



DEVI AHILYA VISHWAVIDYALAYA, INDORE

School of Economics

1.1.2

Minutes of the Meetings and Changes in Syllabus



A syllabus review meeting was organised on 9/7/14 at 3:30 PM in placement room of SOE to review the curriculum of ~~marketing~~ international business. Mrs. Payal Pathak, Director Ethna group has been invited along with student coordinator. All the related subjects were reviewed & suggestions were offered by her.

Mrs. Payal Pathak - Payal P
Dr. Vishakha Barkarumble - Barkarumble
Dr. Rekha Acharya - Acharya

Student co-ordinator
Ms. Poonam Sarda.

Sharda

Suggested changes in Annexure

2

amendment
committee

Acharya
9/7/14

Syllabus Review Meeting.
for M.B.A (Finance) 2014-15 Session.

A syllabus review meeting was held on 9/7/14 at 2:30 PM to review the subjects related to finance specialization. Prof. Somya Roy was invited as a subject expert and

were student co-ordinators. All the subject were reviewed by him and suggestions were offerer. The details are given as follow-

Prof. Somya Roy. - Somya Roy/9.7.14

Dr. Vidya Jaisankar. vidya

Ms. Ekla Rokde

Mr. Dinesh Bagale

Mr. Mohitash Nagotra

Ekla Rokde

9/7/14

M. nagotra

Student Coordinator

Suggested changes in Annexure 1

~~Ashay~~

(Coordinator)
Syllabus review comm.

SOE-

10/7/14

In continuation to syllabus review meetings, Mr. Manish Sharma, IPS Academy, was invited to review the syllabus of subjects related to ~~subject~~ marketing subjects along with student coordinators and internal faculties.

• Mr. Manish Sharma,

IPS Academy, Indor.

• Dr. Aakanksha Singhi

• Dr. Vasim Khan

Manish
10/7/14

Suggested Changes in Annexure - 3

~~Manish~~
10/7/14

12/7/2014

On 12/7/2014, Dr. Aruna Kusmakar was invited to evaluate the review of literature of M.Phil students, (Isem) 2013-14 batch. She has also reviewed the syllabus of M.A course.

Suggestions were given by her is incorporated. The committee members were →

Dr. Aruna Kusmakar

Dr. Rekha Acharya

Dr. Vishakha Kutumbale

Dr. Sakhasam Mujalde

Dr. Soneal Sharma

~~Aruna~~
12.07.14
~~Rekha~~
12/7/2014

~~Soneal~~
Soneal

Suggested changes in 4 Annexure

~~Rekha~~
12/7/14

a

A Syllabus Review Meeting (workshop) was organised on 4/7/16 at 3:30 PM in placement room of School of Economics (SOE) to review the syllabus of it courses MBA (IB/BE/FS) and M.A for the academic session 2016-17. The following faculties from different institutions were invited to give their expert inputs in the syllabus.

External Experts

- 1) Prof. Vipin Choudhary - (Marketing)
(Prestige Institute & Mgmt. R. (PIMR))
- 2) Prof. Nitin Tated (Finance)
(PIMR, Indore)
- 3) Mr. Ketan Mulchandani (Finance)
(IPS Academy, Indore)
- 4) Dr. Prateek Maheshwari (Marketing)

[Signature]
4.7.2016

[Signature]
4-7-2016

[Signature]
4/7/16.

[Signature]

Internal Experts -

1) Dr. Aakanksha Singhi

[Signature]
4/07/16

2) Dr. Vasim Khan

[Signature]
04/07/16

3) Dr. Ekla Rokade

[Signature]
04/07/16

4) Dr. Vidya Telang

[Signature]
vidya

suggested changes in Annexure 5

[Signature]
4/7/16

A syllabus review workshop was held in the placement room of SOE, DAVV, Indore to review the syllabus of MBA (IB) international Business for the academic session of 2016-17. The following faculties from different institutions were invited to provide their experts inputs in the syllabus.

