UNIVERSITY OF DELHI

Scheme of Admission,

Scheme of Examination

and

Course Structure

for

B.A. (Honours) Business Economics

Applicable to students seeking admission to the B.A. (Honours) Business Economics course in the academic year 2010-11 and later.
INDEX

Preamble

Course Structure 4

Revised Ordinance 6

1. Scheme of Admission 6
   1.1 Eligibility Conditions 6
   1.2 Selection Process 7
   1.3 Fees 8

2. Scheme of Examination and Rules of Promotion 10
   2.1 Scheme of Examination 10
   2.2 Promotion Rules 14

3. Comparative Statement 16

4. Paper Structure and Readings 18
   101: Microeconomics - I 18
   102: Statistics for Business Economics 19
   103: Fundamentals of Business & Accounting 20
   104: Business Communication 22
   201: Microeconomics - II 24
   202: Mathematics for Business Economics 25
   203: Legal Aspects of Business 26
   204: Marketing Management 28
   301: Macroeconomics – I 30
   302: Industrial Economics 31
   303: Business Finance 32
   304: Basic Econometrics 34
   401: Macroeconomics – II 35
   402: Organisational Behaviour 36
   403: Quantitative Techniques for Management 38
   404: Indian Financial System 40
   501: Indian Economy 42
   502: Computational Techniques for Business Economics 44
   511: Elective Paper F1 - Investment Management 45
   521: Elective Paper M1 - Consumer Behaviour 47
   531: Elective Paper Q1 - Advanced Econometrics 49
   541: Elective Paper E1 - International Economics 50
   551: Elective Paper P1 - Project Management 52
   601: Environment Economics 53
   602: Business Strategy & Ethics 55
   611: Elective Paper F2 - International Finance Management 57
   621: Elective Paper M2 - Advertisement & Branding 58
   631: Elective Paper Q2 - Advanced Mathematical Techniques 59
   641: Elective Paper E2 - Economic Growth & Policy 60
   651: Elective Paper P2 - Entrepreneurship and Family Business 61
PREAMBLE

The underlying philosophy of the B.A. (Honours) Business Economics course is to develop theoretical and analytical skills of the students so that they may be absorbed in the corporate world or be able to pursue higher studies at the Master's level in Business Economics and Economics. In the rapidly changing globalised market scenario, the need was felt to equip students with the capability to understand and handle the dynamic of economics and the business world.

In order to achieve the above-mentioned objectives, a comprehensive revised syllabus comprising of topics relating to economics, quantitative techniques and business have been included in the three-year, six-semester module, giving wider coverage to the course contents, better organisation to enable easier assimilation of the same by the students, and a more professional touch to the course.

The papers have been redesigned to include more recent changes and developments in the concerned subjects. The papers in computer fundamentals and applications have been redesigned to introduce the student to packages required for statistical analysis and to enable the student to implement the techniques through computers, thus supplementing the quantitative papers. The core economics papers have been rationalized in their structure and sequencing wherein a broad idea of microeconomic and macroeconomic concepts and theories is introduced in the first and second semesters. The same is followed by a more detailed and in-depth knowledge of the subject in the third and fourth semesters. There has been a substantial increase in the quantitative techniques component of the course to equip students with the essential tools for business and economic analysis. In this regard Econometrics and Operations Research have been introduced as essential papers. The course continues to expose students to the areas of finance, marketing and the legal structure within which businesses operate. Thus a fine balance has been maintained between the economic theory and practical business components.

Five optional groups in finance, economics, quantitative techniques, marketing and project management and entrepreneurship provide the students a wide array of areas in which to specialize. These should help the student choose the area that are best suited to their interest and skill.
## Course Structure

<table>
<thead>
<tr>
<th>Semester</th>
<th>Paper Number and Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>101: Microeconomics - I</td>
</tr>
<tr>
<td></td>
<td>102: Statistics for Business Economics</td>
</tr>
<tr>
<td></td>
<td>103: Fundamentals of Business &amp; Accounting</td>
</tr>
<tr>
<td></td>
<td>104: Business Communication</td>
</tr>
<tr>
<td>II.</td>
<td>201: Microeconomics - II</td>
</tr>
<tr>
<td></td>
<td>202: Mathematics for Business Economics</td>
</tr>
<tr>
<td></td>
<td>203: Legal Aspects of Business</td>
</tr>
<tr>
<td></td>
<td>204: Marketing Management</td>
</tr>
<tr>
<td>III.</td>
<td>301: Macroeconomics - I</td>
</tr>
<tr>
<td></td>
<td>302: Industrial Economics</td>
</tr>
<tr>
<td></td>
<td>303: Business Finance</td>
</tr>
<tr>
<td></td>
<td>304: Basic Econometrics</td>
</tr>
<tr>
<td>IV.</td>
<td>401: Macroeconomics - II</td>
</tr>
<tr>
<td></td>
<td>402: Organisational Behaviour</td>
</tr>
<tr>
<td></td>
<td>403: Quantitative Techniques for Management</td>
</tr>
<tr>
<td></td>
<td>404: Indian Financial System</td>
</tr>
<tr>
<td>V.</td>
<td>501: Indian Economy</td>
</tr>
<tr>
<td></td>
<td>502: Computational Techniques for Business Economics</td>
</tr>
<tr>
<td></td>
<td>511: Elective Paper F1 - Investment Management</td>
</tr>
<tr>
<td></td>
<td>521: Elective Paper M1 - Consumer Behaviour</td>
</tr>
<tr>
<td></td>
<td>531: Elective Paper Q1 - Advanced Econometrics</td>
</tr>
<tr>
<td></td>
<td>541: Elective Paper E1 - International Economics</td>
</tr>
<tr>
<td></td>
<td>551: Elective Paper P1 - Project Management</td>
</tr>
<tr>
<td>VI.</td>
<td>601: Environment Economics</td>
</tr>
<tr>
<td></td>
<td>602: Business Strategy &amp; Ethics</td>
</tr>
<tr>
<td></td>
<td>611: Elective Paper F2 - International Finance Management</td>
</tr>
<tr>
<td></td>
<td>621: Elective Paper M2 - Advertisement &amp; Branding</td>
</tr>
<tr>
<td></td>
<td>631: Elective Paper Q2 - Advanced Mathematical Techniques</td>
</tr>
<tr>
<td></td>
<td>641: Elective Paper E2 - Economic Growth &amp; Policy</td>
</tr>
<tr>
<td></td>
<td>651: Elective Paper P2 - Entrepreneurship and Family Business</td>
</tr>
</tbody>
</table>

For the elective papers in the Vth and VIth semesters, students will be required to opt for two groups from among the five groups: Finance (F), Economics (E), Project Management and Entrepreneurship (P), Marketing (M) and Quantitative Techniques (Q). For each chosen group, students will be required to enrol for the first paper in the Vth semester and the second paper in the VIth semester. The groups and the papers are as follows:
Group F: Finance:
F1: Investment Management – Paper No. 511
F2: International Finance Management – Paper No. 611

Group M: Marketing:
M1: Consumer Behaviour – Paper No. 521
M2: Advertisement & Brand – Paper No. 621

Group Q: Quantitative Techniques:
Q1: Advanced Econometrics – Paper No. 531
Q2: Advanced Mathematical Techniques – Paper No. 631

Group E: Economics:
E1: International Economics – Paper No. 541
E2: Economic Growth & Policy – Paper No. 641

Group P: Project Management & Entrepreneurship:
P1: Project Management – Paper No. 551
P2: Entrepreneurship and Family Business – Paper No. 651
REVISED ORDINANCE FOR B.A. (HONS.) BUSINESS ECONOMICS

The B.A. (Hons.) Business Economics shall be a three-year, full-time Honours Degree Course, to be taught in six semesters, viz., semester I, II, III, IV, V and VI.

Scheme of Admission

Candidates who have passed Class XII examination of the CBSE or any other examination considered equivalent by the University of Delhi shall be eligible for taking the joint entrance test for admission to the B.A. (Hons.) Business Economics course subject to the eligibility conditions required and the admission procedure to be laid down by the University from time to time.

Eligibility Conditions for Seeking Admission

(a) The candidate should have passed Senior Secondary School Examination (10+2) of CBSE or any other examination considered equivalent by the University of Delhi.

(b) The candidate should have secured an aggregate of at least 60% marks in his/her XII class examination (55% for SC, ST, CW and PC categories) in four papers including English and Mathematics. The other two papers are to be selected from the following list: Accountancy, Biology, Biotechnology, Business Studies, Chemistry, Commerce, Computer Science, Economics, Entrepreneurship, Geography, History, Philosophy, Physics, Political Science, Psychology and Sociology.

(c) The candidate should have obtained pass mark in each of the four papers considered for computing the aggregate in the above mentioned subjects.

(d) The candidate seeking admission to the B.A. (Honours) Business Economics course must provide the confirmed result of the qualifying examination and marks obtained therein within one week of the appearing in the joint entrance test.

(e) The marksheet of the qualifying examination and the reserved category certificates of OBC (of Central List & non creamy layer), SC, ST, PC, and CW, as applicable, in the name of the candidate, must be produced on the day of counselling.

(g) The candidates securing compartment in the qualifying examination in a particular year shall not be considered for admission in that year.

(h) Foreign nationals seeking admission to B.A. (Hons) Business Economics course against the prescribed quota of seats earmarked for them, shall have to apply through the Foreign Students Advisor, c/o Faculty of Management Studies, University of Delhi, Delhi - 110007 and are exempted from the written examination.

