course. He / she have to reappear in the examinations of the course as and when conducted or arranged by the UTD in the next semester. Marks obtained earlier in continuous assessment may be carried forward and added to the marks obtained in repeat end-semester examination to decide the grade in the repeat course. The student has to pay the prescribed fee for repeating the course. If he/she further fails in the course, he/she shall not be given another chance and he/ she shall be out of the Ph.D. programme. No student shall be allowed to repeat the course to improve the grade if he/ she pass the course.
- (f) The candidate has to obtain a minimum of 55% of marks or its equivalent grade points in aggregate in the course work in order to be eligible to continue in the Ph.D. programme.

### **PhD Course Work Syllabus (Economics) 2018**

Course Code	Name of Subject	Classroom Interactions (Hrs/Week)	Max. Marks	Internal Assessment	End Semester exams	Credits
411	Research Methodology	4				04
412	Review of related Literature	3	100	40	60	03
413	Computer Application	3	100	40	60	03
414	Indian Economic Policy	3	100	40	60	03
415	Comprehensive Viva Voce	-	100	--	40**	03
	<b>Total Credits</b>	13	--	--	--	16

## 411. Research Methodology (4 Credits)

**Objective: This paper is helpful to develop the research problem, its analytical tools and techniques to test the hypothesis and analyze the problem.**

1. Meaning of research in Economics: Types of Research (descriptive vs. analytical, fundamental vs. applied, qualitative vs. quantitative, conceptual vs. empirical, empirical vs. simulation based, conclusion oriented vs. decision oriented, historical vs. a-historical etc.).
2. Research Methodology, methods and Techniques- differences among them, the logical framework of investigation, the nature of problem and appropriate methodology, macro-level vs. micro-level research, problems in aggregation, methodology leading to methods and then techniques, analysis of historical records, participant or non-participant observation, mass observation, questionnaires, personal interviews, group interviews, case studies, small group study.
3. Formulation of research problem- identification and operationalization of the problem, development of working hypothesis, preparation of research design, investigation in availability of information, sampling design, error minimization, evaluation of time and cost, Measurement scales, collection of information.
4. Review of statistical tools/methods for social research – for univariate and bivariate analysis. F- Test, ANOVA-one way and two way. Significance of correlation coefficient, significance of regression coefficient
5. Simple Concept of Probability and Theoretical Frequency Distribution, (Binomial, Normal & Poison)
6. Formulation of Hypothesis- criteria of a good hypothesis, types of research hypothesis, advantages of Hypothesis. Hypothesis Testing Procedure, Type I and II Error, Concept of Significance. One sample parametric tests, two sample parametric tests- Test of significance for large and small samples – Student's –'t' test and Z-test, tests for Mean and difference between means and difference between proportions.
7. Non Parametric tests- Chi-square test-  $\chi^2$ , Mann-Whitney Test:U, Wilcoxon Signed Rank Test:T.
8. Processing of collected information, interpretation and generalization, systematization of findings, writing of report, references and bibliography.

### Reading List

P.C.Tripathi: A Textbook of Research Methodology in Social Sciences, Sultan Chand & Sons  
Goodle William J. Hatt Paul K.: Methods in Social Research, McGraw-Hill Book Company.  
Bhattacharyya D.K. Research Methods, Excel Books



Scotter A Miller 2007 Developmental Research Methods, Sage Publication.

#### **412. Review of Literature (3 credits)**

Students would be given topics to search for literature review. The candidate will be required to submit the report on the review of literature topic given by the department. This will be done under the supervision of same teacher or the guide of the student.

### **413. Computer Application (3 credits)**

**Objective: The candidate should gain sufficient practical knowledge for use of computer and computer software for use in research work.**

**Hence assessment of this subject would be on a continuous basis, practical application of the subject would be assessed at three stages. (20+20+60)**

Basic knowledge of application software's in MS- Office with focus on

1. MS-Word- its features and applications related to presentation of text in decent format and saving the same for further use. The practical knowledge of this software should enable the candidate to type and prepare the thesis in a presentable format.
2. MS-Excel- construction of worksheet and inserting data according to its characteristics, use of statistical tools and their presentation in the form of charts and graphs.
3. MS- Power point – create power point presentation on a topic related to the theme of thesis and use of different presentation techniques.
4. Use of SPSS – method of preparing data sheet and entering data according to its characteristics , use of various statistical tools on SPSS.
5. Use of Internet for research work and exploring various websites and search engines for collecting quality literature review and secondary data etc. related to thesis work.

## **414 – Indian Economic Policy**

*Objective: To have in-depth knowledge about policy measures in different sectors of Indian economy and their implications.*

### **Unit 1. Framework of Indian Economy**

- 1.1 Economic policy: An Introduction, Meaning, importance
- 1.2 National income: Trends and Structure of National Income
- 1.3 Demographic features and indicators of Economic Development & Growth, Rural-Urban Migration, Indian population policy.
- 1.4 Poverty and inequality, Nature, policy & implications.
- 1.5 Employment and unemployment – Nature, Central and State Government's policies, Policies implications.

### **Unit 2. Development Strategies in India**

- 2.1 Agricultural Pricing, marketing & finance policies.
- 2.2 Economic Reforms – Rationale of Economic Reforms, Liberalization, Privatization and Globalization of the economy.
- 2.3 Role of Public Sector – Redefining the role of public sector, Government policy towards Public sector, problems associated with privatization.
- 2.4 Assessment of Economic Reforms.

### **Unit 3. The Economic Policy and Infrastructure Development**

- 3.1 Energy and Transport
- 3.2 Social Infrastructure - Education and Health.
- 3.3 Issues and policies in financing infrastructure Development.
- 3.4 Indian Financial System – Money Market and Monetary Policy –financial Sector Reforms – Review of  
Monetary Policy of R.B.I., Capital Market in India

### **Unit 4. The Economic Policy and Industrial Sector**

- 4.1 Industrial Sector in Pre–reforms Period, Growth and Pattern of Industrialization.
- 4.2 Industrial Sector in Post – reform Period – Growth, Pattern and Small Scale Industries.
- 4.3 Labour Market - Issues in Labour Market, Reforms & Approaches to Employment Generation.

**Unit 5.** Foreign Trade Policy, Fiscal Policy 2000, Finance Commission (Latest), Issues and Strateging 13<sup>th</sup> plan

## **READING LIST**

1. Ahluwalia.I.J. and I.M.D. Little 1999. India's Economic Reforms and Development.
2. ( Essays in Honour of Manmohan Singh), Oxford University Press, New Delhi.
3. Bardhan PK. (9th Edition) (1999) The Political Economy of Development in India. Oxford University Press, New Delhi.
4. S. and P.S. Raikhey (Ed) (1977). Structural Changes in Indian Economy. Guru Nanak Dev University Press, Amritsar.
5. Brahmananda PR and V.A. Panchmukhi (Eds)(2001), Development Experience in Indian Economy, Inter-State Perspectives, Bookwell, Delhi.
6. Chakravarti, S. (1987). Development Planning; The Indian Experience, Oxford

