SEMESTER-VII
B.A. (Hons) BUSINESS ECONOMICS

Category I

Business EconomicsCourse for Undergraduate Programme of study with Business Economics as a Single Core Discipline
(B.A. Honours in Business Economics)

DISCIPLINE SPECIFIC CORE COURSES

Code	Semester	Course Name	Credits	Instruction	Page
DSC – 19	VII	Data Science	4	2L + 2P	3-4

DISCIPLINE SPECIFIC ELECTIVE COURSES

Code	Semester	Course Name	Credits	Instruction	Page
DSE - 1	Odd	Income Tax Law and Practice (already passed)	4	3L+1T	5-6
DSE - 3	Odd	Entrepreneurship (already passed)	4	3L+1T	7-8
DSE - 5	Odd	Investment and Portfolio Optimization (already passed)	4	3L+1T	9-10
DSE - 7	Odd	Monetary Economics (already passed)	4	3L+1T	11-12
DSE - 9	Odd	International Economics (already passed)	4	3L+1T	13-14
DSE - 11	Odd	Understanding Consumers (already passed)	4	3L+1T	15-16
DSE - 12	Odd	Research Methodology (already passed)	4	3L + 1P	17-18
DSE - 13	Odd	Behavioural Finance	4	3L+1T	19-21
DSE – 15	Odd	Development Economics	4	3L+1T	22-23
DSE – 17	Odd	Brand Management	4	3L+1T	24-25
DSE – 19	Odd	Business Valuation	4	3L+1T	26-27
DSE - 21	Odd	Applied Econometrics	4	3L+1P	28-29

GENERIC ELECTIVE COURSES

Code	Semester	Course Name	Credits	Instruction	Page
GE-1	Odd	Principles of Economics (already passed)	4	3L+1T	30-41
GE-3	Odd	Legal Environment of Business (already passed)	4	3L+1T	
GE-5	Odd	Quantitative Techniques in Management (already passed)	4	3L+1T	
GE-7	Odd	Economics of Startups (already passed)	4	3L+1T	
GE-9	Odd	International Economics (already passed)	4	3L+1T	
GE-11	Odd	Economic Policy Framework (already passed)	4	3L+1T	

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Data Science (DSC 19)	4	2	0	2	Class 12	Maths at Class XII level

Learning Objectives

The course aims to:

- Understand the purpose of Data Science is **to find patterns within data**.

- Use various statistical and mathematical techniques to analyse and draw insights from data.

- Realise that data in real life is usually noisy and messy, therefore special tools and techniques are needed to draw meaningful insights from it.

Learning outcomes

By studying this course, the students will be able to:

· Understand the methods and techniques commonly used in data science.

· Retrieve, organize and explore data

· Demonstrate the ability to clean and prepare data for analysis

· Use the techniques of data analysis, inferential statistics, machine learning, and statistical computing in an integrated capacity.

SYLLABUS OF DSC-19

UNIT–I: Introduction to Data Science   [8 hours]

Definition of Data, Big Data and Data Science. The current landscape of perspectives - Skill sets needed, Work profile of Data Scientists, Data ethics, valuing different aspects of privacy (eg. GDPR); Data science process overview (Defining Goals – Data acquisition-retrieval-preparation-exploratory analysis-modelling-visualisation); Big Data – problems in handling large data, distributed data storage and processing, Supervised and Unsupervised learning Models, Supervised Learning Models: Classification and regression, bias – variance trade-off.

Basics of Python for Machine Learning.

Unit 2: Data Processing [15 hours]

Data pre-processing: (Data Wrangling) Data cleaning - data integration - Data Reduction, Data Transformation and Data Discretization. (Univariate analysis, Handling Missing values, and outliers, imputation of missing values, encoding of nominal and ordinal variables, scaling/standardization of variables).

Exploratory Data Analysis - Basic tools (plots, graphs and summary statistics)

Feature Selection methods – Filter methods (correlation, ANOVA, chi-square, variance threshold, Phi-k correlation), Wrapper methods, Decision Trees; Random Forests.

Unit 3: Clustering and introduction to Data Visualisation [7 hours]

Clustering: Choosing distance metrics - Different clustering approaches - hierarchical clustering, K-means, DBSCAN, Relative merits of each method. Data Visualization: Basic principles, ideas and tools for data visualization. (Bars, box plots, heat maps, histograms, normal plots)

Unit 4: Machine Learning [15 hours]

Familiarisation with machine learning process (training-testing-validation), Basic Machine, Data Imbalance, Data diversity, Machine Learning Pipeline
Learning Supervised learning algorithms: Linear Regression- Regression diagnostics, checking assumptions of Linear Regression, root mean square error, R2 and adjusted R2
Logistic Regression – Understanding concept and application, Data Imbalance, Evaluation metrics-Classification matrix, Sensitivity, Specificity, ROC curves. Decision trees.

Practical Component (30 practical sessions): Practical to be based on Python Programming Language. The student is expected to implement using Python, all the regressions and tests noted in the syllabus. An econometric project to be taken up and assessed as part of the practical internal assessment.

Essential/recommended readings

1. O'Neil Cathy and Schutt Rachel (2014). Doing Data Science, Straight Talk from The Frontline, O'Reilly.

2. McKinney,Wes. (2012). Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython, O'Reilly Media.

3. Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani, Jonathan Taylor (2023). An Introduction to Statistical Learning: With Applications in Python,Springer Cham.

Suggested readings

1. Harrison,Matt, (2016), Learning the Pandas Library: Python Tools for Data Munging, Analysis, and Visualization, O'Reilly.

2. Grus Joel (2015), Data Science from Scratch: First Principles with Python, O'Reilly Media.

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Income Tax Law and Practice (DSE1)	4	3	1	0	Class 12	None

Learning Objectives

The course aims at
- Introducing basic definitions in Income Tax Act
- Computing taxable income under the heads Salaries and House Property
- Calculate Profits and Gains of Business or Profession, Capital Gains and Income from other sources
- Understand deductions from gross taxable income and filling of returns.

Learning outcomes

By studying this course, the students will be able to:

· Understand the Process of determination of taxable income

· Apply the deductions to taxable income as per the latest provisions of Income-tax Act, 1961

· Acquire the skill of Filling Basic Returns of Income Tax

SYLLABUS OF DSE-1

Unit 1: Introductory Concepts   **(3 hours)**

Permanent Account Number (PAN), Assessment Year, Previous Year, Person, Assessee, Gross Total Income, Total income and its computation, Tax Rates, Residential status; Relationship between Residential Status and Incidence of Tax. Incomes Exempted under section 10.

Unit 2: Computation for "Salaries" and "Income from House Property"   **(15 hours)**

Income under the head "Salaries": Meaning of Salary, basis of charge, Allowances, Perquisites, permissible deductions from salary income, Deduction under Section 80 C.

Income under the head "Income from House Property": Basis of charge, income from let out house property, income from self-occupied property.

Unit 3: Computation for 'Profits and Gains of Business or Profession', 'Capital Gains' and 'Income from other sources' (15 hours)

Profits and gains of business or profession: Basis of charge, important rules regarding assessment of PGBP, computation of Profits from Business or Profession, deductions expressly allowed, expenses expressly disallowed.

Capital gains: basis of charge, meaning of capital asset, cost of acquisition, improvement and indexation, exemptions for capital gains arising from transfer of Capital Assets, calculation of tax on short-term and long-term capital gains.

Income from other sources: basis of charge, dividend, winnings from lotteries, crossword puzzles, etc., interest on securities, advance money received for transfer of a capital asset, permissible deductions.

