

**Appendix-63**  
**Resolution No. 14-1 (14-1-9)**

**INDEX**  
**Faculty of Applied Social Sciences & Humanities**  
**BA (Hons) Business Economics**

<b>S.No.</b>	<b>Contents</b>	<b>Page No.</b>
<b>1</b>	<b>SEMESTER-IV</b> <b>BA (Hons.) Business Economics – DSCs</b> 1. Macroeconomics – II DSC-10 2. Statistics for Business Economics – II DSC-11 3. Essentials of Marketing Management DSC-12	<b>1-6</b>
<b>2</b>	<b>Pool of Discipline Specific Electives (DSEs)</b> 1. Public Finance 2. Advertising Management 3. International Financial Management	<b>7-12</b>
<b>3</b>	<b>Pool of Generic Elective</b> 1. Introduction to Digital Marketing 2. Statistics for Business 3. Introduction to Finance 4. Environmental Economics and Climate Change	<b>12-20</b>

**SEMESTER-V**

<b>4</b>	<b>BA (Hons.) Business Economics – DSCs</b> 1. Basic Econometrics – DSC 13 2. Organisational Behaviour – DSC 14 3. Industrial Economics- DSC-15	<b>21-27</b>
<b>5</b>	<b>Pool of Discipline Specific Electives (DSEs)</b> 1. Income Tax Law and Practice 2. Entrepreneurship 3. Security Analysis and Portfolio Management 4. Monetary Economics 5. International Economics 6. Consumer Behaviour	<b>28-39</b>
<b>6</b>	<b>Pool of Generic Elective</b> 1. Principles of Economics 2. Legal Environment of Business 3. Quantitative Techniques in Management 4. Economics of Startups 5. International Economics 6. Economic Policy Framework	<b>40-51</b>

**SEMESTER-VI**

<b>S.No.</b>	<b>Contents</b>	<b>Page No.</b>
<b>7</b>	<b>BA (Hons.) Business Economics – DSCs</b>  1. Operations Research – DSC 16 2. Legal Aspects of Business– DSC 17 3. Environmental Economics – DSC 18	<b>52-57</b>
<b>8</b>	<b>Pool of Discipline Specific Electives (DSEs)</b>  1. Public Finance 2. Advertising Management 3. International Financial Management 4. Behavioural Economics 5. Indian Economy 6. Research Methodology	<b>58-69</b>
<b>9</b>	<b>Pool of Generic Elective</b>  1. Introduction to Digital Marketing 2. Statistics for Business 3. Introduction to Finance 4. Environmental Economics and Climate Change 5. Indian Financial System 6. Basic Econometrics	<b>70-81</b>

# B.A. (Honours) Business Economics

Semester -IV

## DISCIPLINE SPECIFIC CORE COURSE – 10 (DSC-10): MACROECONOMICS - II

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Code	Title &	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
			Lecture	Tutorial	Practical/ Practice		
Macroeconomics-II (DSC 10)		4	3	1	0	Class 12	Mathematics at Class 12

### Learning Objectives

This course aims at inculcating an understanding:

- (i) of macroeconomic outcomes arising from assumptions of individual behaviour
- (ii) of equilibrium under different assumptions on aggregate demand and supply.
- (iii) of the relation between wages, prices, unemployment under different models
- (iv) of an economy that trades with others and how it determines the balance of payments and different types of exchange rates.

### Learning outcomes

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

- Understand basics of consumption function and different hypotheses regarding aggregate consumption behavior.
- Derive wage setting, price setting relations and labour market equilibrium.
- Derive aggregate demand and aggregate supply and economy's equilibrium conditions in medium run and understand the interaction between the two.
- Understand the relationship between inflation, unemployment and output and role of expectation on policy and their effectiveness.

### SYLLABUS OF DSC-10

#### UNIT-I: Microeconomics foundation of Macroeconomics (9 hours)

Consumption: Keynesian consumption function; Fisher's theory of optimal intertemporal choice; life cycle and permanent income hypothesis; rational expectations and random walk of consumption expenditure, Investment: determinants of business fixed investment; residential investment and inventory investment

#### UNIT - II: Aggregate Demand and Aggregate Supply (6 hours)

Derivation of aggregate supply curve; Interaction of aggregate demand and supply to determine equilibrium output, price level and employment, The aggregate supply curve and the price adjustment mechanism.

**UNIT - III: Labour markets, Employment and Prices (18 hours)**

The labour market: - determination of wages, prices, unemployment, Natural rate of unemployment and NAIRU, stagflation, expected inflation. Phillips curve, inflation-expectations augmented Phillips curve, the wage-unemployment relationship: Sticky wages; from Phillips curve to the aggregate supply curve; the costs of unemployment and inflation, inflation and indexation: inflation-proofing the economy; Theory of Expectations, Inflation, unemployment and expectations, Phillips curve and adaptive and rational expectations; Dynamics of Inflation and Unemployment: Inflation, expectation and the aggregate supply curve, short and long run aggregate supply curves, dynamic aggregate demand curve; Inflation and output, the adjustment process, dynamic adjustment, interest rate and inflation: the Fishers Equation.

**UNIT - IV: Open Economy Macroeconomics (12 hours)**

Balance of Payments, Kinds of exchange rate, Nominal and Real Exchange rate, fixed and flexible exchange rate, Marshall Lerner condition & J curve, Mundell Fleming model, Exchange rate determination: Purchasing power parity, asset market approach and monetary approach to Balance of Payments (BoP)

**Essential/recommended readings**

1. Dornbusch, R., Fischer, S. and Startz, R., 2014. Macroeconomics. 11<sup>th</sup> edition, New York, McGraw-Hill Education.
2. Dornbusch, R. and Fischer, S. (2000) Macroeconomics. 6th Edition. McGraw-Hill Education.
3. Blanchard, O. (2006). Macroeconomics, 4th ed. Pearson Education.
4. C.L.F. Attfield, D. Demery and N.W. Duck, (1991) Rational expectations in macroeconomics: An introduction to theory and evidence ( 2nd Ed.)
5. Carlin, W and D Soskice (2007), Macroeconomics: Imperfections, Institutions and Policies, Indian Edition, OUP.
6. David C. Colander (2017) Macroeconomics (9th edition), McGraw Hill

**Suggested readings**

1. Bradley R. Schiller and Karen Gebhardt (2019) Macro economy Today (14th edition), McGraw Hill
2. Richard T. Froyen (2013). Macroeconomics: Theories and Policies (10<sup>th</sup> ed.), Pearson.
3. Government of India (GOI) (Latest Year), Economic Survey, Ministry of Finance New Delhi.
4. Government of India (GOI) (Latest Year), Handbook of Indian Economy, RBI Publication New Delhi.
5. N. Gregory Mankiw, Macroeconomics, Worth Publishers.
6. Chugh, S. (2015) Modern Macroeconomics, MIT Press.
7. D'Souza, E, Macroeconomics, Pearson Education
8. D. N.Dwivedi (2015), Macroeconomics- Theory and Policy, McGraw-Hill.