D External Experts

A) Ms. Veena Dadwani
Corporate Trainer
(ICI), Indore

Veena
5/7/16

(B) Mr. Arpan Shrivastava
(IPS Academy)
Internal Expert

~~Arpan~~
5/7/16

A) Dr. Rekha Acharya

~~Rekha~~
5/7/16

B) Dr. Vishakha Kuttumbale

~~Vishakha~~
5/7/16

Suggested changes in Annexure 6

~~Acharya~~
4/7/16

दिनांक - 13/07/2016

अर्थशास्त्र अध्ययनशाला
देवी अहिल्या विश्वविद्यालय, इंदौर

अर्थशास्त्र अध्ययनशाला में वर्ष 2016-18 एम .ए. अर्थशास्त्र के पाठ्यक्रम की समीक्षा हेतु समिति गठित की गई जिसमें निम्न सदस्यों को समिति के सदस्य मनोनित किया।

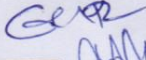
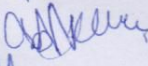


1. डॉ. सखाराम मुजाल्दे, वरिष्ठ व्याख्याता
2. डॉ. आकांक्षा सिंगी, वरिष्ठ व्याख्याता
3. डॉ. विशाखा कुटुम्बले, वरिष्ठ व्याख्याता

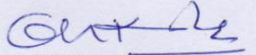
Arunkumar
विभागाध्यक्ष
HEAD
School of Economics
DAVV, INDORE

दिनांक - 16/07/2015

अर्थशास्त्र अध्ययनशाला
देवी अहिल्या विश्वविद्यालय, इंदौर

अर्थशास्त्र अध्ययनशाला में वर्ष 2015-17 एम .ए. अर्थशास्त्र के पाठ्यक्रम की समीक्षा हेतु समिति गठित की गई जिसमें निम्न सदस्यों को समिति के सदस्य मनोनित किया।

1. प्रो. गणेश कावडिया, विभागाध्यक्ष 
2. डॉ. सखाराम मुजाल्दे, वरिष्ठ व्याख्याता 
3. डॉ. आकांक्षा सिंगी, वरिष्ठ व्याख्याता 
4. डॉ. विशाखा कुटुम्बले, वरिष्ठ व्याख्याता 


विभागाध्यक्ष 16/7/15
HEAD
School of Economics
DAVV, INDORE

SCHOOL OF ECONOMICS

Revised Syllabus for MBA (FS) 2014-16

711A - 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 Behavior, 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.
5. „Managerial Economics“ Geetika, PiyaliGhosh and Purba Roy Choudhhury, Tata IInd Edition
6. **"Managerial Economics" by Atmanand, Excel Books, Latest Edition**

722A-Human Resource Management & HR Accounting

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 corporates

UNIT I the Field of HRM: Need and significance of HRM, HRM function, environmental influence on HRM, ASTD HRM Model.

Unit II 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.

UNIT III-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.

UNIT IV-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

UNIT V-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:

1. "Human Resource Management --Robert L. Mathis and John H. Jackson," South Western College Publishing. Latest Edition
2. "Human Resource and Personnel Management",--William B. Werther Jr. and Keith Davis, Singapore, McGraw hill publication, Latest Edition
3. Human Resource Management—C.B. Gupta, Sultancvhand and Sons,6th edition, 2005
4. Human Resource & Personnel Management—K.Aswathapa, Tata McGraw-Hill Publication Ltd, 4th edition, 2005
5. Human Resource Management—S.P.Robbins, Printice Hall Publication, 3rd edition, 1988
6. Human Resource accounting practices in Indian industries, MamtaRatti, Management Prudence Journal, vol 3, Issue 1,Published 2012
7. Human Resource accounting—R.K .Gupta, Anmol Publications, Pvt.Ltd. Latest Edition
8. Human Resource Accounting ---N.P agarwal, neha publisher & distributor, Latest Edition

721H- Financial Management & Corporate Finance

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

1. Introduction to Financial management – Meaning and evolution, significance and goals, Functions of a financial 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

731L- Security Analysis & Portfolio Management

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

1. Introduction: Concept of Investment, Investment verses Speculation, Financial and Economic Aspect of Investment, Types, Characteristics and Objectives of Investment.
2. Risk Return: Concept of Risk and Return, Systematic and Unsystematic Risk, Multifactor model of Risk and return, Efficient capital markets, Concept of Beta, Capital Assets Pricing Model, SML and CML Valuations
3. Valuation of Securities – An introduction to security valuation, Macroeconomic and Market analysis, The global asset allocation decision'
4. Valuation of Bonds: PV Model, Bonds Yield, Measures Duration, Modified Duration, **Immunization Conversity**, Bond Value Theorem.
5. Security Analysis: Fundamental Analysis and Technical Analysis, Dow Theory, Elliott Wave Theory, Efficient Market Theories and Testing.
6. Portfolio Concepts: Portfolio and Security Returns, Diversification, **Markowitz Model**, Sharp Index Model.
7. Factor Models and Arbitrage Pricing Theory.
8. Portfolio Investment Process.
9. Portfolio Evaluation: Measures of Returns, Formula, Plans, Sharpe and Treynor Measures.
10. Trading Mechanism with the help of softwares.