Unit 4: Computation of Total Income and Tax Liability (12 hours)

Computation of total income; Deductions from gross total income under section 80 C to 80 U; Rebates and reliefs; Set-off and carry forward of losses (Concept only), Concept of advance payment of Tax and Deduction of Tax at Source. Computation of Taxable Income and liability of Tax. e-Filing of Returns: ITR-1 (SAHAJ) and ITR-2

Essential/recommended readings

1. Ahuja, G. and Gupta, R. Simplified Approach to Income Tax. Flair Publications (P) Ltd.

2. Singhania, V.K. and Singhania, M. Students Guide to Income Tax. Taxmann Publications (P) Ltd.

Software which will be used for teaching are

1. 'Excel Utility' available at incometaxindiaefiling.gov.in

2. Vinod Kumar Singhania, e-filing of Income Tax Returns and Computation of Tax Taxmann Publication (P) Ltd, New Delhi. (Latest version)

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		Lecture	Tutorial	Practical/ Practice		
Entrepreneurship (DSE 3)	4	3	1	0	Class 12	None

Learning Objectives

The aims of this course are:
- To introduce the concept of entrepreneurship and its role in the economy
- To launch an Entrepreneurial Venture and writing a business plan
- To identify and explore legal and financial requirements of a business
- To understand the role and creativity in sustainable Business

Learning outcomes

By studying this course, the students will be able to:

· Develop critical thinking, problem solving skills and entrepreneurial mind-set in students.

· Enhance the understanding of the entrepreneurial process from idea generation, to concept development and creation of the venture.

· Enable the understanding of the business models, legal aspects of enterprise and writing a business plan.

· Apprise students with ways to finance and scale up the business.

SYLLABUS OF DSE-3

Unit 1: Introduction to Entrepreneurship (9 hours)

Concept of Entrepreneurship; Attributes of Entrepreneur; Distinction between entrepreneur and manager; Concept of corporate entrepreneurship/ intrapreneurship; Concept of social entrepreneurship; Role of entrepreneurship for an economy; Understanding business model strategy; Legal forms of enterprise; case study discussion on entrepreneurs, intrapreneurs, business models

Unit 2: Launching Entrepreneurial Venture (12 hours)

Identification of opportunities and Idea generation and screening methods- Brainstorming, mind-mapping, story-telling, SCAMPER, attribute listing, focus group interviews, customer

feedback; Feasibility studies- Marketing, Financial, Technical, Socio-economic Feasibility; Writing Business Plan

Unit 3: Legal and Financial Aspects (12 hours)

Legal requirements of business (Basic concept and relevance of patents, copyrights, and trademark); Financing- Start-up phase financing, growth stage financing, Maturity-phase financing; angel investment and venture capital, other forms of external financing; case study discussion on financing a venture

Unit 4: Sustaining and Scaling Up (12 hours)

Keeping the entrepreneurial spirit alive- Challenges and remedies, Role of creativity and innovation, Barriers to entrepreneurship, Concept of sustainability, Ethical Perspectives; Introducing Shared Innovation into the Business Model; Evolution of CSR from Compliance to Sustainable Entrepreneurship; How to Design CSR Strategies that Optimize Impact for Business and Society

Essential/recommended readings

1. Harvard Business Review Entrepreneur's Handbook: Everything You Need to Launch and Grow Your New Business

2. Hisrich, R. D. International entrepreneurship: starting, developing, and managing a global venture. Sage Publications.

3. Sharma, S., Starik, M., & Wuebker, R. Sustainability, innovation and entrepreneurship: introduction to the volume.

Additional References:

1. Blank, S., Andreessen, M., Hoffman, R., & Sahlman, W. A. (2018). HBR's 10 Must Reads on Entrepreneurship and Startups (featuring Bonus Article "Why the Lean Startup Changes Everything" by Steve Blank). Harvard Business Press.

2. Drucker, P. (2014). Innovation and entrepreneurship. Routledge.

3. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill.

4. Kuratko, D.F., and Rao, T. V., Entrepreneurship: A South-Asian Perspective, Cengage.

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Investment and Portfolio Optimization (DSE 5)	4	3	1	0	Class 12	None

Learning Objectives

This course aims to:
- Provide a broad overview of investment and risk associated with it
- Measurement and analysis of return and risk of an equity on the basis of fundamental and technical analysis
- Understand bond fundamentals and interest rate theories
- Construction, analysis and evaluation of a portfolio of securities.

Learning outcomes

By studying this course, the students will be able to:

·   Provide a theoretical and practical background of investments valuation

·   Do valuation of equity and debt instruments

·   Analyse and manage the bond as well as equity portfolios in the real word.

·   Understand how to measure the portfolio performances

SYLLABUS OF DSE5

Unit 1: Basics of Investment   **(6 hours)**

Investment alternatives and objectives, investment, gambling, speculation, introduction to risk – return trade off: types of risks, sources of risks, measures, analysis, determinants of required rates of return and relationship between risk and return. Types of returns: Holding Period Return (HPR) & Compound Annual Growth Rate (CAGR). Attributes of a good investment. Types of assets: Real Assets versus Financial Assets. Investment Process.

Unit 2: Analysis of Equity   **(12hours)**

Measurement of return and risk of equity shares. Approaches to equity analysis, Fundamental Analysis- Economy, Industry, Company Analysis (EIC framework); Equity Valuation Models (DDM, P/E Ratio model and Free Cash Flow Valuation approach). Valuation based on other ratios-P/B ratio, Price to Sales ratio and Price to Cash flow ratio. Technical Analysis – Concept, market indicators and specific stock indicators.

Random Walk Theory & Efficient Market Hypothesis (EMH): Forms, empirical evidence and tests.

Unit 3: Analysis of Bonds (12hours)

Bond fundamentals, types of bonds & risks in bonds. Valuation of bonds. Bond yields-current yield and Yield-to-maturity (YTM). Bond price-yield relationship, analysis of risks in bonds-duration and modified duration. Theories of term structure-Expectations theory, Segmented markets theory and Liquidity Preference theory. Yield curve.

Unit 4: Portfolio Construction, Management and Evaluation (15hours)

Modern Portfolio theory: Diversification & portfolio risk, Harry Markowitz model, measurement of portfolio risk and return, measurement of co-movements in security returns, calculation of portfolio risk, efficient frontier and optimal risky portfolio. Riskless lending & borrowing and capital market line.
Capital Asset Pricing Model: Development of the CAPM, assumptions, beta and security market line. Sharpe's Single Index Model. Portfolio performance evaluation- Sharpe's index, Treynor's Index, Jensen's alpha, and Information ratio.
Note: Some case studies related to above topics are required to be discussed.

Essential/recommended readings

1.   Bodie, Zvi., Kane Alex and Alan J. Marcus. Investments. McGraw Hill.

2.   Chandra, P. Security Analysis and Portfolio Management. Tata McGraw Hill.

3.   Francis. J.C. & Taylor, R.W. Theory and Problems of Investments. Schaum's Outline Series. TMH. New Delhi,

4.   Fischer, Donald E. and Ronald J. Jordan. Security Analysis and Portfolio Management. PHI Learning.

5.   Pandian, Punithavathy. Security Analysis and Portfolio Management. 2nd Edition. Vikas Publishing House. New Delhi

6.   Reilly, Frank K, and Brown, Keith C. Investment Analysis and Portfolio Management. Cengage Learning.

7.   Rustagi, R.P. Investment Management. Sultan Chand & Sons.

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Monetary Economics (DSE 7)	4	3	1	0	Class 12	None

Learning Objectives

This course provides the student the knowledge of:
- Forms of money and its measures and associated theories
- Money and capital markets, Financial products, institutions and crises
- Interest rates, their determination and associated theories
- Structure and role of the banking system and its reforms
- Monetary theory, monetary policy, its goals and current practice in India

Learning outcomes

By studying this course, the students will be able to:

·   Develop a critical understanding of functioning of financial institutions, markets and instruments and how growth of the real economy is interspersed with financial innovation and crisis.