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

## DISCIPLINE SPECIFIC CORE COURSE – 11 (DSC-11): Statistics for Business Economics-II

### 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		
Statistics for Business Economics - II (DSC 11)	4	3	0	1	Class 12	Mathematics at Class 12 level

### Learning Objectives

This course aims to develop an understanding of:

- Theories of probability distribution.
- Sampling techniques and types of sampling.
- Methods of estimation
- Testing of Hypothesis.

### Learning outcomes

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

- Understand the formulation of complex decision-making problems in an uncertain environment using different statistical techniques.
- Study various research designs and appropriate sampling techniques.
- Analyze and apply some basic stochastic processes for solving real life situations and to execute statistical analyses with professional software.
- Draw conclusion about the population using hypotheses testing.

### SYLLABUS OF DSC-11

#### UNIT - I: Theoretical Probability Distributions (15 hours)

Discrete: Binomial and Poisson. Continuous: Normal. Mean and variance. Applications. Bivariate distributions: covariance and correlation.

#### UNIT - II: Sampling (9hours)

Random sampling; sampling methods; statistics and their distributions; central limit theorem, distribution of linear combination of random variables.

#### UNIT - III: Estimation (12 hours)

Point estimators and properties. Methods of point estimation. Sampling distributions: t, chi square and F. Interval estimation for mean, proportion and variance.

**UNIT - IV: Testing of Hypothesis****(9 hours)**

Null and alternative hypotheses. Types of errors. Testing for the population mean, proportion and variance. One and two tail tests. P-values. Testing for difference in means and proportions; comparing variances.

**Practical component (30 hours)** –Practicals to be based on spreadsheet software (Microsoft Excel or equivalent) to enable students to execute all the measures and tests taken up in the theory classes in the course.

**Essential/recommended readings**

1. Devore, Jay L., (2012). Probability and Statistics for Engineering and the sciences.8th Edition, Cengage Learning.

**Suggestive readings**

1. Miller, Irwin and Marylees Miller. John E. Freund's Mathematical Statistics with Applications, Eighth Edition, Pearson Education.
2. Nagar, A.L., and R.K. Das. Basic Statistics, Second Edition, Oxford University Press
3. Gupta, S.C., Fundamentals of Mathematical Statistics, Himalaya Publishing House

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

**DISCIPLINE SPECIFIC CORE COURSE – (DSC-12): MARKETING MANAGEMENT**
**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		
Essentials of Marketing Management (DSC 12)	4	3	1	0	Class 12	None

**Learning Objectives**

The course aims to develop an understanding of

- Firm's internal and external marketing environment.
- Segmentation and defining the target market for a selected product or service.
- Product decisions and use of pricing strategies.
- Relevance of distribution and promotional strategies in supporting marketing strategies.

**Learning outcomes**

By studying this course, students will be able to:

- Understand the business environment including the economic, social, political, legal, and technological forces.
- Develop key strategies for developing brands including brand equity, brand identity and brand and line extensions.
- Recognise different pricing strategies and understand issues related to distribution.
- Understand the elements of promotion- advertising, sales promotion, events, public relations and publicity, direct marketing, interactive marketing, word of mouth and public selling.

## **SYLLABUS OF DSC-12**

### **UNIT – I: Introduction and Environment**

**(9hours)**

Importance and Scope of Marketing; Core Marketing Concepts; Company Orientations. Marketing Environment, an Economic Perspective: Economic, Demographic, Socio-Cultural, Technological, Political and Legal. Influence of Current Economic Situation on Marketing Functions. Michael Porter's Model of Competitive Analysis

### **Unit 2: Segmentation, Targeting & Positioning**

**(9 hours)**

Market Segmentation - Bases for Segmenting Consumer Market. Market Targeting- Evaluating and Selecting Market Segments. Positioning- Positioning Statement, POP and POD

### **Unit 3: Product & Pricing**

**(12 hours)**

Product Life Cycle- Concept and Strategic Implications; Product Mix and Line Decisions- Product Line Length, Modernisation, Line Pruning and Filling; Cannibalisation; BCG Matrix, ANSOFF Matrix; Branding- Brand Identity, Brand Equity, Brand Name Decisions. Services- Characteristics of Services. Pricing Strategies (Geographical Pricing, Price Discounts & Allowances, Promotional Pricing Tactics, Psychological Pricing, Price Discrimination)

### **Unit 4: Distribution & Promotion**

**(15hours)**

Channels Functions and Flows; Channel Levels. Retailing- Marketing Decisions in Retailing. Promotion: Promotion Mix; Concept Of Integrated Marketing Communication. Advertising- Advertising Objectives, Advertising Budget, Message Generation, Media (Types, Reach Frequency, Impact); Measurement; Sales Promotion (Objectives, Major Decisions in Sales Promotion, brand dilution); Personal Selling; Events and Experiences; Public Relations and Publicity; Direct Marketing; Interactive Marketing (Introduction to Online Marketing). Word Of Mouth and Word of Web.

### **Essential/recommended readings**

1. Kotler, P. & Keller, K. L. Marketing Management. Pearson Publications.
2. Kotler P, Armstrong G., Agnihotri P.Y & Ul-Haq, E. Principles of Marketing - A South Asian Perspective. Pearson Publications.
3. Ramaswamy V.S, Namakumari S. Marketing Management: Global Perspective Indian Context. Macmillan Publishers.

**Suggestive readings**

1. Dawn Iacobucci. Marketing Management. Cengage Learning.
2. Etzel M. J, Walker B.J, Stanton W.J and Pandit A. Marketing. Tata McGraw Hill.

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



## DISCIPLINE SPECIFIC ELECTIVE COURSE 2 (DSE-2): PUBLIC FINANCE

### 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		
Public Finance (DSE2)	4	3	1	0	Class 12	None

### Learning Objectives

The course aims to develop an understanding of

- Fundamental concepts of Public Finance.
- Economics of government expenditure and taxation
- Efficiency and equity aspect of taxation of centre and state government.
- Different types of canons in taxation.

### Learning outcomes

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

- Apply tools of basic microeconomics to key policy issues relating to the spending, taxing and financing activities of the Government.
- Understand difference in impact of direct and indirect taxation.
- Understand the recent developments and issues in Indian Public Finance.

### SYLLABUS OF DSE-2

#### Unit 1: Theory of Public Finance (12 hours)

Public finance: Meaning, nature, scope and importance, difference between private and public finance. Principle of maximum social advantage. Role of state in public finance. Elementary theory of product and factor taxation.

Sources of revenue: taxes, loans, grants and aid – meaning and types, Principle of public expenditure. Public finance and the economic system.

#### Unit 2: Current Issues in Indian Tax System (12hours)

Direct and Indirect Tax Reform in India, Different forms of direct tax in India, Changing regime of taxation-direct to indirect taxation.

Introduction of GST and its implication for state finances and fiscal federalism in India, Latest finance commission and its recommendation for fiscal devolution.

#### Unit 3: Center State Financial Relations (9hours)

Center state fiscal relations, horizontal and vertical tax devolution in India, State and local finance in India.

Performance and Equity debate in fiscal devolution in India.  
Report of finance commission in post liberalisation period.