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, 9th Edition, 2000.

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 Spot 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. Role of Forward market Commission, Overview of Commodity Exchanges
4. 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.
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 basic 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, butter-Fly, calendar and diagonal spread, Straddles, stir rip and straps, Options valuation and pricing, over the counter exchange option, index options
7. 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
8. 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, 4th edition, 2001

732C – Principles Practices & Regulation of Insurance

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

1. Life Insurance – Introduction to life insurance, Life Insurance products- Options, Guarantees and Risks, Underwriters, Computation of Premium/Bonus, Insurance Documents, Claims of Life Insurance, Group Insurance & Pension Plans, Double insurance & Reinsurance, Financial Planning & Taxation, Regulatory Matters, Agent –Procedure & Functions, Agency commission structure, Personal Development and Behavioral aspects.
2. General Insurance - Introduction to general Insurance, Fundamentals / Principles of Insurance, Insurance Documents, Theory and Practice of Rating, Legislative and Regulatory matters regarding Fire Insurance, Marine Insurance, Motor Insurance, Personal Accident Insurance, Health Insurance, Liability Insurance, Engineering Insurance, Miscellaneous Insurance – 1& 2, Claims, Rural Insurances, Obligations of Insurers to the Social Sector, Risk Management, Miscellaneous Matters, Fundamentals of Agency Law, Procedure for Becoming an Agent, Functions of the Agent.

3. Role of technology in delivery of insurance services

4. Establishment of IRDA

- Role of IRDA
- Short title and commencement
- Definitions
- Issues and / or renewal of license
- Qualification of Advisor, Training, Fee
- Code of Conduct
- Notifications
- Role of Insurers to the Social Sector

Books recommended:

1. O.S.Gupta, Life Insurance, Special Reference to LIC

2. 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. R.M.Shritastava, Management of Indian Financial Institutions, New Delhi, Himalaya Publications, 7th Edition 2000.

742E – Investment and Merchant Banking

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. Depository Services - depository system, meaning, depository and depository participant, SEBI guidelines, Dematerialization of shares, dematerialization of shares, advantages of depository system.
4. Public issue management: SEBI Guidelines and regulations.
5. Pre-issue and post issue management – Obligations, requirements, operational guidelines.
6. Issue management intermediaries - Under writers, Registrars, Debenture Trustees, Portfolio managers, bankers and brokers to an issue.
7. Project Appraisal - : Investment Bankers & Projects, Conceptualization of a Project Idea, Preliminary Feasibility Study, Project Report Preparation, Project Financing in India.
8. **Recent Innovations – Designing Customized Instruments – Pricing of Instruments – Implications of Overpricing and under pricing - pricing Practices in the market.**
9. Regulation of ECBs, ADRs, GDRs, Understanding Client's Requirements – Evaluating Different Instruments.
10. 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.

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

Books 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.

731K - Financial Products & Services

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. Plastic Money – Concept and operation of VISA, Master Card, Diners Club

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.

SCHOOL OF ECONOMICS

Revised Syllabus for MBA (FS) 2016-18

Notes-723 C- Research Methodology (Core), 725 C- Organizational Behaviour (core), 728SF- French - (Soft Skills) 728SG -GERMAN (Soft Skills),738G -Entrepreneurship (Elective Generic), are new subjects introduced in 2016-18.

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 , 3rd 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. 4th 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 Edtion

2. “Financial Institutions & Markets Future & Regulations”, Meir Kohn Oxford University Press, 2007

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 nursing 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 ,6th edition publication-Cengage Learning.
2. Banking & Insurance –Law & Practice, The institute of company secretary of india published By taxmann publication.
2. 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.

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. ***Goods and Services Tax (GST) Act 2017 – History of Indirect Taxes in India, Introduction to GST, Purpose and rationale of GST, Advantages and Challenges of GST, Basic Terminology, Registration, Types of GST – CGST, SGST and IGST, Allocation of GST, Input Tax Credit.***

Reference Books.