·   Learn an important learning outcome relates to aspects with regard to banks and capital markets as they constitute significant components of a financial system.

·   Develop an understanding of theory of monetary policy and how it is conducted in India by Reserve Bank of India.

·   Develop some basic understanding of few current issues including demonetization, cryptocurrency and problems faced by the banking sector in their appropriate contexts.

SYLLABUS OF DSE7

Unit 1:   **(8 hours)**

Concept, functions and measurement, and Theories of Money Supply Determination, Demonetization and Cryptocurrency.

Unit 2:   **(15 hours)**
Financial Institutions, Markets. Instruments and Financial innovation.
Role of Financial Markets and Institutions; problems of asymmetric information, adverse selection and moral hazard, financial crisis. Money and Capital Markets, Organization, Structure and Reforms in India: Role of Financial Derivatives and other Innovations.

Unit 3: (8 hours)

Interest rates Determination, Sources of interest rate differentials, Theories of Term Structure of Interest rates, Interest rates in India.

Unit 4: (8 hours)
Banking System, Balance Sheet and Portfolio Management, Indian Banking System, Changing role and Structure, Banking Sector Reforms.

Unit 5: (6 hours)
Central Banking and Monetary Policy, Functions, Balance Sheet, Goals, Targets (operating, intermediate and final), Indicators and instruments of monetary control, Tinbergen's theorem, Inflation targeting, monetary management, current monetary policy in India**.**

Essential/recommended readings

1. Fabozzi F J et al(2009): Foundations of Financial Markets and Institutions, Pearson

2. MishkinF S , Eakins S G,Jayakumar T , Pattnaik R K (2017): Financial Markets and Institutions, Pearson.

3. Dua, P(2020), "Monetary Policy Framework in India", Indian Economic Review, Vol. 55, Issue 1, June 2020

4. Jadhav,Narender: Monetary Policy,Financial stability and Central Banking in India Macmillan,New Delhi,India

5. Kaul,Vivek(2020) Bad money: inside the NPA Mess and how does it threaten the Indian Banking System, Harper Collin Publisher India

6. Ghate, C., & Kletzer, K. M. (Eds.). (2016). Monetary policy in India: A modern macroeconomic perspective. Springer

7. Chibber, Ajay, Salman, Soz, Anees(2021) India's Financial Sector: A Whodunnit

8. EDs in Unshackling India. Haper Collins Publishers India.

9. Report of the Working Group: Money Supply Analytics and Methodology of Compilation, 1998 Annual Report; Master Circular - Prudential Norms on Capital Adequacy - Basel I Framework – 2011; RBI Bulletin; Report of Currency and Finance (latest).

10. Various publications of RBI and other agencies / institutions

11. Raghuram_Rajan_Committee_on_Financial_Sector_Reforms

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
International Economics (DSE 9)	4	3	1	0	Class 12	None

Learning Objectives

The course aims to:
- Explain the historical view of International trade and production and consumption gains from trade
- Analyse the working of H-O theory and new trade theory
- Understand the international trade policies and its impact on trade
- Understand the functioning of WTO and its implications for India.

Learning outcomes

By studying this course, the students will be able to:

- Understand basic theories of International Trade and the terms used therein.

- Understand trade policies and instruments used to control international trade.

- Understand what is WTO and how does it affect international trade?

- Understand various concepts related to Regionalism and Integration and their importance.

SYLLABUS OF DSE-9

Unit 1: International Trade Theories (12 hours)

International trade as an Engine of Growth, Ancient view of International Trade, Theory of Mercantilism, Absolute Advantage theory, Comparative Advantage Theory, Opportunity cost theory of trade, Autarky Equilibrium, Production and Consumption Gains from Trade.

Unit 2: Modern Theories of Trade (12 hours)

Introduction, H-O theory- Assumptions, General Equilibrium framework, the working of H-O theory, Factor price equilibrium theorem, Income Distribution effects of H-O theory, Empirical implications of H-O theory, Leontief Paradox, Factor Intensity Reversal, New trade theories (Difference in technology, Economies of Scale and Monopolistic Competition and Trade)

Unit 3: International Trade Policies and Practices (12 hours)

Trade Policy Instruments, Tariffs Barriers, Import Tariff- It's effect and measurement, Non-Tariff Barriers- Import Quotas, Voluntary Export Restraints, Anti-Dumping, Economic Integrations, Regional groups – EU, NAFTA and SAARC/ ASEAN, Theory of Customs Union - Impact of customs union on trade- trade creation and diversion. Import Substitution and Export Promotion.

Unit 4: WTO and Trade **(9 hours)**

What is WTO, Objectives, Principles, Areas of Function of WTO, Role of WTO in trade, Foreign Trade Policy of India, The Sanitary and Phyto SanitaryAgreement (SPS) of WTO and Its Implications for India, India & World Trade Organization (WTO): WTO Agreement on Agriculture.

Essential/recommended readings

1. Salvatore, D. (Edition 2008) , International Economics, Pearson Education : New Delhi

2. Krugman Paul R. & Obstfeld M. (2013) : International Economics:- Theory and Policy (IXth Edition), Pearson Education , New Delhi.

3. Cherunilam Francis (1998) :International Economics (Vth Edition), McGraw Hill Education (India) Pvt Ltd.

4. WTO and its implications on Indian Agriculture, National Institute of Agricultural Extension Management (MANAGE), Hyderabad.

Additional References:

1. Appleyard   Dennis R.; Cobb Steven; Field Alfred J. (2010). International Economics (Vth Edition), McGraw Hill Education (India) Pvt Ltd.

2. Thompson, Henry(2010): International Economics – Global markets and competition 2nd Edition Singapore; Hachensack, N.J: World Scientific.

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

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		Lecture	Tutorial	Practical/ Practice		
Understanding Consumers (DSE 11)	4	3	1	0	Class 12	None

Learning Objectives

The course aims to:
- Understand psyche of a consumer and his personality traits
- Apply theories to learn and predict consumer behaviour
- Learn culture role and dynamics of Family and Consumer socialization
- Analyse consumer decision making process and diffusion of innovation

Learning outcomes

By studying this course, the students will be able to:

· Understand personality theories and their applications to consumer psychology.

· Analyse consumer perception in advertising through psychology based theories of perception.

· Understand behavioural learning theories and consumer attitude formation in the context of advertisements.

· Understand the role of opinion leaders, family and culture in consumer decisions.

· Identify the use of consumer behaviour concepts in prevalent advertisements.

SYLLABUS OF DSE-11

Unit 1: Personality, Perception and Positioning   (12 hours)

Freudian Theory, Neo-Freudian theory of personality; Personality traits; Anthropomorphism; Self-Perception; Sensory information, Absolute and differential thresholds; Perceptual Selection, Perceptual Organisation, Interpretation of cues and imagery, Risk perception; Positioning and Repositioning (including use of perceptual mapping).

Unit 2. Consumer Learning and Attitude   (12hours)

Elements, Behavioural learning theories (Classical, Instrumental, Observational); Information processing; Cognitive learning theory, Consumer involvement and hemispheric lateralisation; Recognition and recall measures. Consumer attitude formation; Tri-

component attitude model; Attitudes motivational functions; Elaboration Likelihood Model; Cognitive dissonance and conflict resolution; Causality and attribution theory.

Unit 3. Persuasion, Social Setting and Culture (9hours)

Broadcasted versus Addressable messages, message structure, persuasive appeals; Credibility and persuasive power of reference groups, Opinion leaders (influencers), Word-of-mouth strategic applications
Family and consumer Socialization; family decision making and members' roles; Culture's role and dynamics; Learning Cultural Values; Measuring values; Core values.