(i) Those foreign students who have acquired their minimum qualification for admission from any Indian Board, in India have to apply directly as a General category candidate. They are required to appear for the joint entrance test like general category candidates and follow the same selection process as applicable
to the general category and in addition fill up the foreign student application form of FSR office (downloadable from: http://www.du.ac.in/forms/foreignstudents1.pdf). All admission of foreign students are channeled through the Foreign Students Registry (FSR) office of University of Delhi.

Selection Process

I. Written Joint Entrance Test
The University of Delhi will hold a Joint Entrance Test for the three courses B.A. (Hons.) Business Economics, BBS and BFIA. Applicants shall be called for an objective type, multiple choice test, which shall be held at Delhi and other centres, where feasible, and as specified by the Faculty of Applied Social Sciences and Humanities.

The written examination is designed to test the aptitude of the candidates to pursue the courses B.A. (Honours) Business Economics, BBS and BFIA. There is no prescribed syllabus or format for the entrance examination. The following areas have been usually included in the entrance examination in the past.

- Quantitative Ability (Based on Mathematics upto class XII or its equivalent)
- Reasoning and Analytical Ability
- General English
- Business and General Awareness

The candidate will be required to attempt 120 questions in 120 minutes. Each correct answer will get a score of plus 3 marks, each wrong answer will get a score of minus 1 mark and a question not answered will get a score of 0 marks. Marking of multiple answers for one question shall be treated as wrong answer.

The test shall be of two hour duration, extra time will be given to the candidate for filling up details on test booklet and answer sheet, marking attendance, verification of candidates' documents, distribution, and collection of test material etc.

The scheme of examination may be changed on the recommendation of the admission committee.

II. Final selection for the course
The final selection of all candidates shall be based on the score computed by giving equal weightage to the performance in Class XII examination and the performance in the joint entrance test. The result declared shall comprise of the final score of the candidate and the rank secured by the candidate in the category to which the candidate belongs.

III. Counselling and Admission of candidates for all courses
The candidates shall be allotted the respective colleges as per their merit and their order of preference at the time of counselling during the relevant counselling session.
Candidates offered admission are required to deposit the fees during the time allocated along with their documents at the allotted college, failing which the candidature will be cancelled. Candidates who do not take admission during the stipulated time lose the right of admission to the course. Candidates not present when called to the counselling will not be entertained later.

At the second and third counselling, admitted candidates will be permitted a change of college subject to availability of seats. To avail of any change to a preferred college, the candidate should have necessarily deposited fees and fulfilled the remaining admission formalities within the allocated time at their allotted college, failing which the candidate loses right to admission as well as a right to exercise any choice of college later.

Right to exercise choice for admission and to avail the change of preference for college will be offered to only those candidates who are present on all the days of counselling specified for them.

In case the candidate is unable to be present on the day of counselling an authorized representative of the candidate can exercise the preference for college and meet other admission requirements. An application to this effect signed by the candidate should be submitted to the admission committee.

**Fees for the Course**

A course fee of Rs. 12,000 per annum shall be charged to each student enrolled in the course. In addition, students would be required to pay the fee as applicable to the B.A.(Hons.) Business Economics course at each college.

The colleges shall maintain a separate fund, comprising of the course fee and any additional fee charged to the students of B.A.(Hons.) Business Economics by the college. The money available in the fund shall be used for the following purposes, after approval by the Business Economics teachers committee at each college:

1. Organising of teaching, guest teaching and special lectures for the course, where necessary;
2. Organising of seminars, symposia, workshops, orientation programmes for students and teachers;
3. Organising of industrial/field visits, business interaction, summer training and placements;
4. Organising of student presentations, project preparation and business/research training;
5. Organising of extra-curricular activities for students to enhance team-building and inter-college interaction;
6. Preparation and purchase of study material and its copying for distribution to students;
7. Creation and maintenance of a department library;
8. Creation of department diary and any such promotional material of the course for use by the students;
9. Preparation and publishing of a student magazine/journal/newspaper;
10. Purchase of equipment to enable any of the above;
11. Creation of physical infrastructure to enable any of the above;
12. Institution of free ships and/or scholarships for needy students;
13. Travel expenses for teachers required to undertake work for the course and travel expenses and registration fee for participating in seminars and other academic activities by teachers involved in the teaching of the course;
14. Any other expenditure considered appropriate for the proper conduct of the course and for development of the students, with the approval of the Head, Department of Business Economics, University of Delhi South Campus.
Scheme of Examination

1. B.A.(Honours) Business Economics shall be a three-year full-time honours degree course, to be taught in six semesters, viz., semester I, II, III, IV, V and VI. There will be 24 papers in all, taught over the six semesters. Four papers are to be taught in each semester. Students are required to study 20 compulsory papers and 4 papers in electives during the course of three years.

2. In V & VI semester elective papers are offered in Finance, Marketing, Economics, Quantitative Techniques and Project Management & Entrepreneurship areas. Students are required to choose 2 elective streams (each stream comprising two papers). Paper (1) of each elective stream shall be taught in semester V and paper (2) of the elective stream will be taught in Semester VI. Elective streams offered in a semester would depend upon the number of students interested in enrolling for each specialization. The specialization groups offered will be the discretion of the particular college.

3. For each theory paper, each week, 4 Lectures of 55 minutes each and 1 tutorial of 55 minutes each for each batch of 8-10 students would be conducted. For the computer paper requiring interface with computers 3 laboratory classes of 110 minutes each would be held for each batch of 25-30 students.

4. Medium of teaching will be English alone.

5. Teaching methodology would include Lectures, Case Studies, Business Games, Seminars & Project Work. As computers have entered every walk of life, wherever applicable relevant softwares would be integrated into the course. Industry Interaction would be through Guest Lectures / Seminars / Projects / Industrial tours.

6. The Department of Business Economics shall convene a meeting of teachers for each paper of B.A. (Hons.) Business Economics before the commencement of the academic semester to incorporate new study material and discuss the detailed topics and their weightage in the paper.

7. No candidate shall be considered to have pursued a regular course of study unless he/she is certified by the college authorities to have attended at least two thirds of the total number of lectures, tutorials, practicals, seminars and case discussions etc., conducted in each semester during the student's course of study.

8. All students shall have to undertake summer training for duration of 6 to 8 weeks at the end of semester II or semester IV during the Summer vacations in a business/corporate/research/academic organisation.
9. An examination in all odd semester papers shall be conducted at the end of odd semesters and an examination in all even semester papers shall be conducted at the end of even semesters with an only exception of V semester exam to be held along with the VI semester exam.

10. Each theory paper shall carry 100 marks, out of which 25 marks shall be reserved for internal assessment. In the internal assessment, 20% weightage will be given to attendance, 80% marks for assignments/tests/house examination/project presentation. The internal assessment shall be conducted once for each student in each paper. During subsequent reappear, essential or for improvement, the internal assessment marks shall remain unchanged.

11. The computer paper in Vth Semester shall also carry 100 marks of which 25 marks shall be reserved for internal assessment and 25 marks for practicals to be conducted & evaluated jointly by internal and external examiner during the semester. The rest of the 50 marks shall comprise of a project to be evaluated through a viva voce conducted by the University.

12. For each theory paper, a written examination of three hours duration at the end of each semester for 75 marks and for computer paper a practical exam of 2 hours duration and a viva voce will be conducted by the university on the project submitted by the student.
The paper of examination shall be as follows:

<table>
<thead>
<tr>
<th>Sem. No.</th>
<th>Paper No. and Title</th>
<th>Lectures* per week</th>
<th>Tutorial Classes** per week</th>
<th>Duration of Written Exam (in hours)</th>
<th>Written Exam Max Marks</th>
<th>Internal Assessment Max Marks</th>
<th>Total Maximum Marks (4)+(5)= (6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>101: Micro Economics - I</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>102: Statistics for Business Economics</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>103: Fundamentals of Business &amp; Accounting</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>104: Business Communication</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>II.</td>
<td>201: Micro Economics - II</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>202: Mathematics for Business Economics</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>203: Legal Aspects of Business</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>204: Marketing Management</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>III.</td>
<td>301: Macro Economics – I</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>302: Industrial Economics</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>303: Business Finance</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>304: Basic Econometrics</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>IV.</td>
<td>401: Macro Economics – II</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>402: Organisational Behaviour</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>403: Quantitative Techniques for Management</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>404: Indian Financial System</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Hours</td>
<td>Credits</td>
<td>Theory</td>
<td>Practical</td>
<td>Project</td>
<td>Total</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------------------</td>
<td>-------</td>
<td>---------</td>
<td>--------</td>
<td>-----------</td>
<td>---------</td>
<td>--------</td>
</tr>
<tr>
<td>501:</td>
<td>Indian Economy</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>502:</td>
<td>Computational Techniques for Business Economics</td>
<td></td>
<td></td>
<td>3</td>
<td>110</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>511:</td>
<td>Option F1: Investment Management</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>521:</td>
<td>Option M1: Consumer Behaviour</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>531:</td>
<td>Option Q1: Advanced Econometrics</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>541:</td>
<td>Option E1: International Economics</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>551:</td>
<td>Option P1: Project Management</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>601:</td>
<td>Environment Economics</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>602:</td>
<td>Business Strategy &amp; Ethics</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>611:</td>
<td>Option F2: International Finance</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>621:</td>
<td>Option M2: Advertisement &amp; Brand Management</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>631:</td>
<td>Option Q2: Advanced Mathematical Techniques</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>641:</td>
<td>Option E2: Economic Growth &amp; Policy</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>651:</td>
<td>Option P2: Entrepreneurship and Family Business</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
</tbody>
</table>

* Lectures will be of 55 minutes duration.
** Tutorial class shall be of 55 minutes duration and shall be held for each batch of 8 to 10 students.
Promotion Rules

1. **Internal Assessment performance is not considered for promotion purposes:** For the purpose of passing and promotion of a student the marks secured by the student in the internal assessment shall not be considered.