#### **Unit 4: Principles of Taxation**

**(12 hours)**

Canons of taxation, Meaning of Canons of Taxation -Types of Canons of Taxation-Canon of equality or equity, Canon of certainty, Canon of economy, Canon of productivity, Canon of Diversity, Canon of convenience, Canon of elasticity, Canon of simplicity, Canon of diversity, Characteristics of Canons of Taxation.

#### **Essential/recommended readings**

- 1 Musgrave, R. A. and Musgrave, P.B., Public Finance in Theory and Practice (1989), 5th edition. McGraw Hill Education.
2. Bagchi, Amaresh. Reading in Public Finance, Oxford University Press.
3. Bhatia H.L.. Public Finance. Vikas Publishing House;
4. Shankar Acharya, Thirty years of Tax Reforms in India, EPW, May 2005
5. Rao, M. Govinda, "Central transfers to states in India: rewarding performance while ensuring equity." Final report submitted to NITI Aayog (2017) (pages 1 to 18).
6. Government of India, Fifteenth Finance Commission Report 2021-26, Chapter 6

#### **Suggestive readings**

1. Report of Finance commission of India, Various years.
2. Economic Survey, GoI, Various year
3. State Finances: - A Study of Budget, RBI, Latest report

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 4 (DSE-4): ADVERTISING MANAGEMENT

### 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		
Advertising Management (DSE 4)	4	3	1	0	Class 12	None

### Learning Objectives

To provide students with an understanding of:

- Fundamentals of advertising.
- Planning advertisements to target audience needs using product benefits and product characteristics.
- Crafting an effective creative brief to direct the approach to an advertising campaign.
- Various types of advertising media.

### Learning outcomes

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

- Understand the role played by advertising agencies.
- Recognise and identify the facet model objectives in any advertisement.
- Conduct situation analysis and consumer insight mining.
- Learn creative execution strategies including application of appeals, layouts and creative copywriting.
- Understand and conduct appropriate media mix selection.

### SYLLABUS OF DSE-4

#### Unit 1: Foundations of Advertising

(12 hours)

Concept of advertising, Types of advertising, Concept of IMC, Role and functions of Advertising, the key players, functions of advertising agencies, Organisation of agency, Advertising appropriateness- factors influencing advertising budgets, methods of setting advertising budgets.

#### Unit 2: Planning and Strategy

(12hours)

Planning Framework-marketing and advertising plan, Facet model of objectives (Perception, Cognition, Affect, Association, Action), DAGMAR, Marketing strategy and situation analysis, consumer insight mining, big idea, positioning for advertising campaigns.

#### Unit 3: Effective Advertising Execution

(12hours)

The creative and message strategy, creative brief, themes and appeals, execution styles, message format, message tone, copywriting creativity, body copy, visual layouts, evaluation of effectiveness, pre-testing, post-testing.

#### **Unit 4: Effective Advertising Media**

**(9hours)**

Types of media, newer media options, media objectives, developing a media plan, media Plan budget, media mix selection.

#### **Essential/recommended readings**

1. Belch, G.E., Michael, A., Keyoor, Purani. Advertising and Promotion-An Integrated Marketing Communications. 12th edition. Tata McGraw Hill Education. 2021.
2. William Wells, Sandra Moriarty, and John Burnett. Advertising: Principles and Practice. Prentice Hall of India. 2007.
3. Jethwaney, Jaishri., Jain, Shruti. Advertising Management. Oxford University press.
4. Shah, Kruti. Advertising and Integrated Marketing Communications. McGraw Hill Education India. 2014.
5. Aaker, David A., Batra, Rajeev., Myers, John G. Advertising Management. Pearson Education. 2006.
6. Shimp, T.A. .Advertising and Promotion: An IMC Approach. Cengage. 2013.

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 4 (DSE-4): INTERNATIONAL FINANCIAL MANAGEMENT

### 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 Financial Management (DSE 6)	4	3	1	0	Class XII	None

### Learning Objectives

This course aims at inculcating an understanding of:

- Key features of international finance and foreign exchange markets.
- Theories of International finance that link exchange rates with interest rates and inflation rates in different countries.
- Evolution of exchange rate system in the international financial markets.
- Determination of exchange rate, types of foreign exchange risks and risk management strategies.

### Learning outcomes

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

- Gain substantive knowledge of International Financial Management.
- Understand the principles of trading in foreign exchange markets, different instruments traded, risks involved and how to carry out hedging of currency risks.
- Learn how to compute forward rates using cross rates, computation of synthetic quotes and apply rules to determine existence of arbitrage amongst currencies traded.
- Understand how the international markets have evolved and the alternate exchange rate systems world has seen over the years

### SYLLABUS OF DSE-6

#### Unit 1: Introduction To Currency Markets

(12 hours)

Spot & Forex market: Introduction and Features, Participants, & their method of communication in forex markets, SWIFT and CHIPS. Currency Quotes and types, Calculation of forward rates using spot rates, Discount/Premium on spot rate, Swap Points and Outright Forward Rates, Forward Rate vs. Expected Future spot rates, Spot rate with and without transaction costs, Payoff Profiles on Forward Exchange, Currency futures and

Pay of Profiles, Mark to Market, Cross Rates & Synthetic quotes. Arbitrage: one point, two point and three point (triangular) arbitrage.

**Unit 2: Parity Conditions in Currency Markets (12 hours)**

Purchasing Power Parity (both absolute and relative versions), Interest Rate Parity (explanation of borrowing and lending criteria, diagrammatic presentation) , covered interest rate parity, International Fischer Effect. The linkages between parity conditions.

**Unit 3: Alternate Exchange Rate Systems and Payment Terms (9 hours)**

Gold Standard and Gold Exchange Standard System with price adjustment mechanism , EMS and its price adjustment, Hybrid systems , Fixed vs Flexible System, Overview on Brettonwoods System, IMF, SDR, Triffon Paradox & Smithsonian Agreement. Payment Terms and Methods of Financing International Trade (Letter of Credit, Forfaiting, Factoring, Credit Lines)

**Unit 4: Exchange Rate Determination and Exposures (12 hours)**

Currency Demand and Supply Curves, Stability of exchange rates and 'J' Curve Effect, Factors Affecting Exchange Rate, Foreign Exchange Exposure: Nature, Definition, Exposure Line and Interpreting Exposure, Statistical Measurement of Exposure, Types of Exposure (Meaning): Transaction, Economic and Translation Exposure, Hedging Strategies to Manage Transaction Exposures. Currency Swaps.

**Essential/recommended readings**

1. Apte, P G., Multinational Financial Management.Tata-McGraw Hill. New Delhi.
2. Levi, Maurice. International Finance. McGraw Hill Inc. New York.
3. Madura, Jeff. International Financial Management.South Western Cengage Learning.
4. Seth, A.K., International Financial Management. Galgotia Publishing Company. New Delhi.
5. Shapiro, Allen C., Multinational Financial Management. Prentice Hall India Pvt Ltd. New Delhi.