Unit 4. Consumer Decision-Making and Diffusion of Innovations (12 hours)

Consumer decision making: need recognition, decision spectrum, pre-purchase search, evaluation, decision rules, rules and marketing strategy, incomplete information, post-purchase evaluation- brand loyalty, disconfirmation of expectations; Consumer gifting behaviour; Diffusion, Types of innovation, Features affecting adoption, Adoption process.

Essential/recommended readings

1. Schiffman, Leon G., Kanuk, Leslie Lazar.,Kumar, S. Ramesh. Consumer Behaviour. 12th ed. Pearson Publications.

Additional References:

1. Hawkins, Roger J., Best, Kenneth A., Coney. Consumer Behaviour: Building Marketing Startegy. Tata McgrawHill.

2. Solomon, Michael. Consumer Behaviour: Buying, Having and Being. 12th ed. Pearson Publications.

3. Nair, Suja. Consumer Behaviour in Indian Perspective. Himalaya Publications.

4. Kumar, S Ramesh. Conceptual Issues in Consumer Behaviour. Pearson Publication.

5. Sheth, Jagdish N., Mittal, Banwari. Customer Behaviour: A Managerial Perspective. Thomson Publication.

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DISCIPLINE SPECIFIC ELECTIVE COURSE 12 (DSE-12): RESEARCH METHODOLOGY

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Research Methodology (DSE 12)	4	3	0	1	Class 12	None

Learning Objectives

The course aims to provide an understanding of:
- Basic concepts of quantitative and qualitative research methods.
- Scientific methods of collecting reliable data and appreciating primary and secondary data
- Parametric and non-parametric tests and interpretation of the results
- Publishing of research and issues of ethics in data collection and use

Learning outcomes

By studying this course, the students will be able to:

- Assess the roles of the researcher and the informant in the research process and be in a position to apply qualitative and quantitative research methodology.

- Perform literature reviews using print and online databases

- Learn about the various formats for citations of materials

- Describe sampling methods, measurement scales and instruments, and their appropriate uses

- Learn the rationale for research ethics

- Provide understanding of appropriate statistical techniques for summarizing and displaying business and economic data.

- Perform the basic qualitative and quantitative data analysis in a clear concise and understandable manner with an in-depth, faster and accurate univariate, bivariate and multivariate data analysis.

SYLLABUS OF DSE-12

Unit 1: Elements of Research (15 hours)

Research- Definition, characteristics, Objectives. Types of Research- Quantitative Vs Qualitative; Descriptive, Exploratory and Causal. Research Methodology- Research Process, Formulating the Research Problem, Research Questions. Hypothesis-Formulation of Hypothesis, Role of Hypothesis,

tests of Hypothesis and Errors in hypothesis testing. Research Design - importance and types, features for a good research design. Concept of Population and Sample, Sampling Design- Probability and non-probability Sampling techniques, Sample Size and sampling Error.

Unit 2: Understanding Data and its Collection   **(15 hours)**

Data types - Nominal, Ordinal, Interval and Scale
Primary and Secondary Data- advantages and disadvantages. Primary Data Collection: Observation method, Interview method, Questionnaires-prerequisites and designing, Case Study method
Scales-Understanding, Construction and Application (Graphic Rating, Likert scale, paired comparison, ranking, constant sum, semantic differential scale). Secondary sources of data- previous empirical studies, NSSO, CSO, RBI, World Bank.

Unit 3: Processing and Analysis of Data   **(10 hours)**

Data recording, conducting univariate and bi-variate analysis-using-descriptives, Cross-tabs-chi-square tests of independence, goodness of fit, One Sample t-test, Independent Sample t-test, Paired Sample t-test, (Assumptions Testing and Inferential Analysis ANOVA, Repeated measure ANOVA, MANOVA.
PCA, Cluster analysis, Factor Analysis, Discriminant analysis.

Unit 4: Additional Topics in Research   **(5 hours)**

Review of Literature-techniques, do's and don'ts of conducting literature survey, citation, referencing styles, ethics in research.

Practical Component (30 hours) : Practical to be based on use of a statistical software to enable to student to implement all the concepts and tools taken up in the theory classes in the course.

Essential/recommended readings

1.   Donald R Cooper & Pamela S Schindler, "Business Research Methods", McGraw Hill

2.   Business Research Methods – Alan Bryman& Emma Bell, Oxford University Press.

3.   Ranjit Kumar, "Research Methodology: A Step-by- Step Guide for Beginners" Sage

4.   Joseph F. Hair, Jr. William C. Black, Barry J. Babin, Rolph E. Anderson," Multivariate Data Analysis, Seventh Edition-Pearson's New International Edition

Suggestive readings
1.   Amir D Aczel, "Complete Business Statistics", McGraw Hill Education.

2.   Naresh K. Malhotra, "Marketing Research: An Applied Orientation" PHI

3.   Field, Andy, "Discovering Statistics using IBM SPSS Statistics", 5th Edition, SAGE.

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Behavioural Finance (DSE 13)	4	3	1	0	Class 12	None

Learning Objectives

The course aims at:

- Introducing the core principles of behavioural finance, psychological biases and emotions influencing financial decision-making.
- Identifying common biases (e.g., overconfidence, loss aversion) and their impact on investor behaviour and market outcomes.
- Examining how psychological factors contribute to market anomalies and inefficiencies that traditional finance models can't explain.
- Developing skills to apply behavioural finance concepts in real-world scenarios, including portfolio management, financial advising, and investor behaviour analysis.

Learning outcomes

By studying this course, the students will be able to:

- Recognize and explain key psychological biases and how they influence financial decision-making.
- Develop the ability to analyze and interpret market inefficiencies and anomalies using behavioural finance concepts.
- Apply behavioural finance theories to practical financial decisions, such as investment strategies, portfolio management, and retirement planning.
- Assess how emotions and psychological factors impact individual and institutional investor behaviour, and the broader implications for market dynamics.

SYLLABUS OF DSE-13

Unit 1: Introduction to the Practical Applications of Behavioural Finance   **(9 hours)**

Meaning of behavioural finance, traditional finance vs. Behavioural finance, evolution of behavioural finance, key themes in behavioural finance, a brief history of behavioural finance and behavioural finance micro vs. Behavioural finance macro.

Success & failure in investing and understanding behavioural trends in markets.

Unit 2. Heuristics, Biases and Decision making   (15 hours)

How the human mind works: the two systems, heuristics or rules of thumb, rationale for heuristics, categories of heuristics & their biases, familiarity and related heuristics, representativeness and related heuristics, anchoring and irrationality and adaptation.

Behavioural obstacles to investing.

Self-deception: Forms of overconfidence, causes of overconfidence, factors impeding overconfidence, other forms of self-deception, how much do the experts know, the success equation: untangling skill and luck in business.

Investor Behaviour: Portrait of an individual investor, What the heuristics and biases mean for financial decision-making, Implications of overconfidence for decision-making, Influence of emotions, Implications of mental accounting, Behavioural portfolio theory, Knowing yourself: Psychographic models, Basic ingredients of a sound investment philosophy, Strategies for overcoming psychological biases. Case studies

Unit 3: Market Anomalies, Puzzles and Value Investing   (12 hours)

Market Outcomes: Size effect and seasonality, Momentum and long-term reversal, post-earnings announcement drift, the value premium, Equity premium puzzle, Excessive volatility, Bubbles and crashes and Behavioural asset pricing model.

Investment styles: Value and Growth investing. Behavioural obstacles to value investing.

Value Central tenets of value investing, Evidence and prospects of value investing, Strategies of some well-known value investors and Academic research on value investing.