2. **Internal Assessment is conducted once:** The internal assessment of each student in each paper is conducted when the student is enrolled as a regular student in the year in which the particular paper is taught. Internal assessment marks scored by the student shall remain unchanged in case the student subsequently engages in essential reappear, reappear for improvement or reappear after failing.

3. **Passing in a year:** A student shall be required to obtain at least 40% of marks in the aggregate in both the semesters together in all the eight papers to be declared passed in a particular year.

4. **Promotion to the next year without passing:** If a student fails to secure 40% marks in aggregate in both the semesters together in all the eight papers, then subject to essential reappear in a maximum of two papers in which the student has scored the least marks, if the aggregate in the remaining six papers is 40% marks or higher, the student shall be promoted to the next year with essential reappear in one or two papers. Such promoted students shall be regular students of the college if they were enrolled in the first or second years and shall be required to enrol as ex-students in case they were enrolled in the third year.

5. **Passing after Promotion with Essential Reappear:** A student who is required to reappear in any paper(s) of an examination of any year at a subsequent examination may be declared to have passed the examination if by combining the marks obtained in that paper(s) at the subsequent examination with the marks obtained in the remaining papers earlier, he/she secures the minimum marks required for passing the examination of that year.

6. **Failing in a year:** A student who is not eligible for passing or for promotion with reappear shall be deemed to have failed in the particular year. The student who fails in First or Second or Third year examination shall be required to reappear in the subsequent examination on being enrolled as an ex-student as per the rules of the University.

7. **Reappearing for a failed student:** An ex-student shall be required to re-appear only in those papers in which the student has scored less than 40% of the marks in the written examination. In case the student wishes, the option to repeat an entire semester or the entire year shall be available.

8. **Scheduling of Papers:** An examination in all odd semester papers shall be conducted at the end of odd semesters and an examination in all even semester
papers shall be conducted at the end of even semesters. No supplementary examination for any of the semester shall be conducted.

9. **Reappearing for improvement:** Reappearing for improvement in any paper is permitted subject to the condition that papers of the first and second semesters may be improved upon in the third and fourth semesters respectively and the papers of the third and fourth semesters may be improved upon in the fifth and sixth semesters respectively. After passing the third year, a student may choose of reappear for improvement in one or more individual papers of the third year.

10. **Award of Degree:** Students who have secured pass in each of the three years are eligible for the award of a B.A. (Honours) degree in Business Economics. Such candidates shall be classified on the basis of the combined result of semester I, II, III, IV, V and VI examinations as follows:

Candidates securing in aggregate shall be categorised as follows:

- 75% and above: First Division with Distinction
- 60% and less than 75%: First Division
- 50% to less than 60%: Second Division
- 40% to less than 50%: Third Division

11. **Maximum period:** A candidate must qualify for the award of the degree within 5 years of his/her first admission to the course.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper-I</td>
<td>Basic Macro Economics</td>
<td>Paper-101</td>
<td>Micro Economics - 1</td>
<td>Paper shifted from Sem II and syllabus revised</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester-II</th>
<th>Existing Paper</th>
<th>Paper No.</th>
<th>Proposed Paper</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper-VI</td>
<td>Mathematics for Business</td>
<td>Paper-202</td>
<td>Mathematics for Business</td>
<td>Syllabus revised</td>
</tr>
<tr>
<td>Paper-VII</td>
<td>International trade</td>
<td>Paper-203</td>
<td>Legal Aspects of Business</td>
<td>Shifted from semester III and Syllabus revised</td>
</tr>
<tr>
<td>Paper-VIII</td>
<td>Marketing Management</td>
<td>Paper-204</td>
<td>Marketing Management</td>
<td>Syllabus revised</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper-IX</td>
<td>Applied Macro Economics</td>
<td>Paper-301</td>
<td>Macro Economics - I</td>
<td>Paper shifted from sem I and Syllabus revised</td>
</tr>
<tr>
<td>Paper-X</td>
<td>Legal Aspects of business</td>
<td>Paper-302</td>
<td>Industrial Economics</td>
<td>Syllabus revised</td>
</tr>
<tr>
<td>Paper-XI</td>
<td>Industrial Economics</td>
<td>Paper-303</td>
<td>Business Finance</td>
<td>Shifted from optional group &amp; syllabus revised</td>
</tr>
<tr>
<td>Paper-XII</td>
<td>Fundamentals of Computers</td>
<td>Paper-304</td>
<td>Quantitative Techniques for Management</td>
<td>Shifted from optional group &amp; syllabus revised</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester-IV</th>
<th>Existing Paper</th>
<th>Paper No.</th>
<th>Proposed Paper</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper-XIV</td>
<td>Management and Organizational Behaviour</td>
<td>Paper-402</td>
<td>Organisational Behaviour</td>
<td>Syllabus revised</td>
</tr>
<tr>
<td>Paper-XV</td>
<td>Applications of computers</td>
<td>Paper-403</td>
<td>Basic Econometrics</td>
<td>Shifted from optional group &amp; syllabus revised</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper-X / II</td>
<td>Indian Economy</td>
<td>Paper-501</td>
<td>Indian Economy</td>
<td>Syllabus revised</td>
</tr>
</tbody>
</table>

| Paper-XIX    | Optional paper 1(A) | 511 to 551 | Elective Paper 1(A) | Remarks |
| Paper-XX     | Optional paper 2(A) | 511 to 551 | Elective Paper 2(A) | Remarks |

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper-XXIII</td>
<td>Optional paper 1(B)</td>
<td>611 to 651</td>
<td>Elective Paper 1(B)</td>
<td>Remarks</td>
</tr>
<tr>
<td>Paper-XXIV</td>
<td>Optional paper 2(B)</td>
<td>611 to 651</td>
<td>Elective Paper 2(B)</td>
<td>Remarks</td>
</tr>
<tr>
<td>Optional Groups</td>
<td>Existing Paper</td>
<td>Paper No.</td>
<td>Proposed Paper</td>
<td>Remarks</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------------</td>
<td>-----------</td>
<td>----------------</td>
<td>---------</td>
</tr>
<tr>
<td>Group A</td>
<td>Financial management</td>
<td></td>
<td>Group F</td>
<td>Finance</td>
</tr>
<tr>
<td>Paper-1</td>
<td>Corporate finance</td>
<td>Paper- 511 (F1)</td>
<td>International finance</td>
<td>Syllabus revised</td>
</tr>
<tr>
<td>Paper-2</td>
<td>International financial management</td>
<td>Paper- 611, (F2)</td>
<td>Investment management</td>
<td>New paper introduced</td>
</tr>
<tr>
<td>Group B</td>
<td>International Business Environment</td>
<td></td>
<td>Group M</td>
<td>Marketing</td>
</tr>
<tr>
<td>Paper-2</td>
<td>International Business</td>
<td>Paper-621 (M2)</td>
<td>Brand &amp; Advertisement Mgmt</td>
<td>New paper introduced</td>
</tr>
<tr>
<td>Group C</td>
<td>Entrepreneurship and Small Business</td>
<td></td>
<td>Group Q</td>
<td>Quantitative Techniques</td>
</tr>
<tr>
<td>Paper-1</td>
<td>Entrepreneurship and Family Business</td>
<td>Paper- 531 (Q1)</td>
<td>Advanced Econometrics</td>
<td>New paper introduced</td>
</tr>
<tr>
<td>Group D</td>
<td>Marketing</td>
<td></td>
<td>Group E</td>
<td>Economics</td>
</tr>
<tr>
<td>Paper-1</td>
<td>Consumer Behaviour and Sales Management</td>
<td>Paper- 541 (E1)</td>
<td>International Economics</td>
<td>Shifted from semester II</td>
</tr>
<tr>
<td>Group E</td>
<td>Computer Applications</td>
<td></td>
<td>Group P</td>
<td>Project Mgmt &amp; Entrepreneurship</td>
</tr>
<tr>
<td>Paper-1</td>
<td>Programming in ‘C’ Language</td>
<td>Paper 551 (P1)</td>
<td>Project &amp; Risk Management</td>
<td>New paper introduced</td>
</tr>
<tr>
<td>Group F</td>
<td>Advanced Quantitative Techniques</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper - 1</td>
<td>Operation Research and Applications</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper - 2</td>
<td>Econometrics: Theory and Applications</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group G</td>
<td>Management of Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper - 1</td>
<td>Financial Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper - 2</td>
<td>Non Financial Services</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
UNIT 1: BASIC CONCEPTS

Positive and normative economics; constructing a model, scientific method; concepts of opportunity cost, rate of growth, elasticity, and of total, average and marginal functions.

UNIT 2: CONSUMER DEMAND

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

Market demand: elasticity, shifts and movement; inverse demand function.

Revenue and Expenditure, elasticity and marginal revenue; income elasticity of demand; consumer surplus.

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

UNIT 3: PRODUCTION

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

UNIT 4: COST

Concept of economic cost; Short run and long run cost curves; increasing and decreasing cost industries; envelope curve; L-shaped cost curves; economies of scale.