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

## COMMON POOL OF GENERIC ELECTIVE COURSES OFFERED BY THE DEPARTMENTS

### GENERIC ELECTIVES (GE-2): INTRODUCTION TO DIGITAL MARKETING

#### 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		
Introduction to Digital Marketing (GE - 2)	4	3	1	0	Class 12	None

#### Learning Objectives

This course aims to acquaint the students with:

- Key marketing principles and terminology.
- Evolving digital landscape and the strategic role of digital marketing processes and tools in designing the overall Marketing strategy.
- Methodologies, tools and technologies involved in digital marketing.
- Importance of search engines and their role in digital marketing ecosystem.

#### Learning outcomes

By studying this course, students will be able to:

- Understand the concept of digital marketing and its integration with traditional marketing.
- Understand customer value journey in digital context and behaviour of online consumers.
- Learn email, content and social media marketing and apply the learnings to create digital media campaigns.
- Examine various tactics for enhancing a website's position and ranking with search engines and search advertising.

#### SYLLABUS OF GE-2

##### Unit 1: Fundamentals of Marketing

(6hours)

Importance of marketing; Core marketing Concepts; Company Orientations; Concept of Segmentation, Targeting-Positioning; 7 P's Framework; Product Life cycle; Pricing strategies, Types of distribution channels; Promotion Mix.

##### Unit 2: Marketing in the Digital World

(9 hours)

Digital marketing: Concept, Features, Difference between traditional and digital marketing, Moving from traditional to digital Marketing; Digital Marketing Channels: Intent Based-SEO, Search Advertising; Brand Based- Display Advertising; Community Based-SMM; Others- Affiliate, Email, Content, Mobile; Customer Value Journey: 5As Framework; The Ozone O<sub>3</sub> Concept Key; Traits of online consumer.

### **Unit 3: Content, Email and Social Media Marketing**

**(15 hours)**

Content Marketing: Developing a content marketing strategy; Email Marketing: Types of Emails in email marketing, Email Marketing best practices; Social Media Marketing: Building Successful Social Media strategy; Social Media Marketing Channels; Facebook, LinkedIn, YouTube (Concepts and strategies)

### **Unit 4: Search Marketing**

**(15 hours)**

Introduction of SEM: Working of Search Engine; SERP Positioning; Search Engine Optimization: Overview of SEO Process; Goal Setting-Types

On-Page Optimization: Keyword Research, SEO Process -Site Structure, Content, Technical Mechanics, Headings, Image & Alt text, Social Sharing, Sitemaps, Technical Aspects-Compatibility, Structured Data Markup.

Off Page Optimization: Link Formats, Link Building, Content Marketing, Social Sharing; Black and White Hat Techniques

Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking; Goal Setting-Objectives; Account Setting-Creation of Google Ads, Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension

Overview of Display Advertising: Working of Display Advertising; Benefits and challenges.

#### **Essential/recommended readings**

1. Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.
2. Kartajaya, H., Kotler, P., & Setiawan, I. (2016). Marketing 4.0: moving from traditional to digital. John Wiley & Sons.
3. Ryan, Damien. Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.

#### **Additional References:**

1. Kotler, P. (2009). Marketing management: A South Asian perspective. Pearson Education, India.
2. Maity, Moutusy. Internet Marketing: A practical approach in the Indian Context. Oxford Publishing.
3. Gupta, Seema. Digital Marketing. McGraw Hill
4. Ultimate guide to digital Marketing. Digital Marketer

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



## GENERIC ELECTIVES (GE-4): STATISTICS FOR BUSINESS

### 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		
Statistics for Business (GE-4)	4	3	0	1	Class 12	Mathematics at Class 12

### Learning Objectives

The objective of this course is to enable students to:

- Describe data using summary statistics.
- Develop detailed understanding of discrete and continuous distributions.
- Develop skills in statistical computing, statistical reasoning and inferential methods.
- Comprehend and analyse real data like real indices.

### Learning outcomes

By studying this course, students will be able to:

- Learn tools and concepts of statistical analysis and interpretation.
- Comprehend fundamentals of probability theory.
- conduct statistical computing, statistical reasoning and use inferential methods.
- Comprehend and analyse real data like real indices.

### SYLLABUS OF GE-4

#### Unit 1: Descriptive Statistics and Exploratory Data Analysis (12hours)

Types of Variables (Quantitative, Qualitative, discrete, continuous), Scales of Data Measurement (nominal, ordinal, Interval & Ratio), Variable-; Primary & secondary Data.

Frequency distributions, Relative Frequency, Cumulative Distributions, Percentiles, Quartiles; Graphical representation of data- bar charts, pie, histograms, box plots.

Univariate Measures Mean, median, mode, Geometric Mean, Harmonic Mean, Weighted Mean & their properties. Selection of a measure of central tendency. Range, inter-quartile range, quartile deviation, mean deviation, standard deviation, variance, coefficient of variance, properties of standard deviation, merits & demerits. Skewness and Kurtosis: Meaning, measures- Karl Pearson, Bowley, Kelly's, Kurtosis- meaning, Moments, Kurtosis

Bivariate Analysis: Cross-tabulations and Scatter diagram; Correlation, Association and linear regressions

#### Unit 2: Probability and Distributions (12 hours)

Axioms of probability; Review of counting rules, experiments, sample space, simple and complex events; Addition and multiplication rules; Concepts of Mutually exclusive events, independent events; Concepts of Joint, marginal and conditional probability; Permutation and Combinations

Concept of Discrete and continuous Random Variables; Expected value and variance; Examples of Theoretical Discrete and Continuous Probability Distributions – Binomial, Poisson and Normal distributions.

### **Unit 3: Sampling, Estimation and Hypotheses (15 hours)**

Sample Statistics versus population parameters; Definition and Statistical properties of a Random Sample; Point and Interval Estimation and Small Sample Properties of Estimators (unbiasedness, efficiency); Central Limit Theorem. (Interval estimation for mean for large samples)

Basic concepts of Hypotheses Testing: Formulation of Null and Alternate Hypotheses; One-tailed and two-tailed Tests about population Mean; Concepts of Type I and Type II errors. (Hypothesis testing for mean and difference between mean for large samples only)

### **Unit 4: Index Numbers (6hours)**

Index Numbers: Use and construction of Laspeyres and Paasche indexes; Fixed and chain base index numbers; Construction of real indexes: Consumer Price Index and BSE index.

**Practical component (30 hours)** - Practicals to be based on a spreadsheet package (Microsoft Excel or equivalent) to enable students to execute all the measures and tests taken up in the theory classes in the course.

### **Essential/recommended readings**

1. Spiegel, M.R.(2003). Theory & Problems of Statistics, Schaum's outline series, McGraw Hill.
2. Levin, Richard I. and Rubin, David (1998). Statistics for Management (7th Edition), Pearson.
3. Gupta, S.C. (2018). Fundamentals of Statistics, Himalaya Publishing House
4. Spiegel, M. and Stephens, Larry (2017). Statistics (Schaum's Outline Series), Tata-Mcgraw-Hill, New Delhi

### **Suggestive readings**

1. Nagar, A. L. and Das. R. K.. Basic Statistics (2nd Edition), Oxford University Press
2. Karmel, P. H. and Polasek, M. (1978). Applied Statistics for Economists (4th edition), Pitman.
3. Larsen, Richard J. and Marx, Morris L. (2011). An Introduction to Mathematical Statistics and its Applications. Prentice Hall.