1. Direct tax planning - S.P Goyal Sahitya Bhawan Agra
2. Direct tax planning & management - Dr.Vinod K. Singhanian., Dr. Kapil Singhanian, Taxmann Publications New Delhi
3. Direct taxes Law and Practice - Dr.Vinod K. Singhanian., Dr. Kapil Singhanian, 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

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

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.

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- 2- MkW- I[kkjke eqtkYns] ofj"B O;k[;krk**
- 3- MkW- vkdkaf{kk flaxh] ofj"B O;k[;krk**
- 4- MkW- fo'kk[kk dqVqEcys] ofj"B O;k[;krk**

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Batch 2015-17

The syllabus review committee has taken by decision -

A new paper is being introduced in the first semester (217A) “Essay on Current Economic Issues”

A new paper is being introduced in the first semester (214C) “Mathematics for Economics”

A new paper is being introduced in the second semester (223C) “Urban Planning”

A new paper is being introduced in the second semester (226SF) “French”

A new paper is being introduced in the second semester (226SG) “German”

217A - Essay on Current Economic Issues

Objective:

-To inculcate reading and creative writing habits in students and update them with the current issue.

-To develop the ability to comprehend and link current issues with the theories taught in economics.

The scheme of the activities for this subject is as follows:

I Internal: Students have to submit review of 5 articles along with the clipping from economic and business newspapers. (20 marks)

II Internal: Students have to submit review of 5 research papers from various economics and management journals. (20 marks)

III Internal: Students have to prepare an essay on a current topic given by the faculty and write it in form of the III test. (20 marks)

External exam: Part I Presentation on current issues and Part II An essay in written exam (60 marks).

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

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 Chand & Sons 1994

223C: Urban Economics (Core)

Objective: To develop an appreciation of the planning issues involved at the scale of a town or a city.

INSTRUCTIONAL OBJECTIVES

To expose the students to the history and development of planning, its relevance & application to modern day principles of town planning.

UNIT 1 INTRODUCTION TO TOWN PLANNING AND PLANNING CONCEPTS

Definitions of Urban planning, levels of planning and steps for preparation of a urban plan, survey techniques in planning, concepts, functions, components and preparation of a development plan. Planning concepts related to garden city, geddesian triad, neighbourhood planning, radburn layout, ekistics, satellitetowns and ribbon development.

UNIT 2 ANCIENT SYSTEM OF TOWN PLANNING IN INDIA

Indus valley civilization - Mohenjodaro, Harappa, Extracts of planning thought behind Fatehpur sikhri, Shahjahanabad, Jaipur and Delhi

UNIT 3 ZONING AND DEVELOPMENT CONTROL

Concepts in Regional and Metropolitan planning, land subdivision regulations and zoning, nature of regulations and control, the comprehensive role of urban design in town planning process.

UNIT 4 INTRODUCTION TO HUMAN SETTLEMENTS

Introduction to human settlements, growth and decay of human settlements, influence of socio-economic factors in the development of human settlement.

Books Recommended:

226SF French (Soft Skill)

226SF 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.

226SG GERMAN (Soft Skill)

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.

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- 2- MkW- vkdkaf{kk flaxh] ofj"B O;k[;krk**
- 3- MkW- fo'kk[kk dqVqEcys] ofj"B O;k[;krk**

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Batch 2016-18

The syllabus review committee has taken by decision -

An old paper is being removed in the first semester (217A) “Essay on Current Economic Issues”

An old paper is being removed in the first semester (227G) “Fundamentals of Management”