Contrarian investing - The psychology of going against the crowd: Meaning, psychological constraints and conventional versus contrarian portfolio

Unit 4: Market Bubbles, Financial Crisis & Lessons   (9 hours)

Growth trap: Introduction, behavioural anomalies behind investors chasing, fads and fancies, starting of the Indian equity cult, long-term stock returns, examples of growth trap, differentiating between good investment and good business, evidence and lessons for investors.

Bubble trap: Anatomy of financial crisis, how is a bubble formed?, human behavioral anomalies, how does one identify a bubble?, lessons for investors, why do past bubbles not guide us and conclusion. An account of the global financial crisis.

References

Essential

1.   Baker, H. K., & Nofsinger, J. R. (2010). Behavioural Finance: Investors, Corporations, and Markets. Hoboken, New Jersey, United States of America: JohnWiley & Sons.(Chapter 1 and 4)

2.   Chandra, P. (2016). Behavioural Finance. Delhi, India: McGraw Hill Education (India).(Chapter: 3,4,,9 and Appendix A)

3.   Parikh, P. (2009). Value Investing and Behavioural Finance: Insights into Indian Stock Market Realities. Delhi, India: Tata McGraw-Hill.(Chapter 1,2,3,4 and 11)

4.   Pompian, M. M. (2006). Behavioural Finance and Wealth Management: How to Build Optimal Portfolios That Account for Investor Biases. Hoboken, New Jersey, United States of America: John Wiley & Sons. (Chapter 1,2 and 24)

Additional

1.   Bazerman, M. H., & Moore, D. A. (2002). Judgment in managerial decision making. New Jersey: John Wiley & Sons. (Malkiel, 2003)

2.   Malkiel, B. M. (2003). The Efficient Market Hypothesis and Its Critics. Journal of Economic Perspectives , 17 (1), 59-82.

3.   Shefrin, H. (2002). Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing. New York: Oxford University Press.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Development Economics (DSE 15)	4	3	1	0	Class 12	Knowledge of basics of Economics theory

Learning Objectives

The course aims to help understand the economic, social and institutional factors influencing growth and development. In this light it focusses on:

- An evaluation of development theories
- Addressing issues of poverty and inequality
- Exploring the role of institutions of the state and the market

Learning outcomes

By studying this course, the students will be able to:

· Understand different aspects of growth and development

· To have an understanding of growth models

· To have knowledge of how poverty, inequality and development are related

· To understand the role of government and market in economic development

SYLLABUS OF DSE-15

Unit 1: Introduction (9 hours)

Meaning of Economic Development, Comparison of Economic Growth and Development, Measurement of Economic Development- Traditional Approach, PCI and Indices based approach, HDI & its components, Core value of development, Sen's Capabilities Approach and Ultimate objective of economic development, quality of life and happiness index

Unit 2: Development Models (12 hours)

Balanced vs. Unbalanced growth approach, Economic Development of Labour Surplus Economy, Rural-Urban migration model, Export led growth & open economy growth model

Unit 3: Inequality and Poverty (12 hours)

The concept of inequality- various measures of inequality, commonly used inequality measures, gender inequality and economic development, poverty, HPI, poverty traps and vicious circle of

poverty, population growth and economic development, demographic transition theory, cost of education, child labour and externalities, low level of equilibrium trap and critical minimum effort theory

Unit 4: State and Markets   **(12 hours)**

The role of state in neo-liberal regime, strategic retreat of state, Structural adjustment Approach of Bretton woods institution, Success and failure of Economic reform and financial crisis in developing countries- experience of 1990s and later financial crisis in Asian and European countries

References:

Essential

1.   Ray Debraj, (1998), Development Economics, Oxford University Press.

2.   Jones Charles, (2013) Introduction to Economic Growth, W. W. Nortan & Company.

3.   Meier, (2005) Leading Issues in Economic Development, Oxford University Press.

4.   Michael. P. Todaro, (2014) Economic Developments, Pearson.

5.   Hayami F, (2005) Development Economics, Oxford University Press.

6.   Thirwall A.P. (2003) Growth and Development, Palgrave Macmillan.

Additional

1.   Acemoglu Daron(2009) Introduction to Modern Economic Growth, Princeton University Press.

2.   Cypher James, (2014) The Process of Economic Development 4th Edition, Routledge.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Brand Management (DSE 17)	4	3	1	0	Class 12	None

Learning Objectives

The course aims at:

- Understanding the strategic importance of brands for businesses and consumers.
- Developing, positioning, and differentiating brands in competitive markets.
- Building strong brand communications, foster brand loyalty, and engage with customers through various channels.
- Learning brand management tools, techniques, and strategies to manage and grow brands in a dynamic market environment.

Learning outcomes

By studying this course, the students will be able to:

· Comprehend the importance of brands in building sustainable competitive advantage amidst global brands.

· Apply branding concepts resulting into major branding decisions.

· Instil the ability to build strong brands in the digital era.

· Manage branding activities in global markets.

SYLLABUS OF DSE-17

Unit 1: Brand Management   **(12 hours)**

Brand: Concept, Importance, History, Brand Creation across different product categories, Challenges and Opportunities. Strategic Brand Management Process, Brand Equity- Concept, Customer Based Brand Equity, Sources of Brand Equity, Measurement (Qualitative & Quantitative research Techniques). Brand Knowledge, Brand Positioning- Concept, frame of reference, Guidelines. Brand Mantra.

Unit 2: Brand Building and Development   **(12 hours)**

Brand Identity- Concept and elements, Criteria for choosing Brand Elements. Brand Makeovers, Aaker Brand Personality Framework, Legal Branding Considerations in India. Brand Building & Development -Brand Resonance Model, Brand Value Chain. Brand Architecture Strategy (Concept), Brand Extensions.

Unit 3: Branding in the Digital Era (9 hours)

Key Issues for Branding in Digital Era, Brand Engagement, Digital Communications, Social Media Channels, Mobile Marketing, Influencer Marketing, Content Marketing. Big Data & Marketing Analytics Dashboards- Concept, Importance for marketers.

Unit 4: Managing Global Brands (12 hours)

Market Performance - Comparative Methods to assess Brand Equity, Holistic Methods for valuing Brand Equity, Brand Valuation.

Managing Global Brands - Global Branding, Strategies for Creating & Managing Global Brands, Marketing Mix for Global Brands, Marketing to Consumers in Developed versus Developing markets.

References:

Essential

1.   Keller, K.L., & Swaminathan, V., et al (2020). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (5th Edition). Pearson.

Additional

Latest edition of the readings should be used.

1.   Aaker D.A., & Joachimsthaler E. Brand Leadership: The Next Level of the Brand Revolution. The Free Press.

2.   Aaker, J. L. Dimensions of brand personality. Journal of marketing research, 34(3), 347-356.

3.   Chiaravalle, B., & Schenck, B.F. Branding for Dummies. Wiley India Edition.

4.   Kapferer, J.N. The New Strategic Brand Management: Advanced Insights and Strategic Thinking (5th Edition). London: Kogan Page.

5.   Keller, K.L. Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal Of Marketing 57, no 1 (1993);1-29.

6.   Keller,K.L.; Sternthal,B. and Tybout, A.M. Three Questions You Need to Ask About Your Brand. Harvard Business Review 80, no 9 (2002);80-89.

7.   Moorthi, Y. L. Brand Management: The Indian Context. Vikas Publishing House Pvt Limited.

8.   Patel, V. N., & Sharma, S. Brand Management & Consumer Marketing. Oxford Book Company.

9.   Upshaw, L. B. Building Brand Identity: A Strategy for Success in a Hostile Marketplace. Wiley Publications.

10.   Verma H.V. Brand Management : Text and Cases. Excel Books.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Business Valuation (DSE 19)	4	3	1	0	Class 12	None

Learning Objectives

The course aims at:
- Providing an understanding of the key methods and frameworks used in business valuation, including both quantitative and qualitative approaches.
- Equipping students with the skills to analyze and interpret financial statements, enabling accurate assessment of a business's financial health and value.
- Developing the ability to assess external market conditions, industry trends, and risk factors that affect the value of a business.
- Applying various valuation techniques (such as discounted cash flow, comparable company analysis, and precedent transactions) in different business contexts like mergers, acquisitions, and investments.