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

## GENERIC ELECTIVES (GE-6): INTRODUCTION TO FINANCE

### 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		
Introduction to Finance (GE-6)	4	3	1	0	Class 12	None

### Learning Objectives

This course aims at providing a comprehensive introduction to:

- Financial system and its primary constituents.
- Sources of finance and time value of money.
- Basics of Investment and various asset classes.
- Key concepts of international financial management.

### Learning outcomes

By studying this course, students will be able to:

- Understand the meaning, scope and sources of Finance
- Estimate the present and future values of assets
- Examine the relationship between risk and return, and the nature and sources of risk in a stock market context
- Analyse the currency exchange market to deal exchange rate risk.

### SYLLABUS OF GE-6

#### UNIT - I: A Primer on Financial Markets & Institutions (9hours)

An overview of financial system: characteristics & requirements. Components & functions of financial system. Financial markets: characteristics & types. Types & role of Financial Institutions. An overview of the 2007–2008 Financial Crisis.

#### Unit 2: Corporate Finance: An Overview (12hours)

Nature, scope and objectives of Finance, Emerging role of Finance Managers in India and Agency problem. Concept & Meaning of Financial Management, goals of financial management, the three financial decisions- Investing, Financing & Dividend.

Sources of Finance: Equity & Preference Capital, Retained earnings, Debt, Bonds, Long term loans, Short term advances from banks, public deposits & advances from customers and trade creditors.

Concept of Time Value of Money, Compound Value, Present Value, Annuity and Perpetuity.

#### Unit 3: Investment Management: Basics & Process (15 hours)

An overview of investment- Investment process, Types of assets- real & financial. Types of investors, types of financial securities & attributes of a good investment.

Concept of Risk & Return (Single asset), risk-return trade off, types of risk- systematic & unsystematic, types of return-holding period return, expected return, actual return.  
 Examining four broad asset classes: equity, bonds, mutual funds & derivatives.  
 Equity- three schools of thought on equity valuation- a brief discussion on fundamental analysis, technical analysis and efficient market hypothesis.  
 Bonds- types, fundamentals, relationship between interest rates & bond prices& yield curve.  
 Mutual Funds- meaning, importance, structure, mutual fund schemes, Systematic Investment Plan (SIP), Systematic Withdrawal Plan (SWP), Exchange Traded Fund (ETF), Equity Linked Savings Scheme (ELSS) and NAV of Fund.  
 Derivatives – Meaning and Types of Derivative Instruments (Forwards, Futures, Options and Swaps).  
 Concept of diversification & portfolios. Portfolio Risk & Return (two security only).

#### **Unit 4: A Beginners' Guide to International Finance (9hours)**

International Monetary System- development of international finance and how the international monetary system evolved. Currency exchange markets and rates- currency exchange markets, exchange rate quotations, currency exchange rate appreciation and depreciation, factors that affect currency exchange rates and arbitrage. Conducting business internationally. Concept of exchange rate risk.

#### **Essential/recommended readings**

1. Bodie, Zvi., Kane, Alex and Marcus, Alan J.. Investments. McGraw Hill.
2. Chandra, P.. Security Analysis and Portfolio Management. Tata McGraw Hill.
3. Pathak, Bharati. Indian Financial System. Pearson.
4. Ronald, W. Melicher and Norton, Edgar A.. Introduction to Finance: Financial Markets, Investment, and Financial Management. Wiley Publishing House. 2012.
5. Rustagi, R.P., Fundamentals of Financial Management. Taxmann.

#### **Suggestive readings**

1. Khan, M. Y & Jain P. K., Financial Management: Text and Problems. Tata McGraw Hill. New Delhi.
2. Kohn, Meir. Financial Institutions and Markets. Oxford University Press.
3. Kidwell, David S., Backwell, David W., Whidbee, David A. and Sias, Richard W. Financial Institutions, Markets and Money. Wiley Publications.
4. Madura, Jeff. Financial Markets and Institutions. South Western Cengage Learning.
5. Reilly, Frank K, and Brown, Keith C. Investment Analysis and Portfolio Management. Cengage Learning.

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

## GENERIC ELECTIVES (GE-8): ENVIRONMENTAL ECONOMICS AND

### 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		
Environmental Economics and Climate Change (GE-8)	4	3	1	0	Class 12	None

### Learning Objectives

This course aims at inculcating an understanding of:

- How economic activities are affecting the environment.
- Social value of environmental resources.
- Climate change and its consequences.
- Efficient and effective policy measures for protecting the environment.

### Learning outcomes

By studying this course, students will be able to:

- Understand the linkage between environment and economics.
- Learn the basic theories of environmental economics.
- Understand the basic terminologies related to environment and Climate change.
- Analyse the effects of climate change on India and its future plan for environmental protection and mitigation.

## SYLLABUS OF GE-8

### UNIT – I: Introduction

(8 hours)

Introduction to Environmental Economics, Material Balance model- economy environmental interactions, reasons for environmental degradation (population, technology, GDP), balance between environment and growth.

### Unit 2: Economic Growth and Environmental Degradation

(10 hours)

Theories of relationship between economic growth and environmental degradation: The environmental Kuznets curve hypothesis, The Brundtland Curve hypothesis, The environment Daly Curve hypothesis.

### Unit 3: Climate Change and its Challenges

(15 hours)

Introduction to the Climate Change, Drivers of Climate Change, Global impacts of Climate Change: Anthropogenic, Global warming, ozone hole, biodiversity loss, ecosystem services, natural capital and resources. Effect of Climate Change on India: Agriculture, Biodiversity, vulnerability of Coastal Belt, Rural Livelihoods and Food Security in India.

### Unit 4: Actions Taken and Policy Framework

(12 hours)

Global Level: Adaptation and Mitigation, Governmental and Intergovernmental Actions to Combat Climate Change: The Role of the Intergovernmental Panel on Climate Change (IPCC), United Nations Framework Convention on Climate Change, The Kyoto Protocol, Paris Agreement etc. The global carbon market (CDM, JI, ET). India's Position on International Climate Negotiations, India's National Action Plan on Climate Change.

### **Essential/recommended readings**

1. Callen, Thomas (2007). Environmental Economics, Thomson Learning Inc. Indian Edition.
2. Dubash, Navroz (2012). Handbook of Climate Change and India: Development, Politics and Governance, Earthscan
3. Bhattacharya, R. N. (ed.) (2001). Environmental Economics, An Indian Perspective, Oxford University Press.

### **Suggestive readings**

1. Romm, J.J. 2018. Climate change: What Everyone Needs to Know. Oxford University Press
2. Dash. S.K. 2008. Climate Change, Cambridge University Press

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

## SEMESTER -V

### B.A. (Hons) BUSINESS ECONOMICS

#### DISCIPLINE SPECIFIC CORE COURSE – 13 (DSC-13): BASIC ECONOMETRICS

#### 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		
Basic Econometrics (DSC 13)	4	3	0	1	Class 12	Maths at Class XII level

#### Learning Objectives

The course aims to:

- To introduce classical and functional forms of linear Regression Model.
- To make statements or hypothesis that are mostly qualitative in nature in multi regression model
- To understand interaction between quantitative and qualitative variables and Use of dummy variables.
- To apply multicollinearity, heteroscedasticity, autocorrelation and specification errors, its detection and corrective measures.