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- ekbdzks bdkWukfeDI & ,e- ,y- >haxu & o`ank ifCyds'ku
- 2- O;f"V vFkZ'kkL=& ,p- ,y- vkgwtk
- 3- O;f"V vFkZ'kkL=& lh- ,l- cjyk & us'kuy ifCyds'ku gkml
- 4- O;f"V vFkZ'kkL=& ,l- ,u caly &
- 5- O;f"V vFkZ'kkL=& ,p- ,y- vkgwtk & ,l-pkan ifCyds'ku
5. Ahuja H.L. Modern Economics 13th Edition, 2008, S.Chand and Company Ltd., New Delhi.
- 6.Koutsoyiannis, A. (1979), Modern Microeconomics, 2nd edition Macmillan Press, London.
- 7.Chaturvedi, Gupta and Pal (2002) Business Economics: Text and Cases Galgotia Publishing Company, New Delhi.
- 8.Misra S.K. and V.K. Puri (2001): Advanced Microeconomic Theory, Himalaya Publishing House, 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. **Macroeconomic Theory – M.C. Vaish, Vikas Publishing**
2. **Macroeconomics – Burda wyplosz, Oxford**
3. **Macroeconomics – r. Glomn Hubbard, Pearsons publications**
4. **Macroeconomics – David Miles, Willey publication**
5. **Macroeconomic Analysis – Edward Shapiro, Galgotiya Publication**
6. **Macroeconomic – Olivier Blanchard , Pearsons Publication**
7. **Modern Macroeconomic – S.K.Mishra**
8. **Macroeconomic – M.L. Seth**
9. **Macroeconomic – D.M. Mithani**
10. **Macroeconomics – M.L. Jhingan**

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 Witney 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 Research Methodology – R.Carwery, V K Sudha Ajayak
- 2 Research Methodology-D.K.Chaya (Excel Book
- 3 Research Methodology-Bill Taylor, Gautam Sudha
- 4 Business Research Methodology-Alam Brumen-Emma Bell (Oxford)
- 5 Business Research Methodology-Prahlad Mishra (Oxford)
- 6 Introducing Research Methodology- UWE Flick sage
- 7 Research Methodology in Management- U.P.Michael (Himalaya)
- 8 Business Research Methodology – Denald R. Cooper-Pamela S. Schinder
- 9 Research Methodology in Social Sciences – S.S. Singh
- 10 Social Research Methodology- Bryman (Oxford)
- 11 Research Methodology- Dr. Prasant Sangavi
- 12 Business Research Methodology- J.K.Sachdeva
13. Research Methodology Methods and Techniques , New Age International publishers, Third Edition, 2014.
14. P.C. Tripathi, Research Methodology, Sultan Chand & sons, Education publisher, New Delhi, 2010.

Books Recommended:

- 2- 'kqDy MkW- ,l-,e- & lkaaf[;dh; ds fl)kUr & lkfgR; Hkou &1983] 1992
3. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal – 2007
4. Agrawal D.N. – Fundamentals of Statistics –
- 5- fla?kVokfM;k ,oa dkofM;k & lkaf[;dh; ds fl)kUr
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 – izkjafHkd lkaf[;dh; & jktLFkku fgUnh xzaFk] t;iqj & 1986] 1990
9. Bhardwaj R.S. Business Statistcs – Exce Book Pub.-1999
10. B.C. Gupta- Business Statistcs - Business Statistcs, Himalaya Pub. 1994
- 11- MkW- jfoUnzukFk eq[kthZ & lkekftd 'kkas/k ,ao lkaf[;dh;&foods izdk'ku &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. Altheoen – Statistics – Cambridge University, 1994
- 20- dSyk'kukFk ukxj & lkaf[;dh; ds ewy rRo&ehuk{kh izdk'ku]1995
21. Dr. S.P. Gupta – Statistics Methods – MerathDelhi] 1997&2008
22. J.K.Sharma-Fundamentals of Business Statistcs- Vikas Pub.2014
23. G.V.Shenoy, V.K.Shrivastava- Business Statistcs-Weley Pub.1992
24. C.B.Gupta-An Introduction to Statistical Methods- Vikas Pub.
25. S.C. Gupta- Statistical Methods, 1977-1992
26. S.P.Gupta- lkaf[;dh; ds fl)kUr] lqYrku ,.M dEiuh 1992
27. S.C. Gupta- lkaf[;dh; ds fl)kUr], 1992
28. N.G.Das- Statistical Methods, 2009

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. Economic of Development and Planning, HPH, S.K. Mishra, V.K.Puri
2. The Economic of Development & Planning, M.L. Jhingam

3. Development Economic- Ray Oxford
4. fodkl dk vFkZZ;kkL= 200 vk;kstu& MkW- eksgu izlkn JhokLro
5. vkfFkZd fodkl ,oa fu;kstu& vkj-,u-nqcs
6. Economics of Development & Planning- R.C.Agrawal
7. Development Economy- H.L. Ahuja

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,
2. London. • 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.