Learning outcomes

By studying this course, the students will be able to:

- Apply key business valuation techniques (DCF, market comps, precedent transactions, asset-based methods) to estimate the value of a company in various scenarios.
- Interpret and critically analyze financial statements (income statement, balance sheet, cash flow) to assess the financial health and value drivers of a business.
- Assess and evaluate macroeconomic, industry, and company-specific factors, and incorporate risk elements into the valuation process.
- Make well-reasoned, defensible business valuation decisions based on solid financial data, market research, and strategic considerations.

SYLLABUS OF DSE-19

Unit 1: Introduction to Business Valuation (6 hours)

Genesis of Valuation; Need for valuation; Hindrances/Bottlenecks in valuation; Business Valuation Approaches; Principles of Valuation (Cost, price and Value); Purpose of Valuation: M & A, Sale of Business, Fund Raising, Voluntary Assessment; Taxation; Finance; Accounting; Industry perspective; Statutory Dimension; Society Angle.

Unit 2: Business Valuation Methods (15 hours)

Discounted Cash flow Valuation: Estimating discount rates- the cost of capital, Cash flow and valuation, valuation of companies: forecasting cash flows. Beyond valuation of companies: Growth, future value drivers, optimum capital structure.

Relative Valuation Method: Meaning, Reasons for popularity and potential pitfalls, Values and multiples- Earnings multiples, book value multiples, revenue multiples, and sector-specific multiples. Equity and Value multiples. Basic steps to using multiples. Reconciling relative and discounted cash flow valuation.

Unit 3: Valuations of Tangibles and Intangibles   **(12 hours)**

Overview of valuation of Immovable Properties; Plant and Machinery; Equipments; vehicles; Capital Work in progress; Industrial Plots; land and Buildings; Vessels, ships, Barges etc. Definition of Intangible Assets; Categorization of Intangibles- Marketing Related (Trademarks, Trade names, Certification marks, internet domains), Customer or Supplier Related (Advertising Agreements, Licensing, Royalty Agreements, Servicing contracts, Franchise agreements), Technology related (Contractual or non-contractual rights to use: Patented or unpatented technologies, Data Bases, Formulae, Designs, Softwares, Process), Artistic Related (Royalties from artistic works: Plays, Books, Films, Music). Valuation of Human Resources.

Unit 4: Valuation in Mergers and Acquisitions   **(12 hours)**

Meaning of business mergers, types; Sources of Synergy: revenue , operating expense, cost of capital, tax payments; effect of merger on the earnings per share; estimating synergy and its problems.

References:

1.   Chandra, Prasanna. Corporate Valuation: A guide for Analysis, Managers and Investors. McGraw Hill Education Private Limited.

2.   Damodaran, A. Damodaran on Valuation, Security Analysis for investment and Corporate Finance (2nd ed.). Wiley India Pvt. Ltd.

3.   K. G., CA, & Sehrawat, N. K. Handbook on Valuation- Concept & Cases. New Delhi, Bharat Law House Pvt. Ltd.

4.   Mohanty. Pitabas. Business Valuation (Text & Cases). Taxmann Publications Pvt Ltd.

Additional References:

1.   Damodaran. Investment Valuation: Tools and Techniques for determining the value of any asset. 3rd Edition. Wiley India Pvt. Ltd.

2.   Damodaran. Corporate Finance: Theory and Practical. 2nd Edition. Wiley India Pvt. Ltd.

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Applied Econometrics (DSE 21)	4	3	0	1	Class 12	Knowledge of Basic Econometrics

Learning Objectives

The course aims at:

- Master key econometric methods (e.g., OLS, IV, GMM) and apply them to real-world data.

- Develop data analysis skills, including data cleaning, model estimation, and diagnostic testing.

- Conduct causal inference and understand the implications of model assumptions and violations.

- Interpret and communicate econometric results effectively for both technical and non-technical audiences.

Learning outcomes

By studying this course, the students will be able to:

- Formulate and interpret regression results obtained from software packages.

- Identify the errors in regression models and rectify the same.

- Analyse the suitability of different models for solving the problem at hand

- Understand the theoretical basis for techniques widely used in empirical research and consider their application in a wide range of problems.

SYLLABUS OF DSE-21

Unit 1: Empirical Model (1 week)

Stages in empirical econometric research

Unit 2: Linear Regression Model (3 weeks)

The linear regression model in matrix form. Estimation, specification and diagnostic testing.

Unit 3: Instrumental Variable Estimation (4 weeks)

Omitted variable in a simple regression model. IV estimation and two stage least squares.

Unit 4: Panel Data Regression (4 weeks)

Independent pooled cross section regression, fixed and random effects models.

Unit 5: Limited Dependent Model (3 weeks)

Logit and Probit models for binary responses.

References

1. Gujarati, D. (2014). Econometrics by example, 2nded.Palgrave Macmillan.

2. Gujarati, D., Porter, D. (2012). Basic econometrics, 5th ed.McGraw-Hill

3. Wooldridge, J. (2014). Introduction to econometrics: A modern approach, 5th ed.Cengage Learning.

Additional References:

1. Asteriou, D., & Hall, S. G. (2011). Applied econometrics. Palgrave Macmillan.

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

GENERIC ELECTIVES (GE-1): PRINCIPLES OF ECONOMICS

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Principles of Economics (GE 1)	4	3	1	0	Class 12	None

Learning Objectives

This course aims
- To offer basic understanding of the basic principles of micro economics like problem of scarcity and choice, demand and supply, elasticity.
- To introduce students with basic consumer theory,
- To introduce students with production and cost concept
- to expose the student to the basic principles and concepts in Macroeconomic variables -- GDP, consumption, savings, investment, money and credit etc.
- To learn measurement of national income and related aggregates; nominal and real income
- To determine actual and potential GDP
- To understand the functioning of money market

Learning outcomes

By studying this course, students will be able to:

· Understand the principles of economics of the modern economy.
· Understand the consumer theory, production, and costs etc.
· Understand the basic principles of macroeconomics, national income accounting and determination of GDP.
· Understand the functioning of the money market.

SYLLABUS OF GE-1

Unit 1: Introduction   (6 hours)

Problem of scarcity and choice: scarcity, choice and opportunity cost; production possibility frontier; economic systems.

Demand and supply: law of demand, determinants of demand, shifts of demand versus movements along a demand curve, market demand, law of supply, determinants of supply, shifts of supply versus movements along a supply curve, market supply, market equilibrium.

Applications of demand and supply: price rationing, price floors, consumer surplus, producer surplus.

Elasticity: price elasticity of demand, calculating elasticity, determinants of price elasticity, other elasticities.

Unit 2: Consumer Theory   **(9 hours)**

Budget constraint, concept of utility, diminishing marginal utility, Diamond-water paradox, income and substitution effects; consumer choice: indifference curves, derivation of demand curve from indifference curve and budget constraint.

Unit 3: Production and Costs   **(9 hours)**

Production: behaviour of profit maximising firms, production process, production functions, law of variable proportions, choice of technology, isoquant and isocost lines, cost minimizing equilibrium condition.

Costs: costs in the short run, costs in the long run, revenue and profit maximizations, minimizing losses, short run industry supply curve, economies and diseconomies of scale, long run adjustments.