Prices as parameters: Firm equilibrium and profit; short and long-run supply function; taxes and subsidies.

UNIT 5: MARKETS

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

Suggested Readings

2. Bernheim, B. Douglas & Whinston, Michael D.: Microeconomics [TMH, 2009]
UNIT 1: INTRODUCTION
Data types and scale. Sources. Sample and population. Sigma notation.

UNIT 2: UNIVARIATE ANALYSIS

UNIT 3: MULTIVARIATE ANALYSIS

UNIT 4: INDEX NUMBERS

UNIT 5: PROBABILITY AND DISTRIBUTIONS

Theoretical distributions: discrete: uniform, bernoulli, binomial and poisson; continuous: uniform, exponential and Normal.

Sample and Surveys: Sample and complete enumeration. Methods of sample selection: random, stratified, multistage cluster. Sample measures and the degrees of freedom.

Suggested Readings
4. Freund: Mathematical Statistics
Objective:
The course aims to provide basic concepts and knowledge of a business enterprise and with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

UNIT 1: INTRODUCTION TO BUSINESS
Concept, Nature and Scope of Business Enterprise; Concept of Business as a System; Business and Environment Interface; Entrepreneurial opportunities in contemporary business environment or emerging trends in business: Networking marketing, Franchising, Business Process Outsourcing, knowledge Process Outsourcing, E-commerce and M-Commerce.

UNIT 2: INTRODUCTION TO FINANCIAL ACCOUNTING
Basis of Accounting: Cash basis and Accrual basis. The nature of Financial Accounting Principles – Basic Concepts and Conventions: Entity, Money Measurement, Going Concern, Cost, Realisation, Accruals, Periodicity, Consistency, Prudence (Conservatism), Materiality and Full Disclosures.
Accounting Process
From recording of Business Transactions to preparation of Trial Balance, an overview.

UNIT 3:
(i) Final Accounts With Adjustments
Meaning and features. Preparation of Trading and Profit and Loss account, Balance Sheet.
(ii) Depreciation Accounting
(iii) Valuation Of Inventories
UNIT 4:

(i) Introduction To Corporate Accounts
Corporate Financial Statements: Schedule VI FORMAT as prescribed in Companies Act, 1956.

(ii) Financial Analysis

UNIT 5: INTRODUCTION TO COST CONCEPTS FOR DECISION MAKING

Suggested Readings:
Objectives: Effective Communication is essential for holistic development of the students of Business Economics. The objective of the paper is to develop communication skills in speaking and writing essential for all areas of management.

UNIT 1: INTRODUCTION TO BUSINESS COMMUNICATION
Basic form of Communication – Downward, upward and Horizontal communication. Process of communication.
Corporate Communication – Formal and informal communication network, Grapevine – single strand, gossip, cluster, Probability, Importance of Grapevine, Miscommunication or Barrier to communication – Wrong choice of medium, Physics barriers, Semantic barriers, different Comprehension of reality, Socio psychological barriers.
Principles of Communication - 7c’s concept

UNIT 2: WRITING SKILLS
Planning business messages, Business letters, Memo formats, Request letters, Good news letters, Bad news letters, Persuasive letters – AIDA, Sales letters, collection letters
Detailed Project Report Writing and presentation

UNIT 3: ORAL PRESENTATION
Principles of oral presentations, Factors effecting presentations
Non – Verbal communication – Appearance, Body language, Para language, Time, Space, Silence.
Effective Listening – factors affecting listening, Improving listening

UNIT 4: CORPORATE COMMUNICATION
Interviewing Skills – Interviewer’s preparation, Interviewee’s preparation, Types of interview
Communication for Employment – Resume: Formulating Career Plans, Planning your Resume, Structuring the Resume, Content of the Resume, Electronic Resumes

UNIT 5: INTERNATIONAL COMMUNICATION
Cultural sensitiveness, Cultural context

Suggested Readings:
1. Ronald E. Duleck, John S. Fielden: Principles of Business Communication
2. Murphy and Hiderbrandt: Business Communication
4. Malra Treece, Allyn and Bacon: Successful Communication
5. Randall E. Majors Harper & Rom : Business communication
6. Harpert & Row Western : Guide to effective letter writing
7. Mary Ellen Guffoy : Business Communication
8. Fred Luthan : Organizational Behavior (For Negotiation Skill)
9. C.B Mmoria : Industrial Relation (For the topic of collective bargaining)
UNIT 1: MARKETS WITH IMPERFECT COMPETITION

Monopoly: Equilibrium; supply; multipant firm; monopoly power; deadweight loss; price discrimination; bundling; two-part tariffs.

Monopolistic Competition: Product differentiation; equilibrium of the firm in the industry-with entry of new firms and with price competition. Comparison with pure competition.

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

UNIT 2: FACTOR MARKETS

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

UNIT 3: GENERAL EQUILIBRIUM

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

UNIT 4: WELFARE

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

UNIT 5: MARKET FAILURE

Asymmetric information and signaling. Joint production and consumption and externalities. Common property resources and public goods.

Suggested Readings

2. Bernheim, B. Douglas & Whinston, Michael D.: Microeconomics [TMH, 2009]
UNIT 1: BASIC CONCEPTS  
Number system, Logic, Equations and Inequalities, Concept and methods of proof. Set theory; types of relations in economics; functions, types, monotonicity and invertibility, domain and range.

UNIT 2: FUNCTIONS  
Real valued functions: Linear, polynomial, hyperbolic, logarithmic, power and their applications. Roots of polynomials. Limit of a real valued function. Continuity and differentiability.

UNIT 3: SINGLE VARIABLE DIFFERENTIATION  

UNIT 4: LINEAR ALGEBRA  

UNIT 5: FUNCTIONS OF TWO VARIABLES  

Suggested Readings:

2. Chiang, A.C.: Fundamental Methods of Mathematical Economics [TMH]  
Objective:
The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

UNIT 1: INDIAN CONTRACT ACT, 1872

UNIT 2: NEGOTIABLE INSTRUMENTS ACT, 1881
Meaning and characteristics of Promissory Note, Bill of Exchange and Cheque. Holder and Holder in Due Course, Negotiation, Crossing of Cheque – Kinds and effects.

UNIT 3: COMPANIES ACT, 1956
Company - meaning, kinds, procedure of formation. Memorandum of association, Articles of Association & Prospectus. Allotment of shares. Shareholders and Members. Company Meetings and Resolutions

UNIT 4: CONSUMER PROTECTION ACT, 1986
Structure of the Act, jurisdiction and definitions. Consumer complaint – meaning, relief available to a consumer.

UNIT 5: INFORMATION TECHNOLOGY ACT, 2000
Scheme of the Act, definitions. Digital Signature and Electronic Governance. Regulation of Certifying Authorities

Note: The leading cases should be discussed at relevant places.

Suggested Readings:

4. Lucknow.
Objective:
An introductory study of the various principles and functions of marketing keeping the Indian backdrop wherever possible.

UNIT I: UNDERSTANDING THE BASICS

Introduction: Definition of market, marketing and marketing management, Marketing functions, Objectives of marketing management, Company's orientation towards marketing

Marketing Environment: Nature of marketing environment, Environmental analysis and scanning, and its Importance, Types of marketing environment: Economic, Demographic, Socio-cultural, technological, political and legal (facts on Indian environment must be incorporated)

Indian Marketing Environment: Factors determining competitive forces (Michael Porter's model), Sea change in the Indian marketing environment consequent to liberalization, Marketing challenges of the liberalized economy.

UNIT 2: NATURE OF MARKETING

Market Segmentations and Market targeting: Levels and Patterns of market segmentations, Market segmentation procedure, Bases for segmenting consumer markets. Evaluating and selecting the market segments.

Marketing mix: Concept of integrated approach to manage marketing mix rather than managing each 'P' separately.

UNIT 3: PRODUCT AND PRICING DECISION

Product life cycle: the concept and its strategic implications, Product mix: levels, hierarchy, classifications, mix.
Product line decisions; product line analysis, product line length, line modernization, featuring, pruning.
Positioning: Developing and communicating a positioning strategy, which positioning to promote, communicating a company's positioning.
Differentiation: differentiation tools. Product, services, personnel, channel, image differentiation.
Branding: brand decisions. What is brand, building brand identity, building brands in the new economy, brand equity, branding challenges, brand name decisions, brand building tools, brand strategy decision, brand asset management, brand auditing and repositioning.
Pricing: significance of pricing, factors influencing pricing, pricing objectives, pricing strategies and procedure.
UNIT 4: PROMOTION AND DISTRIBUTION

Communication Process, Steps to achieve effective communication, The concept of Integrated Marketing Communication

Advertising: setting the advertising objectives, deciding on the advertising budget, choosing the advertising message, deciding on media and measuring effectiveness.

Sales promotion: its purpose, major decisions in sales promotion.
Personal selling: principles of personal selling, Professionalism, negotiation

Public relations and publicity: marketing public relations, major decisions in marketing PR. Concept of direct marketing: growth, benefits, integrated direct marketing, major channels, catalog marketing.

Channels: Channel functions and flows, channel levels, service sector channel, information highway channels, Channel dynamics: vertical marketing system, horizontal marketing system, multichannel marketing system, conflict, cooperation, competition, legal and ethical issues in channel relations.

Retailing and wholesaling: types of retailers, marketing decisions, trends in retailing, wholesaling: growth and types, marketing decisions, trends.