Revised Syllabus for MBA (international business) 2014-16

911A- 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 Behavior, 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.
5. ‘Managerial Economics’ Geetika, Piyali Ghosh and Purba Roy Choudhhury, Tata McGraw-Hill Public Company Limited.
6. **‘Managerial Economics’ Atmanand, Excel Books**

911E - 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
2. **Marketing Management -S.A. Sheralkar , Himalaya Publishing House**
3. Fundamentals of Marketing- William .J.Stanton , Mc Grawhill Publication
4. Marketing Management – South Asian Perspective, Kotlar , Kelkar, Koshi, and Jha., Pearson Education.

921I: Foreign Trade Policy, 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.*

Foreign Trade Policy-

1. Historical review of Export –Export-Import Policy of India, detailed analysis, Highlights of current FTP (Chapter wise), **Introduction to structure of FTP**.
2. Export Promotion Schemes under FTP –Export Promotion Capital Goods Scheme, SEZs, EOUs, FTWZ, EHTPs, STPs, BTPs, Export Houses (Status category holdings), and Deemed Exports.
3. Other Promotional Schemes – Assistance to States for developing export infrastructure and Allied activities (ASIDE), Focus Product Scheme (FPS), Focus Market Scheme (FMS), Market linked Focus Product Scheme (MLFPS), Served from India Scheme (SFIS), Market development Assistance (MDA). Market Access Initiative (MAI), Vishesh krishi and gram udyog yojna (VKGUY), Towns of export excellence (TEE).
4. Foreign Exchange Regulations and formalities related to exports (RBI section 5)

Procedure and 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, Finalizing the terms of exports (INCO terms), Clause of 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, General Insurance Corporation (GIC) and other agencies.
7. Marine Insurance – need, policies and clauses.
8. Export Finance – Need, Pre-shipment finance : mechanism to raise packing credit, 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. Role of CHA, freight forwarder and C & F Agent and regulations related to their appointment as per need.

11. Export Taxation - Central Excise Clearance, Customs Clearance of the Export cargo.
12. Shipping and Containerization – need, process, types and Procedure of clearance.
13. 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.

***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, 2006-2007
5. How to Start Export Business -- Harish Malhotra , River Books Publication, Latest Edition
6. Export Management--- P.K. Khurana , Galgotia Publications Company, 2006
7. **Export management—D.C. .Kapoor, Vikas Publishing House, Latest Edition**

924A- 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, 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

Books recommended:

1. Computer Fundamentals – P.K.Sinha, , BPB Publisher, Latest Edition
2. A First Course in Computer – Sanjay Saxena, Vikas Publishing House Pvt. Ltd, Latest Edition
3. Computer Systems & Applications – Rustom Shroff, Himalaya Publishing House, Latest Edition
4. Computer Netware—K.K.Koli, Nakoda publication & Print ltd, Latest Edition
5. **Introduction to Computers – N.Subramaniam, Tata McGraw Hill Publication, Latest Edition**

932C: 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 nonresidents Indians.**

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

Recommended Books

- 1. Multinational Financial Management- Alan C. Shapira, Wiley India (P.) Ltd., 2011**
2. International Financial Management: A.K. Seth , Galgotia Publication Pvt Ltd, 2008
3. International Financial Management: P.G. Apte , Tata McGraw Hill, 3rd edition 2004
4. International Financial Markets and India -- Machirauj, New Age Publication, 1997
- 4 International Finance : Maurece D. Levi, Tata McGraw Hill Publication, 3rd Edition 2000
5. International Finance -- V.A. Arathani , Himalaya Publishing House Ltd, 4th Editions
6. Multinational Business Finance – David K. Eiteman, Michael H.Moffett, Arthur. I.Stonehill, Alok Pandey, Pearson Education X Edition.

942G 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 (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.

Revised Syllabus for MBA (international business) 2016-18

Note 1- In 2014-16 **911B- Business Statistics & Research Methodology** was a single subject which is divided in 2 different subjects in 2016-18 i.e. **912C:Business Statistics** and **934C: Research Methodology**.

Note 2- - In 2014-16 **911D – Principles and Practices of Management & Organizational Behaviour** was a single subject which is divided in 2 different subjects in 2016-18 i.e. **914C- Principles & Practices of Management** and **916D- Organizational Behavior**.

NOTE 3- In 2014-16 **French and German** were in 2 semesters i.e. 1st and 2nd semester which is merged in 1 semester i.e. 2nd semester.