Unit 4: Introduction to Macroeconomics   **(6 hours)**

What is macroeconomics, Macroeconomic issues in an economy.

Unit 5: National Income Accounting   **(6 hours)**

Concepts of GDP Aggregates and National Income; measurement of national income and related aggregates; nominal and real income; GDP and welfare and the limitations of the GDP concept.

Unit 6: Determination of GDP   **(6 hours)**

Actual and potential GDP; aggregate expenditure; consumption function; investment function; equilibrium GDP; concepts of MPS, APS, MPC, APC; autonomous expenditure; Concept of multiplier.

Unit 7: Money and Credit   **(3 hours)**

Money in a Modern Economy: Concept of money in a modern economy; monetary aggregates; demand for money; quantity theory of money; liquidity preference and rate of interest; money supply and credit creation; monetary policy

Essential/recommended readings

1.   Case, K.E., Fair, R. C., and Oster, S. E. (2017). Principles of Economics (12th Ed.). Pearson.

2.   Dornbusch, R., Fischer, S. and Startz. R. Macroeconomics (11th Edition). McGraw-Hill.

3.   Mankiw, N.G. (2021). Principles of Economics, (9th Edition). Cengage Learning.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Legal Environment of Business (GE 3)	4	3	1	0	Class 12	None

Learning Objectives

The course intends:
- To familiarize the student with the concept and essentials of Indian Contract act which govern business for its efficient conduct and to apply them in real life situations.
- To explain the meaning, nature and incorporation of a company.
- To make students understand and apply the provisions of Sale of Goods Act and Consumer Protection Act.
- To recognize and articulate legal principles related to Limited Liability Partnership and Information Technology Act.

Learning outcomes

By studying this course, students will be able to:

· Understand the basic rules and provisions of Contract and Agreements.

· Know the provisions to Formation and functioning of company and LLP.

· Understand the significance and role of law of sale of goods act

· Apply the law correctly to different facts and in different contexts

SYLLABUS OF GE-3

Unit 1: Indian Contract Act   (12 hours)

Meaning and Essentials of a Contract; Valid, Void and Voidable Contract; Offer and Acceptance; Consideration; Capacity of Parties; Free Consent; Discharge of Contract and Remedies for Breach of a Contract.

Unit 2: Companies Act   (12 hours)

Meaning and Nature of Company; Promotion and Incorporation of a Company; Memorandum of Association; Articles of Association; Misleading Prospectus and remedies available to the parties; Board of Directors and their qualification, duties, powers. Company Meetings and Resolutions.

Unit 3: Sale of Goods Act and Consumer Protection Act   (12 hours)

Essentials of a Contract of Sale; Sale and Agreement to Sell, Conditions and Warranties; Transfer of Title by Non-Owners; Doctrine of Caveat Emptor; Rights of Unpaid Seller.Consumer Protection Act 2009: Scope and Applicability of the Act. Rights of consumer. Procedure for complaints. Duties and power of Central Consumer Protection Authority.

Unit 4: Limited Liability Partnership Act and IT Act   (9 hours)

Meaning and nature of LLP; LLP and Company; LLP Agreement, Partners and Designated Partners, Incorporation of LLP; Partners and their Relations, Extent and limitation of liability of LLP.

Information Technology Act 2000:Concept and role; Digital signature, Electronic governance, Attribution, Acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences.

Essential/recommended readings

1. Bansal, V & Arora, A. Corporate Laws. Vikas Publishing, House (P) Ltd. New Delhi.

2. Kuchhal M.C & Vivek K. Business Legislation for Management. VIKAS Publishing House (P) Ltd.

3. Kumar, A. Corporate Laws. International Book House (P) Ltd.

4. Bare Acts relating to the laws.

Suggestive readings

1. Chadha, R,. Chadha, S. Corporate Laws. Mayur Paperbacks. New Delhi.

2. Maheshwari & Maheshwari. Business Law. National Publishing House. New Delhi.

3. Singh, Avtar. The Principles of Mercantile Law. Eastern Book Company. Lucknow.

4. Tulsian, P.C. Business Law. Tata McGraw Hill. New Delhi.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

GENERIC ELECTIVES (GE-5): QUANTITATIVE TECHNIQUES IN MANAGEMENT

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Total Hours of Teaching	Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice			
Quantitative Techniques in Management (GE 5)	4	3	1	0	45	Class 12	None

Learning Objectives

To apprise students:
- To understand the concepts, formulation and interpretation of linear programming methods and its application in diverse problems.
- To formulate and solve Transportation and Assignment problems
- To understand basic concept, construction of the Network diagram and Critical Path Analysis
- To introduce game theory and network analysis forms part of the course.

Learning outcomes

By studying this course, students will be able to:

- Identify and develop operational research models from the verbal description of the real system.
- Understand the mathematical tools that are needed to solve optimization problems.
- Develop critical thinking and use PERT and CPM techniques to improve decision making.

SYLLABUS OF GE-5

UNIT – I: Introduction - Operations Research, Linear Programming   (15 hours)
(i)   Introduction to Operations Research, characteristics, Phases, Methodology, Applications and scope
(ii)   Formulation of Linear Programming problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution); Simplex Method, Special cases, Big-M method and Two-phase method; Duality (emphasis on formulation & economic interpretation); Sensitivity Analysis. (Excel Solver application)

UNIT – II:Transportation and Assignment Problem   (12 hours)
(i)   Transportation Problem: Formulation, Solution by N.W. Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Modified Distribution Method; Special cases: Multiple Solutions, Maximization case, unbalanced case, prohibited routes.
(ii)   Assignment Problem: Hungarian Method, Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment.

UNIT – III: Network Analysis   **(9 hours)**

Basic Concept, Construction of the Network diagram, Critical Path Analysis, float and slack analysis (Total float, free float, independent float), probability consideration in PERT (Interface with Project Management open-source software)

UNIT – IV: Decision Theory: **(9 hours)**

Decision making environment, Construction of Pay off Table, Opportunity Loss Table, Decision under uncertainty. Decision under Conflict: Game Theory, Two-person Zero-Sum games, Maximin Minimax Principle, Games without Saddle point - Mixed strategy, Dominance Rule.

Essential/recommended readings

1. Vohra, N.D., Quantitative Techniques in Management (5th ed.). Tata McGraw Hill

2. Swarup, K., Gupta, P.K. and Mohan, Man, Introduction to Management Science Operations Research (19th ed.). Sultan Chand & Sons.

3. Sharma, J.K., Operations Research: Theory and Applications (6th ed.). Trinity.

4. Taha, H.A., Operations Research: An Introduction (9th ed.). Pearson.

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Economics of Startups (GE 7)	4	3	1	0	Class 12	None

Learning Objectives

To apprise students:
- To give an overview of startups and its types that would help students to understand basics of starting up new ventures.
- To build and create a successful Business Plan
- To understand various Business models and learn startups
- To familiarize with central and state level institutions supporting small business entreprises.

Learning outcomes

By studying this course, students will be able to:

.· Understand the process and working of a startup.

· Identify the different ways in which entrepreneurs manifest in start-ups.

· Know how to create one's own business venture and the various factors that influence successful set-up and sustainable operations.

· Explore the funding and other institutions supporting small business units.

SYLLABUS OF GE-7

UNIT – I: Startup, Generation & Experimentation (9 hours)
Concept of Startup, Role of digital technologies, Startup ecosystems, the startup movement in India; Generating a value proposition, how valuable are new ideas, Design thinking principles; Experimenting with the prototype, Introduction to lean start-ups, Lean startup principles, Learning and failing fast.