#### Learning outcomes

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

- To explain key econometric concepts.
- Formulate simple econometric models
- Interpret the regression results obtained from software packages.
- Identify the errors in regression models and rectify the same.
- Analyse the suitability of the data for solving the problem at hand

#### SYLLABUS OF DSC-13

## **UNIT-I: The Classical Linear Regression Model**

**[18hours]**

Types of Data: Time Series, Cross Section and Panel Data. Concept of Population Regression Function and Sample Regression Function, Assumptions of the model, Derivation of Coefficients of Regression in a two-variable model, Estimation of the SRF using OLS, Analysis of variance and R squared.

Expectation and standard errors of the regression coefficients and the error term. Gauss Markov Theorem. Interval estimation and tests on population regression coefficients, variance of population disturbance term and forecasts. Testing the significance of the model as a whole. Testing the normality assumption.

Extensions of the Two Variable Linear Regression Model: Regressions through the origin, Scaling of Variables and Regression on Standardized Variables. Functional forms of Linear Regression Models: The double log, semi-log, reciprocal, log- reciprocal models with applications.

### **Unit 2: Multiple Regression Model**

**[12hours]**

Coefficients of regression in a multi variable model and their properties. Interval estimation, tests on population regression coefficients and model significance. Correlations, Goodness of fit and the Adjusted R square. Hypothesis testing for significance of the contribution of a variable, structural stability, restricted least squares.

### **Unit 3: Dummy Variable Regression Models**

**[6hours]**

Intercept, Slope Dummy variables. Interaction between qualitative variables. Interaction between quantitative and qualitative variables. Use of dummy variables in testing for structural change and for seasonal indices.

### **Unit 4: Relaxing the Assumptions**

**[9hours]**

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

**Practical Component (30 hours) :** Practicals to be based on an econometric software (e.g., Gretl/SPSS/PSPP). The student is expected to implement using the software, 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. Gujarati, D. and Sangeetha, N. (2007) Basic Econometrics. Fourth Edition, Tata McGraw-Hill, New Delhi
2. Dougherty, Christopher. (2011). "Introduction to Econometrics," Oxford University Press,
3. Wooldridge, J. M. (2006). Introductory Econometrics: A modern approach. Mason, OH: Thomson/South-Western.

### **Suggested readings**

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



2. Brooks. Chris.(2008) Introductory Econometrics for Finance, Second Edition  
Cambridge University Press

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

## DISCIPLINE SPECIFIC CORE COURSE – 14 (DSC-14): ORGANISATIONAL BEHAVIOUR

### 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		
Organisational Behaviour (DSC 14)	4	3	1	0	Class 12	None

### Learning Objectives

This course aims at:

- To explain core concepts of organizational behaviour
- To apply motivation theories and analysis of interpersonal relationships
- To apply leadership theories to understand leadership traits and issues
- To manage conflict and enhance well being at workplace

### Learning outcomes

By studying this course, the students will able to:

- Understand the importance of organizational behaviour as a field of study.
- Understand the role of perception, personality and learning in explaining Individual behaviour and to Apply different motivational theories and leadership styles to increase the productivity and job satisfaction of employees.
- Understand the foundations of group behaviour and the framework for organizational change and development.
- Identify methods to enhance individual and Organizational wellbeing and resolve organizational problems.

### SYLLABUS OF DSC-14

#### UNIT - I: Core Concepts in Organisational Behaviour

(12hours)

Conceptual Foundations and Importance of organizational behaviour. Perception and Attribution: Concept, Factors affecting Perception, Attribution theory, Perceptual Organization and Errors in Perception. Personality: Concept, Factors affecting personality and Theories. Learning: Concept and Theories of Learning, Concept of Reinforcement, Schedules of Reinforcement.

#### Unit 2: Motivation, Interpersonal Relations and Change Management(12hours)

Motivation: Concepts and their application, Content theories (Maslow, McClelland and Herzberg's Theories); Process theories (Expectancy theory, Equity theory). Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window. Organisational Change:

Concept, Resistance to change, managing resistance to change, Kurt Lewin Theory of Change.

### **Unit 3: Leadership and Group Processes**

**(9 hours)**

Leadership: Trait Approach, Behavioural theories (Ohio and Michigan State Studies, and Blake & Mouton's Managerial grid), and Contingency theories (Fiedler's Contingency Model, Hersey & Blanchard's Situational Leadership Model) Contemporary Leadership issues: Charismatic, Transactional and Transformational Leadership. Groups and Teams: Definition, Stages of Group Development, Group Processes-Group Cohesiveness, Group Think, Group Shift.

### **Unit 4: Managing Conflict and Enhancing Wellbeing**

**(12 hours)**

Organisational Power and Politics: Concept, Sources of Power, Tactics to gain power in Organizations. Nature of organisational politics. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict. Well-being at Work: Importance and Impact of employee emotions and emotional intelligence in organisations. Work stress and its management.

### **Essential/recommended readings**

1. Stephen P. Robbins, T. A. Organisational Behavior. Pearson.
2. Aswathappa, K., & Reddy, G. S. Organisational behaviour (Vol. 20). Mumbai: Himalaya Publishing House.
3. Luthans, Fred, Organisational Behaviour, Tata Mc Graw Hill.
4. Singh, Kavita, Organisational Behaviour, Pearson.
5. Greenberg Jerald and Baron Robert, A. Behavior in Organisations: Understanding and Managing Human side of work. Prentice Hall of India

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

## DISCIPLINE SPECIFIC CORE COURSE – 15 (DSC-15): INDUSTRIAL ECONOMICS

### 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		
Industrial Economics (DSC 15)	4	3	1	0	Class 12	None

### Learning Objectives

The course aims to:

- To understand basics of industrial economics and its scope
- To understand concept and theories of market structure.
- To analyse issues related to market conduct like Entry and Exit Barriers, Pricing Behavior, Research and Innovation, Mergers and Acquisitions and Legal Tactics.
- To explore the role of public policy in Indian industries

### Learning outcomes

By studying this course, students will be able to:

- Enable the student to understand how the Industries Function in the real world
- Understand what is market concentration and how does it affect market power
- Know how different strategies are used, under the structure-conduct-performance paradigm, by the firms to maximize their market power.
- Know the importance of regulatory public policy in oligopolistic market, in order to ensure maximum consumer welfare.

## SYLLABUS OF DSC-9

### UNIT – I: Structure- Conduct- Performance Paradigm

(12 weeks)

Basic understanding of Industrial Economics, Scope of Industrial Economics, Structure-Conduct- Performance Model, Different School of Thoughts, Theory of Firm and basic conditions of Demand and Cost.

#### Unit 2: Market Structure and Concentration

(12hours)

What is Market Concentration, Theories of Measurement of Concentration, Deterministic and Stochastic Approach, Lerner and Herfindahl Index, Product Differentiation, Horizontal, Vertical and Conglomerate Mergers, Vertical Integration.