NOTE 4- In 2014-16 : **International Marketing Research and Consumer Behaviour** was a single subject which is divided in 2 different subjects in 2016-18 i.e. **943A Consumer Behaviour** and **938D: International Marketing Research**.

912C-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:

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**

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, Finalizing the terms of exports (INCO terms), Clause of 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, General Insurance Corporation (GIC) and other agencies.
7. Marine Insurance – need, policies and clauses.
8. Export Finance – Need, Pre-shipment finance : mechanism to raise packing credit, 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. Role of CHA, freight forwarder and C & F Agent and regulations related to their appointment as per need.
11. Export Taxation - Central Excise Clearance, Customs Clearance of the Export cargo.
12. Shipping and Containerization – need, process, types and Procedure of clearance.
13. 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.
- 14. Current foreign trade policy- Introduction about EXIM policy, Highlights of current foreign trade policy (special focus on different schemes)**

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

Recommended Books

1. Export Import Policy – Govt. Publication
2. H.B.of Procedures – Govt. Publication or Publication by NABHI
3. A Guide on Export Policy ,Procedure& Documentation,, Snowwhite Publication
4. How to Export –Nabhi,Nabhi Publication, 2016
5. How to Start Export Business -- HarishMalhotra ,River Books Publication
- 6.Export Management--- P.K.Khurana , Galgotia Publications Company, revised
7. Export management—D.C. .Kapoor, Vikas Publishing House

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 organisation, 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
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:
- 10.** Imports under special schemes for exporters – 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, 2016**
2. Import, do it yourself: M.I. Mahajan
3. Export Import –Procedures (Documentation & Logistics) -- C. Rama Gopal New Age Publications
4. Import Export Portfolio (Policy, Procedure & Documentation) -- A. K. Singh &DishaMadan, NakodaPublishers and Printers.

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.

Taxation

1. GST

2. Income Tax
3. Dividend Act
4. 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

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
4. RBI and FERA guidelines regarding overseas projects: Role of Working group, Formalities regarding setting up, follow-up and closure of projects
5. **Role of EXIM Bank and ECGC in overseas projects, Guarantees to be furnished, Lines of Credit**
6. **International Credit Rating: Meaning, Importance and Process**
7. 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) Marine products

d) Agro products: Tea, Rice, Oil seeds, Wheat, Pulses,

e) Engineering Products: Metal Manufacturers, Machinery and Instruments. f) Services Sector: Insurance, Banking, consultancies. g) Chemicals: Dyes & Intermediaries.

h) Minerals

Also 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)

5. To study the major export and import commodities with their destinations.

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 opportunities 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. Corporate Management & Economics Process – Ruichar N. Farmer & Barry M. Rithman
 4. Communication Between Culture – Samovar/Porter
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SCHOOL OF ECONOMICS

REVISED SYLLABUS FOR MBA (BE) – 2014-16

811A 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 Behavior, 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, PiyaliGhosh and Purba Roy Choudhhury, Tata McGraw-Hill Public Company Limited, Latest edition
6. **‘Managerial Economics’ by Atmanand, Excel Books, Latest edition**

814A – 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:

1. Computer Fundamentals – P.K.Sinha, , BPB Publisher, Latest Edition
2. A First Course in Computer – Sanjay Saxena, Vikas Publishing House Pvt. Ltd, Latest Edition
3. Computer Systems & Applications – RustamShroff, Himalaya Publishing House, Latest Edition
4. Computer Netware—K.K.Koli, Nakoda publication & Print ltd, Latest Edition
5. **Introduction to Computers – N.Subramaniam , Tata McGraw Hill Publication, Latest Edition**

822BM Industrial and 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. 4 A's of Rural Marketing.
2. Introduction to Demand & Marketing Research in Rural India, Consumer Behavior & Attitude, Buying Behavior; Importance of Relationship, Ethical & value based marketing in Rural Market.
3. A brief about Implementation & Execution of Marketing Strategies and programs (viz. Segmentation, Differentiation, Positioning & Target Market), **Managing & Formulating Promotion Activities of Rural Market.** Rural Product classification.
4. Selecting and Managing Marketing Channels (In consumables; Consumer Durable & Agricultural Inputs) Managing Retailing (Dealer & Distributor N.W.) Wholesaling and managing problems in Logistics in Rural Market.
5. Industrial Marketing (Environment, Constituent, Nature & Delineation). Organizations related with Industrial Marketing.
6. Organizational Buyers & Buying Behavior of Industrial Marketing . Understanding Demand, buyer motivation, characteristic and purchasing patterns of Industrial Market. Industrial Product classification
7. Marketing Strategies in Industrial Marketing.