UNIT – II: Building the Business Plan (15 hours)
Beginning Considerations: Building a competitive advantage. The strategic management processes. Conducting a feasibility analysis. Forms of Business ownership. Franchising and entrepreneurship. Buying an existing business, marketing and financial considerations: Building a powerful marketing plan. E-commerce and Entrepreneur. Pricing strategies. Creating a successful financial plan. Choosing the right location and layout.

UNIT – III: Crafting business models and Lean Start-ups (12 hours)

Introduction to business models; Creating value propositions-conventional industry logic, value innovation logic; customer focused innovation; building and analysing business models; Business model canvas, Business Pitching.

UNIT – IV:Institutions Supporting Small Business Enterprises and Ethics (9 hours)
Central level institutions. State level institutions. Other agencies. Industry Associations. Class exercise- discussions on current government schemes supporting entrepreneurship and finding out which scheme will most suit the business plan devised by the student. Importance of Ethical Entrepreneurship, value of ethics to an entrepreneur.

Essential/recommended readings

1. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston. Pearson Publications.

2. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A., Entrepreneurship, Tata McGraw Hill.

3. Shukla, M.B., Entrepreneurship and Small Business Management. Kitab Mahal Publishers.

Suggestive readings

1. Hishrich, R.D. and Peters, M. Entrepreneurship. Irwin Publications.

2. Barringer, B.R. and Ireland, R. Duane. Entrepreneurship: Successfully launching new ventures. (6th Edition) Pearson

3. Kuratko, D.F., and Rao, T.V., Entrepreneurship: A South-Asian Perspective. Cengage Publications.

4. Shankar, R., Entrepreneurship: Theory and Practice. Tata McGraw Hill.

5. Kathleen, R Allen. Launching New Ventures: An Entrepreneurial Approach. Cengage Learning.

6. Fisher, Steve and Duane, Ja-Nae. The Startup Equation - A Visual Guidebook for Building Your Startup. Mc Graw Hill Education India Pvt. Ltd.

Note: **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
International Economics (GE9)	4	3	1	0	Class XII	NA

Learning Objectives

This course aims at inculcating:
- Basic understanding of fundamentals of international Trade
- An overview of theories of international trade
- Understand the meaning of Balance of Payment and explore the reasons of disequilibrium.
- Determine exchange rates and understand global capital market

Learning outcomes

By studying this course, students will be able to:

- To understand basic concept and origin of International economics through the prism of classical and new classical trade theories

- To understand different terms of trade and their applicability

- To differentiate between Modern and Classical Trade theories.

- To gain knowledge about the foreign exchange markets and its working

- To learn about global capital market

SYLLABUS OF GE-9

UNIT – I: Introduction to International Trade [12hours]

Globalization and its growing importance in the world economy; Impact of globalization; International business contrasted with domestic businesses; Cost and benefit analysis of tariff, Effective rate of protection and welfare arguments of tariff and developing countries. Foreign direct investment (FDI) in world economy: Trends, Direction, and flow of FDI; Theories of FDI; Political ideology and FDI.

Unit 2: International Trade Theory [15hours]

World Trade: An overview; Theories of international trade – Mercantilism; Absolute advantage theory, Comparative advantage theory, Factory proportion theory and Leontief paradox, Product life cycle theory, New trade theory, National competitive advantage: Porter's diamond. International Business Environment: Economic, Demographic, Cultural and Political-legal environment.

Unit 3: Balance of Payment (BoP)   [6hours]

Balance of Payment: Meaning, Components (Current, Capital and Official reserve), Reasons for disequilibrium in BoP, Measures to correct disequilibrium, Understanding India's BoP and comparing it with markets like USA and China.

Unit 4: Foreign Exchange and Global Capital Market   [12hours]

Exchange Rate Determination: Currency Demand and Supply Curves, Factors Affecting Exchange Rate, Global Capital Market: Introduction, Benefits of global capital market, Growth of global capital market, Global capital market risk, Eurocurrency market, Global bond market, Global equity market, Exchange rate risk, Managing exchange rate risk, Methods of Financing International Trade.

Essential/recommended readings

1. Hill, C. (2021). International business: Competing in the global market place (13th Edition). *Strategic Direction*.

2. Krugman, P. R., & Obstfeld, M. (2009). International economics: Theory and policy. Pearson Education.

3. Levi, M.D. (2009). *International Finance* (5th Edition), Taylor and Francis Ltd.

4. Madura, J. (2020). *International financial management*. Cengage Learning.

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CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Economic Policy Framework (GE11)	4	3	1	0	Class 12	None

Learning Objectives

This course will help students

- to understand the importance, meaning and objective of macroeconomic policies
- to understand role and effect of fiscal policy and government expenditure
- to explore role of monetary policy and banking sector in India
- to analyse efficacy of fiscal/monetary policy under fixed and flexible exchange rate

Learning outcomes

By studying this course, students will be able to:

.· Learn the basic concept of macroeconomics

· Understand how different parameters of macroeconomics work under Indian economy.

· Understand how monetary and fiscal policy works.

· Know different exchange rate regimes.

SYLLABUS OF GE-11

UNIT – I: Meaning and objectives of economic policy (8 hours)

Tools and goals (objectives and instruments of policy) Circular flow of income (start with a two sector model and go up to a five sector model); National Income aggregates and the related concepts of national income; input-output table to calculate national income using the income, expenditure and the value added methods.

Unit 2: Fiscal policy (15 hours)

Objectives and meaning; effect of fiscal policy - role of tax policy (T) and government expenditure (G), Aggregate Demand, Meaning of the multiplier. Government expenditure multiplier and balanced budget multiplier Budget –meaning and purpose – example of India's latest Budget (and various heads). Meaning of fiscal, revenue and primary deficits.

Unit 3: Monetary policy (12 hours)

Meaning and objectives; money and credit – credit creation and instruments of credit control; Inflation targeting, Banking in India – structure, recent developments; issues of NPAs and how to resolve it.

Unit 4: Exchange rate policy   (10 hours)

Structure of BOP; meaning of current account deficit and trade deficit; exchange rate definition (real and nominal); fixed vs flexible exchange rate, efficacy of fiscal/monetary policy under fixed and flexible exchange rate , effect of a change in exchange rate on the current account (imports and exports); structure of capital account and role of capital outflows and inflows.

Essential/recommended readings

1Gupta G.S (2016), Macroeconomics - Theory and Applications (4th edition). McGraw Hill,

2. Shapiro, Edward (1982), Macroeconomic Theory, 5th edition

3. Mankiw, Gregory N. (2010), Macroeconomics (7th edition), Worth Publishers.

4. Sikdar, Soumyen (2011), Principles of Macroeconomics, Oxford University Press

5. Krugman, P.R., Obstfeld, M. and Melitz, M. (2015). International Economics: Theory and Policy, Pearson Education Limited.

6. Dua, P. (2020). Monetary Policy Framework in India, Indian Economic Review, 55(1), June 2020, pp. 117-154.

9. http://www.inclusivejournal.in/about.html.

10.   Sengupta, R. and Vardhan, H., Non-Performing Assets in Indian Banks, Economic and Political Weekly, 52(12) March 25, 2017, Money, Banking and Finance Special.

11.   Economic Survey, India, latest issue

12.   Union Budget Statement, India, Latest issue

Suggestive readings

1Abel, Andrew, Bernanke, Ben and Croushore, Dean (2011). Macroeconomics (7th edition). Pearson

2. Ghate, C., & Kletzer, K. M. (eds.) (2016). Monetary policy in India: A modern macroeconomic perspective. Springer.

3.   Kaul, Vivek (2020) Bad Money: Inside the NPA Mess and how it threatens the Indian Banking System, Harper Collins Publisher India.

4.   Chhibber, Ajay and Anees, Salman Soz (2021) India's Financial Sector: A Whodunnit. In Unshackling India. Haper Collins Publishers India.

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