Market logistics: objectives, decisions, organizational lessons, store management,

UNIT 5: CONTEMPORARY ISSUES

Ethics in Marketing
Newer concepts like Relationship marketing, Holistic marketing, Green marketing, services marketing, political marketing etc.
Telemarketing and M-commerce, e-marketing, Rural marketing, Trends in Retailing

Note: case study and case lets must be included.

Suggested Readings:

2. Marketing Management, Ramaswamy and Ramakumari
3. Business and Marketing Magazines


Objective:
Macroeconomics is the study of the aggregate performance of the economy, national income, gross domestic product, rate of growth of the economy, unemployment levels, inflation and price levels, etc. The present syllabus aims to provide an understanding of the economy for students at the undergraduate level. It has been divided into two parts, as Macroeconomics I & II, to be covered in two semesters respectively.

UNIT 1. AN INTRODUCTION TO BASIC MACROECONOMICS CONCEPTS
D’Souza (2008) : Chapter 1
Economic Survey (Latest)

UNIT 2. IS-LM MODEL
Blanchard (2006) : Chapters 3, 4 & 5
D’Souza (2008) : Chapter 8 (pages 255-256)

UNIT 3. AGGREGATE SUPPLY AND AGGREGATE DEMAND MODEL
Blanchard (2006) : Chapters 6 & 7

UNIT 4. INFLATION, UNEMPLOYMENT AND THE PHILLIPS CURVE
Blanchard (2006) : Chapters 8 & 9
Economic Survey-Latest

UNIT 5: a) Economics of Great Events-Depression, Hyperinflation and Deficit
b) Advances in Business Cycle Theory
1. Dornbusch, Fischer and Startz (2004) : Chapter 18

Suggested Readings
UNIT 1: STRUCTURE - CONDUCT - PERFORMANCE PARADIGM
The Simple SCP model/framework with and without feedbacks, its critique and modified framework with feedback.

UNIT 2: MARKET CONCENTRATION
Definition of the market, nature and measurement of market concentration, indices of concentration, inequality measures. Theories of measurement: deterministic and stochastic approach.

UNIT 3: BARRIERS TO ENTRY
Concepts to Barriers to Entry by Bains, Stigler. Sources to Barriers to Entry, Limit Pricing Theory, Strategic Entry deterrence, Contestable markets.

UNIT 4: VERTICAL INTEGRATION CONGLOMERATE DIVERSIFICATION & MERGERS
Conglomerate Diversification: Concepts, measures, determinants and consequences of diversification, Mergers, FDI
Vertical Integration: Nature and extent of vertical integration, theories of vertical integration, monopolistic motives for integration

UNIT 5: TECHNICAL PROGRESS & PERFORMANCE
Economics of Research, Market structure and incentive to invent, Concepts by Arrow, Demsetz, Schumpeter.
Concepts of Profit margins, Productivity and Technical efficiency

Main Reading
1. Industrial Economics by Roger Clarke

Supplementary Readings
2. Fergusen and Fergusen. Industrial Economics.
Objective: The course aims to provide basic concepts and knowledge with regard to a business finance and its decisions.

UNIT I: INTRODUCTION

UNIT 2: INVESTMENT DECISION
Capital budgeting process: Estimation of Relevant cash flows, Non-discounted and discounted cash flow techniques – Pay back, ARR, NPV, IRR and Profitability index.

UNIT 3: COST OF CAPITAL AND FINANCING DECISION
Cost of Capital and Financing Decision: Estimation of components of cost of capital; Equity capital and external & internal retained earnings, Debt and Preference Capital, Weighted average cost of capital (WACC) and marginal cost of capital.
Capital structure theories - NI, NOI, traditional approach and MM approach. Factors determining capital structure.

UNIT 4: DIVIDEND DECISION

UNIT 5:
(i) Sources of Finance
Short term sources: advances from commercial banks, public deposits, advances from customers and trade creditors. Long term sources: shares, debentures and long term loans etc.
(ii) Lease Financing
concept of leasing. Types of lease agreements. Difference between hire purchase and lease financing. Advantages and disadvantages of leasing. Lease evaluation
(iii) Mergers and Acquisitions

Suggested Readings:
I. M. Pandey, Financial Management, Vikas Publishing House (P) Ltd.
V.K. Bhalla, Financial Management & Policy, Anmol Publications, Delhi
Dr. S.N. Maheshwari, Financial Management, principles and practice, Sultan Chand and Sons, New Delhi.
UNIT 1: SAMPLING AND HYPOTHESIS TESTING
Statistics and parameters. Properties for a statistic. Central Limit Theorem. Distribution of the sample mean, difference in means and the proportion. Point and interval estimates for the mean, difference in means, and proportion. Hypotheses testing and types of errors. Significance levels and p values. Small sample testing: Chi square, t and F distributions and their properties. Applications of chi square and t distributions to interval estimates and tests.

UNIT 2: CLASSICAL TWO VARIABLE LINEAR REGRESSION MODEL

UNIT 3: MULTIPLE REGRESSION MODEL

UNIT 4: OTHER FUNCTIONAL FORMS
Regressions in deviation form and through the origin. The log-log, log-lin, lin-log, reciprocal, log-reciprocal models with application.

UNIT 5: DUMMY VARIABLES
Intercept, Slope Dummy variables. Interaction between qualitative variables. Interaction between quantitative and qualitative variables. Dummies for testing for the presences of Seasonal Trends.

Main Readings

Supplementary Readings
2. Wonnacott, R.J. and Wannacott, T.H: *Econometrics*, John Wiley. France
PAPER - 401
MACROECONOMICS - II

UNIT 1. THEORIES OF CONSUMPTION AND INVESTMENT
   a) Consumption Functions
   b) Fisher's Inter-temporal Choice Model
   c) Life-Cycle and Permanent Income Hypotheses
   d) Business Fixed, Residential and Inventory Investments
   Mankiw (2005): Chapters 16 and 17**

UNIT 2. OPEN ECONOMY I - THE CONCEPTS
   (a) Balance of Payments
   (b) Trade Balance and Exchange Rates
   D'Souza (2008): Chapters 2 and 5

UNIT 3. OPEN ECONOMY II - THE MUNDELL-FLEMING MODEL
   N. Gregory Mankiw (2005): Chapter 12

UNIT 4. ECONOMIC GROWTH
   (a) Sources of Growth, Potential and Feasible Output
   (b) The Determinants of Long-Run Growth and Solow - A Geometric Presentation
   (c) The Golden Rule, Convergence and Poverty Traps
   (d) Endogenous Growth
   D'Souza (2008): Chapter 16

UNIT 5. MONETARY AND FISCAL POLICY
   a) Inflation Targeting
   b) The Design of Monetary Policy
   c) The Government Budget Constraint
   d) Issues in Fiscal Policy
   Blanchard (2006): Chapters 25 and 26

Suggested Readings
Objective:
To provide students with an understanding of the principles of human behaviour in organisations with relevance to the Indian business context.

UNIT 1. INTRODUCTION
Concept of OB; Management roles, skills and activities; Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)

UNIT 2. INDIVIDUAL BEHAVIOUR
(i) Learning, attitude and job satisfaction
Concept of learning, conditioning, shaping and reinforcement.
Concept of attitude, components, behaviour and attitude.
Job satisfaction: causation; impact of satisfied employees on workplace.
Comparison of job satisfaction amongst Indian employees with other cultures.

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

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

(iv) Perception, Decision Making and Emotions
Perception and judgements; Factors; Linking perception to individual decision making;
Decision making in organizations, Ethics in decision making.
Emotional labour; Emotional Intelligence;

UNIT 3. GROUP BEHAVIOUR
(i) Groups and Work Teams: Concept; Five stage model of group development; Group think and shift; Indian perspective on group norms.
Groups and teams; Types of teams; Creating team players from individuals; Team building and team based work (TBW).

(ii) Leadership
Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal); Authentic leadership; Mentoring, self-leadership, online leadership; Inspirational Approaches (transformational, charismatic); Comparison of Indian leadership styles with other countries.
Exercises, games and role plays may be conducted to develop team and leadership skills.
UNIT 4. ORGANISATIONAL CULTURE AND STRUCTURE
   Concept of culture; Impact (functions and liability); Creating and sustaining culture;
   Employees and culture; Creating positive and ethical cultures.
   Concept of structure; Prevalent organizational designs; New design options.

UNIT 5. ORGANISATIONAL CHANGE, CONFLICT AND POWER
   Forces of change; Planned change; Resistance; Approaches (Lewin’s model,
   Organisational development); Learning organization; Organisational change in Indian
   businesses.
   Concept of conflict; Traditional view and interactionists view of conflict; Conflict
   process; Functional/Dysfunctional. Introduction to power and politics

Main Reading:
1. Organisational Behaviour by Stephen P. Robbins, Timothy A. Judge and Seema Sanghi,
   13th Ed, Pearson Education ltd.

Supplementary Reading:
2. Hellriegel, Slocum and Woodman, Organisational Behavior, South-Western,
3. Behavior In Organizations, Jerald Greenberg, 8th ed, Pearson Education.
UNIT 1: INTRODUCTION TO OPERATIONS RESEARCH, LINEAR PROGRAMMING

(i) Introduction
Meaning, Scope, Techniques, Relevance and Limitations of operational research, Meaning of a model, steps in building of a model.