#### Unit 3: Market Conduct

(12hours)

Entry and Exit Barriers, Pricing Behavior, Advertising, Product Strategy, Research and Innovation, Mergers and Acquisitions, Legal Tactics.

#### **Unit 4: Public Policy and Indian Industries**

**(9hours)**

Role and Importance of Industry Regulation, Regulation of Natural Monopoly, Antitrust Legislations and Indian Industries, Social Concerns and Advertising.

#### **Essential/recommended readings**

1. Cabral Luis M.B. (2017). Introduction to Industrial Organization. 2ndEdn. Cambridge, MA: MIT Press
2. Carlton, D.W. and J. M. Perloff. (2005). Modern Industrial Organization. Pearson
3. Shy, Oz. (1996). Industrial Organization: Theory and Applications. The MIT Press.
4. Waldman D.E. and E. J. Jensen. (2019). Industrial Organization: Theory and Practice.

#### **Suggestive readings**

1. Tremblay, Victor J., and Carol Horton Tremblay. (2012), "New Perspectives on Industrial Organization", New York: Springer.

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 1 (DSE-1): INCOME TAX LAW AND PRACTICE

### 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](http://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)

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 3 (DSE-3): ENTREPRENEURSHIP

### 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		
Entrepreneurship (DSE 3)	4	3	1	0	Class 12	None

### Learning Objectives

The course aims at:

- 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-2

### 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.

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 5 (DSE-5): SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

### 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		
Security Analysis and Portfolio Management (DSE 5)	4	3	1	0	Class 12	None

#### Learning Objectives

This course aims at:

- Provides 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 DSE-5

#### 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.

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 7 (DSE-7): Monetary Economics

### 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:

1. Forms of money and its measures and associated theories
2. Money and capital markets, Financial products, institutions and crises
3. Interest rates, their determination and associated theories
4. Structure and role of the banking system and its reforms
5. 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 DSE-7

#### 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 Jet 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

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 9 (DSE-9): International Economics

### 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 at:

- To explain ancient view of International trade and production and consumption gains from trade
- To analyse the working of H-O theory and new trade theory
- To understand the international trade policies and its impact on trade
- To 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 Sanitary Agreement (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 2<sup>nd</sup> Edition Singapore; Hachensack, N.J: World Scientific.

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 11 (DSE-11): Consumer Behaviour

### 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		
Consumer Behaviour (DSE 11)	4	3	1	0	Class 12	None

### Learning Objectives

The course aims at:

- To understand psyche of a consumer and his personality traits
- To apply theories to learn and predict consumer behaviour
- To learn culture role and dynamics of Family and Consumer socialization
- To 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. 12<sup>th</sup> 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.

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

## COMMON POOL OF GENERIC ELECTIVES (GE) COURSES OFFERED BY THE DEPARTMENTS

### 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 (12<sup>th</sup> Ed.). Pearson.
2. Dornbusch, R., Fischer, S. and Startz. R. Macroeconomics (11<sup>th</sup> Edition). McGraw-Hill.
3. Mankiw, N.G. (2021). Principles of Economics, (9<sup>th</sup> Edition). Cengage Learning.

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

## GENERIC ELECTIVES (GE-3): LEGAL ENVIRONMENT OF BUSINESS

### 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)

- Introduction to Operations Research, characteristics, Phases, Methodology, Applications and scope
- 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)

- 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.
- 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.

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

## GENERIC ELECTIVES (GE-7): ECONOMICS OF STARTUPS

### 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 enterprises.

### 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.

## GENERIC ELECTIVES (GE-9): INTERNATIONAL ECONOMICS

### 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, Factor 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 (13<sup>th</sup> Edition). *Strategic Direction*.
2. Krugman, P. R., & Obstfeld, M. (2009). International economics: Theory and policy. Pearson Education.
3. Levi, M.D. (2009). *International Finance* (5<sup>th</sup> Edition), Taylor and Francis Ltd.
4. Madura, J. (2020). *International financial management*. Cengage Learning.

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

## GENERIC ELECTIVES (GE-11): ECONOMIC POLICY FRAMEWORK

### 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

- 1 Gupta G.S (2016), Macroeconomics - Theory and Applications (4th edition). McGraw Hill,
2. Shapiro, Edward (1982), Macroeconomic Theory, 5<sup>th</sup> 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

- 1 Abel, 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.

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

**STRUCTURE, COURSES & SYLLABI OF SEMESTER VI**  
**B.A. (HONOURS) BUSINESS ECONOMICS**

**DISCIPLINE SPECIFIC CORE COURSE – 16 (DSC-16): OPERATIONS RESEARCH**

**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		
Operations Research (DSC 16)	4	3	0	1	Class 12	None

**Learning Objectives**

The course intends to develop an understanding of:

- (i) linear programming problems and their methods of solution
- (ii) transportation and assignment problems, theory for solution and software methods
- (iii) network analysis, Markov chains and applications
- (iii) a decision making environment and theory of games

**Learning outcomes**

By studying this course, the 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.
- Use mathematical software to solve the proposed models
- Develop critical thinking and use PERT and CPM techniques to improve decision making.

**SYLLABUS OF DSC-16**

**UNIT-I: Introduction - Operations Research, Linear Programming, Integer 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)
- (iii) Integer programming problem: Formulation, Solution through Gomory's Cut Method, managerial applications.

**Unit 2: Transportation and Assignment Problem**

**(9 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. (Excel Solver application)
- (ii) Assignment Problem: Hungarian Method, Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment. (Excel solver application)

### **Unit 3: Network and Markov Analysis**

**(12 hours)**

- (i) Network Analysis: 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)
- (ii) Markov Analysis: Assumptions of Markov analysis, construction of matrix of transition probabilities, brand switching analysis, vector of state probabilities, prediction of future market share, equilibrium conditions.

### **Unit 4: Decision Theory:**

**(9 hours)**

- (i) Decision making environment, Construction of Pay off Table, Opportunity Loss Table, Decision under uncertainty, Decision under Risk: EMV, EOL, EVPI.
- (ii) Decision under Conflict: Game Theory, Two-person Zero-Sum games, Maximin Minimax Principle, Games without Saddle point- Mixed strategy, Dominance Rule; Reduction of  $m \times n$  game. (Application of Excel Solver)

**Practical Component (30 Hours) :** Practicals based on spreadsheet package (Microsoft Excel or equivalent) to enable students to apply all the concepts taken up in the theory classes in the course.

### **Essential/recommended readings**

1. Vohra, N.D, Quantitative Techniques in Management, 5th ed., Tata McGraw Hill.
2. Gupta ManMohan, SwarupKanti, Introduction to Management Science Operations Research, 19th ed. Sultan Chand & Sons.
3. Sharma J.K., Operations Research: Theory and Applications, 6th ed. Trinity.
4. TahahamdyA., Operations Research: An Introduction, 9th ed., Pearson.