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 Prentice-Hall; 2 edition (1997)
2. **Industrial Marketing - Richard M. Hill, Ralph & Alexander, James S. Cross**
3. Industrial Marketing - Krishna K Havalldar Tata McGraw Hill Education Private Limited latest edition
4. Rural Marketing – T.P. Gopalswamy Vikas Publishing House Pvt Limited
5. Rural Marketing - Sanal Kumar Velayudhan SAGE Response; Second edition
6. Rural Marketing Management – Sukhpar Singh Vikas Publishing House Pvt. Limited, latest edition

822BF Financial Management & corporate finance

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

1. Introduction to Financial management – Meaning and evolution, significance and goals, Functions of a financial manager.
2. Fund flow statement - Meaning , uses and preparation
3. Cash Flow statement (AS-3) – Meaning, uses and preparation
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
3. Financial Management: Sudhindra Bhat, Excel Books India, 2008
4. Financial Management: Periasamy, Tata McGraw-Hill Education, 2009
5. Financial Management: Alan C. Shapiro, John Wiley & Sons, 11-Mar-2009

822CF - 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,

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, Latest Edition
2. B.S. Bhatia and G.S. Batra, Management of Capital Markets, Financial Services and Institutions, Deep and Deep Publications, 1996
3. L.M. Bhole, Financial Institutions and Markets – Structure, Growth and Innovation. Tata Mcgraw Hill Publishing Company Ltd, Latest Edition.
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.
6. Meir Kohn – Financial Institutions & Markets Future & Regulations, Oxford University Press, 2007.d
7. B.S.Bhatia, G.S.Batra, “Management of Capital Markets, Financial Services and Institutions”, Deep and Deep Publications, 2000.

832EF – 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 bye 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. Mukesh Brahmhatt Cost Accounting: - Devi Ahilya Prakashan.
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. Jawahar Lal and Seema Srivastava: Cost Accounting – Tata McGraw Hill Publication.**

832FF – Security Analysis & Portfolio Management

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

1. Introduction: Concept of Investment, Investment verses Speculation, Financial and Economic Aspect of Investment, Types, Characteristics and Objectives of Investment.
2. Risk Return: Concept of Risk and Return, Systematic and Unsystematic Risk, Multifactor model of Risk and return, Efficient capital markets, Concept of Beta, Capital Assets Pricing Model, SML and CML Valuations
- 3 Valuation of Securities – An introduction to security valuation, Macroeconomic and Market analysis, The global asset allocation decision’
- 4 Valuation of Bonds: PV Model, Bonds Yield, Measures Duration, Modified Duration, **Immunitization Conersivity**, Bond Value Theorem.
- 5 Security Analysis: Fundamental Analysis and Technical Analysis, Dow Theory, Elliott Wave Theory, Efficient Market Theories and Testing.
- 6 Portfolio Concepts: Portfolio and Security Returns, Diversification, Markowitz Model, Sharp Index Model.
- 7 Factor Models and Arbitrage Pricing Theory.
- 8 Portfolio Investment Process.
- 9 Portfolio Evaluation: Measures of Returns, Formula, Plans, Sharpe and Treynor Measures.

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, 9th Edition, 2000.

SCHOOL OF ECONOMICS

Revised syllabus for MBA (B.E.) - 2016-18

NOTE:- Business statistics and research method was a single subject which has been introduced as two different subjects Business statistics in first semester and Research methodology in second semester.836G-Business Law New subject introduced for Semester III.

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

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

844DB- 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. Indirect Tax Act: Important provisions

Goods and Services Tax (GST) Act – History of Indirect Taxes in India, Introduction to GST, Purpose and rationale of GST, Advantages and Challenges of GST, Basic Terminology, Registration, Types of GST – CGST, SGST and IGST, Allocation of GST, Input Tax Credit.

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.

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.

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

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 analysis** 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 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**
 8. Consumer Behaviour - Hoyer Mac Innis, Wayne D. Hoyer, Deborah J. MacInnis, Cengage Learning, 23-Dec-2008

9. Consumer Behaviour - David L. Loudon, 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 – SchiffmanLeon.G, Prentice Hall/Financial Times, 2008