(ii) Linear Programming
Linear Introduction, terminology and applications, Mathematical formulation of a linear programming problem, Graphical solution, Algebraic method (Simplex method) – Maximisation and minimization cases (single and mixed constraints), Duality: Concept and Interpretation

UNIT 2: TRANSPORTATION & ASSIGNMENT

(i) Transportation
Introduction, Matrix Formulation and balance check of a transportation problem, Initial basic feasible solution (only LCM & VAM methods), Test of optimality and optimal solution, Stepping Stone and MODI methods
Note: Exclude special cases i.e. multiple optimum solution, maximization, degeneracy and prohibited routes.

(ii) Assignment
Introduction, Balanced and unbalanced assignment problem, Solution using Hungarian assignment method.

UNIT 3: DYNAMIC PROGRAMMING
Meaning, applications, Construction and problem solving in stages (including deterministic and but excluding probabilistic programming)

UNIT 4: THEORY OF GAMES, DECISION THEORY AND DECISION ANALYSIS

(i) Theory of Games
Introduction and basic terminology, Pure strategy games (including identification of saddle point and value of the game), Principle of dominance, Mixed strategy games (only arithmetic method for 2 x 2 games)

(ii) Decision theory and Decision Analysis
Steps in Decision theory, Concepts of Expected Monetary Value, Expected Value of Perfect Information and Expected Opportunity loss, Introduction to risk and uncertainty, Decisions under Uncertainty using Laplace, maximin, Minimax, maximax, minimin, hurwicz and Savage Methods

UNIT 5: CPM/PERT ANALYSIS, SIMULATION, SIMPLE INVENTORY MODELS

(i) CPM / PERT Analysis
Meaning, objectives and applications, Fundamental concepts – event, activity, path, dummy activity, fullkerson’s rule, Network construction, Time estimates in network analysis –earliest finish, latest finish, critical path, Float (Independent, free and total float), Programming Evaluation review technique (PERT) – three time estimates, Standard deviation and probability of project completion within a scheduled time, Direct
and indirect cost, Time-cost tradeoff – Crashing of activities (method, network construction, identification of crash time, new critical path and activities to be crashed).

(ii) Simulation
Introduction and applications, Problem Solving using Monte Carlo method and Random numbers.

(iii) Simple Inventory Models
Finite and Infinite Replenishment, Simple EOQ.

Main Readings

Suggested Readings:
UNIT 1: FINANCIAL MARKETS IN INDIA

UNIT 2: PRIMARY MARKET FOR CORPORATE SECURITIES IN INDIA
(i) Issue of Corporate Securities
Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, OnLine IPO : Dutch and French Auction, Book Building of Shares, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares, Venture Capital, Private Equity, Performance of Primary Market in India, Institutional Interest in Public Issues, measuring success of an IPO.
(ii) Corporate Listings
Listing and Delisting of Corporate Stocks

UNIT 3: SECONDARY MARKET IN INDIA
(i) Introduction to Stock Markets
Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Competition amongst major exchanges in India, Raising of funds in International Markets: ADRs and GDRs, FCCB and Euro Issues, Indian Stock Indices and their construction, free float vs. full float methodology, Classification of Securities to be included in the Index, impact of corporate actions (rights, bonus and stock split) on index
Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets, Major Instruments traded in stock markets: Equity Shares, Debentures, Myths attached to Investing in Stock Markets.
(ii) Trading of securities on a stock exchange
Selection of broker, capital and margin requirements of a broker, MTM and VaR Margins, kinds of brokers, opening of an account to trade in securities, DEMAT System, placing an order for purchase/sale of shares, margin trading and margin adjustment, contract note, and settlement of contracts, rolling and traditional (weekly) settlement systems.

UNIT 4: MONEY MARKETS & DEBT MARKET IN INDIA
(i) Money Market
Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit, Role of STCI and DFHI in money markets
(ii) Debt Market
Introduction and meaning, Market for Government/Debt Securities in India, When issued market, Secondary market for government/debt securities, Oversubscription and devolvement of Government Securities, Fiscal Responsibility Act, Switch deals,
Government securities issued by State Governments, Municipal Bonds, Corporate Bonds vs. Government Bonds

UNIT 5: BANKING AND HOUSING FINANCE IN INDIA

(i) RBI
Functions, Role and Monetary Policy Measures (CRR, SLR, OMO)

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

(iii) Housing Finance
Meaning and rise of housing finance in India, Fixing the amount of loan, repricing of a loan, floating vs. fixed rate, the rest method, problems on housing finance.

Suggested Readings:


UNIT 1: INDIA FROM INDEPENDENCE TO LIBERALIZATION
An overview of the economic developments during the period 1947-1980; Objectives and strategies of planned economic development and the role of the State; Slowdown in growth since mid 1960; Changes in policy emphasis from growth to distribution; Green revolution.

Readings:
1. Arvind Subramanian (2007), Growth Experience, in Kaushik Basu (ed), The Oxford Companion to Economics in India, OUP, Delhi, pp. 231-236. (2008 edition may be also be used).
2. T.N. Srinivasan and S.D. Tendulkar (2003), Reintegrating India with the World Economy, OUP, Delhi, Chapter 1, 2 (pp. 11-27)

UNIT 2: INDIA SINCE 1980S (LIBERALIZATION AND BEYOND): OVERVIEW

Readings:
2. T.N. Srinivasan and S.D. Tendulkar (2003), Reintegrating India with the World Economy, OUP, Chapter 2 (pp. 27-47).

UNIT 3: MACRO TRENDS SINCE 1990
Growth, Savings and Investment, Population, Employment, Regional differences, Monetary and Financial trends

Readings:
4. Mihir Rakshit (2009), India amidst the Global Crisis, EPW March 28.
5. Note: Readings 1,2 and 3 are also available in Uma Kapila (ed) India’s Economic Development Since 1947. Academic Foundation, Delhi, 4th edition 2009-10

UNIT 4: INDIAN AGRICULTURE SINCE 1990
Post Green Revolution agriculture; Production and productivity crisis in agriculture; Regional differences; Food Security, PDS system and Malnutrition.

Readings:
UNIT 5:
(a) Industry, Foreign Trade And Foreign Capital Since 1990.
(b) Role of Services and Infrastructure in Economic Development

Readings:
1. R. Nagaraj (2008), India’s Recent Economic Growth: A closer look, EPW, Apr 12.
3. Nagesh Kumar (2005), Liberalization, FDI flows and Development, EPW, Apr. 2

Some background reading for the teachers:

Topic 1

Topic 2
1. T.N. Srinivasan and S.D. Tendulkar (2003), Reintegrating India with the World Economy, OUP, Chapter 5

Topic 4
Ashok Gulati and Shenggen Fan, The Dragon and the Elephant: Agricultural and Rural Reforms in India and China, Chapter 1 (Introduction and Overview).
UNIT 1: USE OF OFFICE SOFTWARE
Word processing, Spreadsheet basics, Database basics, Presentations.

UNIT 2: USE OF SPREADSHEETS FOR DATA ANALYSIS
Implementation of all statistical work in Paper 102 through spreadsheet
Use of macros and automation of repeated data work

UNIT 3: ECONOMETRIC PROBLEM SOLVING
Use of SPSS and SAS software packages to implement the econometric techniques
taught in Paper 304

UNIT 4: LINEAR PROGRAMMING AND MATHEMATICAL PROBLEM SOLVING
Use of appropriate mathematical software package for linear programming problems
and for

UNIT 5: DATA SETS
Introduction to real economic and business data sets. Working on real problems and
preparation of a project report.

Notes:
1. The paper is of 100 marks like other papers. The evaluation shall be based on the
   following:
   • 25 marks for teacher's assessment based on attendance and lab record.
   • 25 marks for practical examination; joint evaluation
   • 50 marks for viva voce; external evaluation

2. For each computation based project, one teacher from the college shall act as guide.
The project is to be decided at the beginning of the semester.

Suggested References:
1. Manuals for the relevant softwares
2. Data Sets: Census of India, National Sample Survey, Index of a stock exchange,
   Wages and Production, CMIE.
Objective:
The course aims to acquaint the students with the essential of Investment Management and to equip them with essential tools for the same.

UNIT 1: BOND MANAGEMENT
Bond Basics, Concept of a yield, Valuation of Bonds, Different ways of Computing Yield (Current yield, holding yield and Yield to maturity (YTM)), yield curve, Basic Theorems of Bond Valuation and Term Structure. Risk In Bonds, Interest rate and default risk, Risk Structure of Interest Rates, Bond Duration, Modified Duration, Bond Convexity, Immunization and Rebalancing of Bond Portfolios

UNIT 2: MARKET EFFICIENCY
(i) Market Efficiency
Meaning and forms of market efficiency, The Random Walk Model, Security Analysis (Overview of Fundamental and Technical Analysis)
(ii) Dividend Discount Model
One, two and Multi Stage Growth Models, Price Earnings Approach to stock valuation.

UNIT 3: PORTFOLIO THEORY
Concepts of Risk and Return, Mean Variance Framework, Markowitz Model and Modern Portfolio Theory, Portfolio Diversification Concepts, Single Index Model, Beta of a stock, Systematic and Unsystematic Risk, SML, CML, market model and CAPM.

UNIT 4: MUTUAL FUNDS
Introduction, Calculation of NAV of a Fund, Classification of Mutual Fund Schemes (Open end & closed end, income & growth schemes, sectorial schemes, index Schemes, Fund of Funds Schemes) Tracking Error, Tactical Asset Allocation and Portfolio Rebalancing
Measuring Performance of mutual fund schemes (S&P Risk Adjusted Ratio, Sharpe, Treynor, and Jenson, Information and M² Ratios), core-satellite portfolio framework, Diversification vs. asset allocation, benchmarking mutual fund performance, Portfolio Management Service (PMS)

UNIT 5: DERIVATIVES:
Meaning and Types, Stock Futures, Commodity Futures, Interest rate futures, Hedging through futures and payoffs, Options, In the money, At the Money and Out of Money Options, Option Payoffs, Forwards and its difference with futures, Simple Futures and Options Combination Strategies (Neutralising the risk, Spread, Straddle, Collars, Covered call, and Put Call Parity), factors affecting option premium, option pricing model (only two stage binomial model), Swaps (Interest rate and currency swaps).
Main Readings

Supplementary Readings:
Objective
To provide students with an understanding of the psyche of a typical consumer and its application to the Indian context.

UNIT 1. INTRODUCTION
Scope of consumer behaviour; Marketing concept and consumer behaviour; Customer value, satisfaction and retention; Marketing ethics and social responsibility; Model of consumer decision making; Consumer research paradigms and consumer research process.

UNIT 2. CONSUMER AS AN INDIVIDUAL
(i) Personality and Consumer Behaviour
Theories of personality; Personality and consumer diversity; Brand personality; Self and self image; Virtual personality.
(ii) Consumer Perception
Elements and dynamics of perception (Sensation, Absolute and Differential threshold, Subliminal perception, Perceptual selection, organization and interpretation); Consumer imagery.
(iii) Consumer Learning
Elements of Consumer learning, Behavioural learning theories (Classical, Instrumental, Observational); Cognitive learning theory (Information processing and Involvement theory); Recognition and recall measures.
(iv) Consumer Attitude
Nature; Structural models; Attitude formation; Attitude change strategies; Cognitive dissonance theory; Attribution theory.

UNIT 3. CONSUMERS IN SOCIAL SETTINGS
(i) Reference Groups and Family Influences
Power of reference groups; Types (Friendship, Shopping, Work, Virtual and Consumer action groups); Reference group appeals and celebrities; Socialisation of family; Functions of family; Family decision making.
(ii) Social Class
Class, Status and categories; Affluent consumers; Middle Class; Working class and non affluent consumers; Consumer behaviour applications of social class.

UNIT 4. CULTURE AND CONSUMER BEHAVIOUR
Needs and culture; Culture is invisible; Learning and culture (Symbolism, Enculturation and Acculturation, Rituals); Measurement of culture (content analysis, fieldwork, value measurement survey instruments); Subcultures (nationality, religious, geographic, racial, age and gender subcultures)
UNIT 5. CONSUMER DECISION MAKING PROCESS

(i) Opinion Leadership and Diffusion of Innovations
Opinion leadership: Process and motivation behind it; Profile of opinion leaders; Frequency, overlap and situational environment; Application to marketing strategy.
Diffusion of innovations: Process; Adoption process; Profile of consumer innovators.

(ii) Consumer Decision making
Levels; Models; Gifting behaviour; Consuming and possessing; Relationship marketing.

Note: Teaching must incorporate discussions of concepts with cases and advertisements in the Indian context.

Main Reading:
Consumer Behaviour by Leon G. Schiffman & Leslie Lazar Kanuk, 8th ed., Pearson publications

Supplementary Readings:
2. Consumer Behaviour in Indian Perspective by Suja Nair, Himalya publishers.
Objective
To build upon the basics of econometrics and equip the students with advanced methodologies in econometrics to make them efficient analysts and researchers.

UNIT 1: RELAXING THE ASSUMPTIONS OF THE CLASSICAL LINEAR MODEL
- Heteroscedasticity: The problem. Detection. Solution. GLS.
- Specification Errors: Omission of a variable, inclusion of irrelevant variable, tests for detecting errors, errors in explanatory and dependent variable

UNIT 2: SIMULTANEOUS EQUATION MODELS:
- Two Stage Least Squares And The Indirect least squares techniques. Applications.

UNIT 3: TIME SERIES MODELS:
- Stationary and Non Stationary time series, Unit root tests, the Random Walk, Moving Average and White Noise, Static and Dynamic models, adaptive expectations and partial adjustment models.

UNIT 4: BINARY DATA AND LIMITED DEPENDENT VARIABLE MODELS

UNIT 5: PANEL DATA
- Fixed and Random Effects

Main References:
UNIT 1: INTERNATIONAL TRADE THEORY
Basis and the Gains from Trade
Absolute Advantage theory, Law of comparative advantage, Opportunity Cost Theory, Production Possibility Curve with opportunity costs and relative commodity price, The basis for and gains from trade under constant costs.
Production Possibility Curve with increasing costs, Community indifference curve, equilibrium in isolation, Gains from Trade with increasing costs, Gains from exchange and specialization.
The Equilibrium Relative Commodity Prices with - Partial Equilibrium Analysis, Offer curves, The Equilibrium Relative Commodity Prices with - General Equilibrium Analysis, Relationship between General and Partial Equilibrium Analyses, Terms of trade.
Reading:
Salvatore-International Economics-8th Edition, Chapter 4, Chapter 3 without Appendix
However, Appendix: A4.1, A4.2, A4.3, A4.4 on Derivation of Trade Indifference Curves can be treated as Optional reading.

UNIT 2: FACTOR ENDOWMENT AND HECKSCHER OHLIN THEORY
Assumptions of the theory, Interpretation of Heckscher Ohlin Theorem, General equilibrium framework of Heckscher-Ohlin Theorem, Diagrammatic presentation of the theory, Factor price equalization and income distribution, Leontief paradox and Factor Reversal
Reading:
Salvatore-International Economics-8th Edition [Chapter 5 and its Appendix other than A5.4]
[Sections 6.1, 6.2, 6.3, 6.4A, 6.4B and 6.5, 6.5A, 6.5B of Chapter 6] Salvatore-International Economics-8th Edition

UNIT 3: INTERNATIONAL TRADE POLICY
A: Tariff
Definition, Types, Partial equilibrium analysis of a tariff, Effects of a tariff on consumer and producer surplus, Cost and benefit analysis of tariff, Rate of effective protection.
Reading:
[Sections 8.1, 8.2, and 8.3A of chapter 8]
Salvatore-International Economics-8th Edition
B: Non-Tariff Barriers and the New Protectionism
Import Quotas, comparison with tariff, Voluntary Export Restraints, Technical Administrative and other regulations, International cartels, Dumping, Export Subsidies
Reading:
Salvatore-International Economics-8th Edition
UNIT 4. NEW TOPICS IN INTERNATIONAL TRADE
A. International Capital Flows, Capital flows under laissez faire, Welfare analysis
B. Extension of Heckscher - Ohlin Trade theory- Many good and many factors extension
C. Immiserising Growth and Transfer Problem
D. Foreign Investment with special reference to Developing countries

Reading

UNIT 5. WORLD TRADE ORGANIZATION
GATT and Trade Liberalization, GATT to WTO, Objectives, functions, basic principles and areas of operation of WTO, Structure and working of the WTO, an overview of Ministerial conferences: issues, decisions and controversies, Doha Development Agenda, WTO and agriculture, Implications of WTO activities for developing countries, WTO and India.

Reading
1. Contemporary Issues in Globalization-An Introduction to Theory and Policy in India-(OUP) Soumyen Sikdar, Chapters- 6 and 7
2. www.wto.org
UNIT 1: INTRODUCTION:
Project Identification, generation of ideas, Project screening and measurement of performance, Project Cycle, Feasibility studies and formulation of a project, Project planning, Market and Technical Analysis.

UNIT 2: FINANCIAL ANALYSIS USING DISCOUNTING AND NON DISCOUNTING TECHNIQUES
Accounting rate of return, Pay Back, NPV, IRR, BCR/PI: Merits and Demerits of each, NPV vs. IRR: Pitfalls, No IRR, Multiple IRR, Incremental IRR, the Choice between NPV and IRR, Specific project decisions like Equivalent Annual Value, Unequal Lives of Projects, Adjustment for Inflation, Projects with Resource Constraint etc.

UNIT 3: INCORPORATING RISK IN PROJECTS
Conventional Tools to handle risk: Risk Adjusted Discount Rate, Certainty Equivalent, Sensitivity Analysis.

UNIT 4: INTERMEDIARIES, ARRANGEMENT OF FUNDS AND PROJECT MANAGEMENT
Meaning and role of merchant/investment banks as intermediaries in project management, functions performed by investment banks. Performance of these banks over the years. India Growth Story and Rise of Merchant Banking in India, Impact of the sub prime crisis on merchant and investment banks.

UNIT 5: Exercise on Writing of the Project Report

Suggested Readings

Environmental Economics is no longer a peripheral area of the discipline of Economics, but is at the centre in discussions of development economics today. Hence students need to understand the basic terminology of Environmental Economics, Environmental valuation, Accounting Framework, Regulations, and international environmental issues. This syllabus not only provides the basic foundations of Environmental Economics but also equips the students regarding current developments in the subject.

UNIT I: ENVIRONMENTAL PROBLEMS AND ISSUES:
1. An Introduction to Environmental Economics
2. Environment and Elements of ecology
   Chapters 2 and 4 - Thomas Callan
   Chapter 1 - R.N. Bhattacharya

UNIT II: SOLUTIONS TO ENVIRONMENTAL PROBLEMS:
1. Conventional Policy- Environmental Standards, Efficiency of Environmental standards, Command and Control Approach
2. Market Based Policy- Pollution Charges and Environmental Subsidies, Deposit refund System, Pollution Permit Trading Systems,
3. Environmental Regulations in India
   Chapters 5 and 6 Thomas Callan
   Chapter 3 (pages 100-119) – R.N. Bhattacharya

UNIT III: ANALYTICAL TOOLS FOR ENVIRONMENTAL PLANNING
1. Environmental Risk Analysis- Concept of Risk, Risk Assessment and Risk Management.
3. Benefit – Cost Analysis
   Chapters 7, 8 and 9 Thomas Callan

UNIT IV: SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL ACCOUNTING
1. Sustainable Development- Concept and Measurement
2. Environmental Accounting- Concept, Common Property Resources and LDCs
   Chapter 5-Tom Tietenberg
   Chapter 5-R. N. Bhattacharya (Pages 179 to 188 and 198 to 215)
UNIT V: GLOBAL ENVIRONMENTAL MANAGEMENT

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

Chapters 21 and 14- Thomas Callan

References:
Tom Tietenberg: Environmental and Natural Resource Economics, 2004 (Sixth Edition), Pearson Education.
Objective:
The course aims to acquaint the students with the nature, scope and formulation of Business Strategies and their supporting organizational policies.

UNIT I: OVERVIEW OF STRATEGIC MANAGEMENT
(i) Nature and Value of Strategic Management
(ii) Strategic Management Process

UNIT 2: ENVIRONMENTAL ANALYSIS
(i) External Environment
(ii) Internal Environment
Value of Systematic Internal Assessment. Developing the Company profile. Profile of Company’s Strengths and Weaknesses.
(iii) Multinational Environment

UNIT 3: STRATEGY FORMULATION, ANALYSIS AND CHOICE
(i) Formulating Long-Term Objectives and Grand Strategies
(ii) Strategic Analysis and Choice

UNIT 4: STRATEGY IMPLEMENTATION AND CONTROL
(i) Operationalizing the Strategy
(ii) Institutionalising the Strategy
(iii) Strategic Control and Evaluation
Establishing Strategic Controls. Operational control systems.
UNIT 5: BUSINESS ETHICS:
Values-Concept, types and formation of values, ethics, values and behaviour, Ethics, development of ethics, ethical decision making and decision making process, relevance of ethics and values in business. Management of Ethics.

Main Readings:
2. Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi

Supplementary Readings:
2. Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi
3. Prased, L.M; Business Policy; Strategic management, Sultan Chand & Sons, New Delhi.
UNIT 1: INTRODUCTION TO THE FOREIGN EXCHANGE MARKET AND FUNDAMENTAL ISSUES

What is Foreign Exchange (Forex) Market, Communication in Forex Markets, Currency Quotes, types of quotations in forex markets, calculation of forward rates using spot rates, calculation of discount/premium on spot rate using spot and forward rates, Spot Rates with and without transaction costs, synthetic quotes. Arbitrage: one point, two point and three point arbitrage. Interest rate Parity (explanation of borrowing and lending criteria, diagrammatic presentation) PPP Principle (both absolute and relative versions), International Fischer Effect.

UNIT 2: DERIVATIVES IN THE INTERNATIONAL FINANCE MARKET

Forward vs. Future contracts, Pay Off profile on currency forward and future contracts. Margin Adjustment for futures. Currency Options: European and American Options, Intrinsic Value, premium, at the money, in the money and out of money options, Pay Off profile on option contracts.

UNIT 3: INTERNATIONAL FINANCIAL SYSTEM


UNIT 4: FACTORS AFFECTING EXCHANGE RATES AND EXPOSURES


UNIT 5: PAYMENT SYSTEMS

Payment Terms and Financing International Trade, International Flow of Funds and Portfolio Investment in India, FDI vs. FIIs, Investment Strategies of FII in India, FII and volatility, Impact of FII investment on stock markets and concern of Government.

Main Readings:
3. Madura, Jeff; International Financial Management
UNIT-1 FOUNDATIONS OF ADVERTISING
Types of advertising, The Concept of IMC, Roles and functions of advertising, The key players – advertiser, media, advertising agency, Organization of agency – how to select an advertising agency, Advertising appropriations – factors influencing advertising budget, methods of setting advertising budget.

UNIT-2 PLANNING AND STRATEGY
Planning framework, Marketing strategy and situation analysis, The marketing plan, The advertising plan, Setting goals and objectives – functions and objectives, The DAGMAR approach, Segmenting and positioning.

UNIT-3 EFFECTIVE ADVERTISING MESSAGE
The creative and message strategy – the concept of USP/UVP, themes and appeals, Copywriting – the language of advertising, copywriting for print, radio, T.V. and web, Illustrating – visual communication, Designing and production – (including the visual layout), Evaluation of effectiveness, Pre-Testing, Post-Testing

UNIT-4 EFFECTIVE ADVERTISING MEDIA
Types of media, Newer media options, Media objectives, Media budget, Media strategies – Media mix, Media buying, Media evaluation.

UNIT-5 BRAND MANAGEMENT
Brand management – what is a brand, brand development, extension, rejuvenation, relaunch – product vs. brands, goods and services, retailer and distributors, people and organization, brand challenges and opportunities, the brand equity concept, identity and image
Brand leveraging and brand performance – establishing a brand equity management system, measuring sources of brand equity and consumer mindset, co-branding, celebrity endorsement
Brand positioning and brand building – brand knowledge, brand portfolios and market segmentation – steps of brand building, identifying and establishing brand positioning, defining and establishing brand values.

Suggested Readings:
3. Advertising by Akar, Mayor and Batra
UNIT 1: LINEAR ALGEBRA
Characteristic equations and roots. Diagonalisation. Quadratic forms.

UNIT 2: FUNCTIONS OF SEVERAL VARIABLES

UNIT 3: LINEAR PROGRAMMING
Duality, Complementary Slackness and application of Kuhn Tucker conditions.

UNIT 4: DIFFERENCE EQUATIONS
First order with constant and variable coefficients. Second order equations. Economic applications.

UNIT 5: DIFFERENTIAL EQUATIONS
Definite and indefinite integrals and their economic applications.

Suggested Reading
2. Yamane, Taro: Mathematics for Economists – An elementary survey [PHI]
UNIT 1: ECONOMIC DEVELOPMENT- DEFINITIONS AND CONCEPTS
- A Very Short Introduction (AVSI), Characteristics of Development pp 1-29
- Development Economics, Chapter-2
- Distinction between Growth and Development
- Economic Development, Michael. P. Todaro, Chapter 1 and 2

UNIT 2: GROWTH MODELS
- DE, Chapter-3 Economic Growth, Section-3.3.1(pp 51-56) and Section 3.5 (pp 74-84).
- DE, Chapter 10, pp 353-371 (LEWIS MODEL)
- Introduction to Economic Growth pp20-53 (THE BASIC SOLOW MODEL)
- Endogenous Growth Model: Jones
  Note- Solow Model shall be covered before Convergence (Section 3.5)

UNIT 3: HUMAN CAPITAL- EDUCATION, INTELLECTUAL CAPITAL & POVERTY.
- Meier pp 450-459 (Education investment in Human Capital)
- Michael P Todaro , Economic Development, Chapter 9 (Human Capital & Education & Health in Economic Development)
- Concept of relative and absolute poverty, Sen
- Income inequality and its measurement, world experience in this context

UNIT 4: TECHNOLOGICAL PROGRESS
- Introduction to Economic Growth Chapter 4 & Chapter 5 (up till Page 110)
- Development Economics, Chapter 4, Section 4.4.4 & 4.4.5
- Growth and Development, A.P Thirwall Chapter 14 (up till page 499) also included are pp 525 -536
- Meier, Section VIII, pp 381-405 (International Trade and International Inequality)

UNIT 5: STATE AND THE MARKET
- F Hayami, Chapter-8 (up till page 212) and also included are pp 233-239
  Experience of South East Asia And Latin America Countries in this context could be useful.

References:
- Charles Jones, Introduction to Economic Growth, Second Edition
- F Hayami, Economics (as per the previous syllabus)
OBJECTIVES: Provide understanding of entrepreneurship, i.e., initiating an innovative new business venture and developing it into a self-sustaining and profitable enterprise. Family businesses impact all our lives. The course shall explore the business, personal, and interpersonal issues associated with a family-owned and managed company. The objective of this stream is to provide comprehensive knowledge and develop competencies to start own independent business.

UNIT 1: THE ENTREPRENEURIAL DEVELOPMENT PERSPECTIVE

UNIT 2: CREATIVITY ISSUES AND IDEA PROCESSING
Managing Creativity Issues to be addressed in working the definition of creativity - Definition -Attributes of a creative person - Creative Thinking and Motivation -Managing Creativity - Organisational Actions that enhance and hinder Creativity -Organisational priorities and Creativity -Managerial responsibilities in a creative organisation. Search for business idea, sources of ideas, idea processing , Input requirements: sources and criteria of financing, fixed and working capital assessment, technical and marketing assistance

UNIT 3: ENTREPRENEUR AND ECONOMIC DEVELOPMENT

UNIT 4: MANAGEMENT OF FAMILY BUSINESS
Overview of Family Business Domain, Family capital, Recognize conflict, Decision making and conflict management, Governance of the family enterprise, Enduring family enterprise.

UNIT 5: SUCCESSION PLANNING
Innovation & Change , Nagging issues, Succession, Developing leadership abilities, Estate planning, Expectations of successors, Self-development and career plan, Preparing the next generation
Suggested Readings:

1. Vasanth Desai: Dynamics of Entrepreneurial Development & Management
2. Gupta & Srinivasan: Entrepreneurial Development
3. John Kao: Creativity & Entrepreneurship...