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

## DISCIPLINE SPECIFIC CORE COURSE – 17 (DSC-17): Legal Aspects of Business

### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite for the course
		Lecture	Tutorial	Practical	Class 12	None
Legal Aspects of Business (DSC 17)	4	3	1	0		

### Learning Objectives

The course intends to inform and develop an understanding of:

1. The Indian Contract Act, 1872
2. The Sale of Goods Act, 1930
3. The Companies Act, 2013
4. The Intellectual Property Act, Competition Act and Consumer Protection Act

### Learning outcomes

By studying this course, the students will able to:

- Understand the fundamentals of the various legislations for conducting business.
- Able to understand and appreciate the need for different legislations and the amendments thereof.
- Enable the student to initiate their own ventures in the form of entrepreneurs, and Company.
- Relate the legal framework with recent cases in the business world so as to have better understanding of their interpretations.

## SYLLABUS OF DSC-17

### UNIT – I: Indian Contract Act 1872

(15 hours)

Definition: Essential elements and Kinds of Contracts. Offer and Acceptance: legal rules, lapse and revocation. Consideration: Definition, Essentials and Exceptions. Capacity of Parties: Minor's agreements, Persons of unsound mind and Disqualified persons. Free Consent: Coercion, Undue Influence, Misrepresentation, fraud and Mistake. Discharge of a Contract and its various ways. Kinds of Remedies for Breach of a Contract.

### Unit 2: The Sale of Goods Act 1930

(8 hours)

Contract of Sale of Good: Definition and Essentials: Sale and agreement to sell distinguished: Kinds of Goods and concept of price. Conditions and Warranties. Doctrine of caveat emptor and exceptions. Transfer of Property: Concept and Rules. Rights of Unpaid Seller against the goods and buyer.

### Unit 3: The Companies Act 2013

(15 hours)

The Company: Definition and Characteristics. Kinds of Companies: On the basis of incorporation and liability of Members. Concept of One Person Company. Difference between Public and Private Company. Formation of a company–promotion, incorporation, on-line registration, commencement of business. Memorandum of Association. Articles of Association. Prospectus: Definition, Issue and Contents. Misleading prospectus and its consequences including remedies. Company Management:



Definition of Directors, Legal Position of Directors, Number of Directors and Directorship, Qualification and Disqualification, Appointment and Removal, Powers and Duties of Directors. Meetings and Resolutions: Types: AGM and EGM, Legal provisions, Requisites of a valid meeting, Voting, Proxy, Resolutions and its types, Minutes. Winding up of a Company – Meaning, Winding up and Dissolution distinguished, Modes and Consequences of Winding Up.

#### **Unit 4: Laws of Intellectual Property, Competition and Consumer Protection**

**(7 hours)**

Intellectual Property Act: Patent Act, 1970: Meaning and Types. Patentable and Non- Patentable Inventions. Procedure for obtaining a patent. Trade Marks Act, 1999: Essentials and Definition. Conditions for Registration of Trade Marks. Design Act, 2000: Concept and Registration of Designs. Copyright in Registered Designs. General Provisions relating to design under the Act. Competition Act 2002: Scope and applicability of the Act. Prohibition of Anti- Competitive agreement and abuse of dominant position. Regulation of Combinations. Duties, Powers and Functions of Competition Commission of India. Consumer Protection Act 2009: Scope and Applicability of the Act. Rights of consumer. Procedure for complaints. Duties and power of Central Consumer Protection Authority.

#### **Essential/recommended readings**

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

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

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

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

5. Bare Acts relating to the laws.

#### **Suggestive readings**

1. Arora, S. Business Laws. New Delhi. Vikas Publishing House.

2. Gulsan, S.S. Business Laws. Excel Books.

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

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

## DISCIPLINE SPECIFIC CORE COURSE – (DSC-18): ENVIRONMENTAL ECONOMICS

### 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		
Environmental Economics (DSC 18)	4	3	1	0	Class 12	None

#### Learning Objectives

The course intends to develop an understanding of:

- (i) the concept of sustainability and economy-environment interaction
- (ii) public policies to control environmental damage and pollution
- (iii) the use of risk and cost-benefit analysis for environmental conservation
- (iv) global environmental concerns and their protocols

#### Learning outcomes

By studying this course, students will be able to:

- Provide the basic understanding interaction between environment and economic activities
- Understand sustainability
- Analyse different tools of environmental policies
- Understand global policies for environment

### SYLLABUS OF DSC-18

#### UNIT - I: Environment and Sustainability

(9 hours)

An Introduction to Environmental Economics; Economy-Environment interdependence, materials balance model of economy-environment interactions, the drivers of environmental Impact, Environmental Kuznets Curve Hypothesis. Concepts of sustainability: The Hartwick rule, Weak and strong sustainability, Resilience.

#### Unit 2: Environmental Policies

(12 hours)

Conventional Policy: Environmental Standards, Efficiency of Environmental Standards, Command and Control Approach. Market Based Policy - Pollution Charges and Environmental Subsidies. Deposit Refund System. Pollution Permit Trading Systems.

#### Unit 3: Environmental Planning & Analytical Tools

(12 hours)

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

#### **Unit 4: Global Environmental Management and Regulations**

**(12hours)**

Ozone depletion, Climate change, International collaborations for environment, Montreal and Kyoto protocol, Paris agreement

#### **Essential/recommended readings**

1. Perman Roger, MaYue, McGilvray James and Common Michael. (2003) Natural Resource and Environmental Economics. Financial Times/ Prentice Hall.
2. Thomas Janet M., Callan Scott J.. (2012) Environmental Economics and Management: Theory, Policy, and Applications. South-Western College Publishing.
3. Kolstad Charles. (2012). Intermediate Environmental Economics. Oxford University Press
4. Hanley Nick, Shogren Jason F. and White Ben. (2006). Environmental Economics in Theory and Practice. Palgrave Macmillan

#### **Suggestive readings**

1. Henley, Nick and Roberts, Colin Ed. (2002). Issues in Environmental Economics. Wiley-Blackwell
2. Lenschow, Andrea and Lenschow Ed. (2001). Environmental Policy Integration. Routledge.

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 2 (DSE-2): PUBLIC FINANCE

### 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		
Public Finance (DSE2)	4	3	1	0	Class 12	None

#### Learning Objectives

The course intends to develop and understanding of:

- (i) scope and importance of public finance, its sources and expenditures
- (ii) Evolution of the Indian tax system and current debates
- (iii) Finance Commissions and their changing role
- (iv) Canons of taxation and relevance to public revenues

#### Learning outcomes

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

- Apply tools of basic microeconomics to key policy issues relating to the spending, taxing and financing activities of the Government.
- Understand difference in impact of direct and indirect taxation.
- Understand the recent developments and issues in Indian Public Finance.

### SYLLABUS OF DSE-2

#### Unit 1: Theory of Public Finance

(12 hours)

Public finance: Meaning, nature, scope and importance, difference between private and public finance. Principle of maximum social advantage. Role of state in public finance.

Elementary theory of product and factor taxation

Sources of revenue: taxes, loans, grants and aid – meaning and types, Principle of public expenditure. Public finance and the economic system.

#### Unit 2: Current Issues in India Tax System

(12hours)

Direct and Indirect Tax Reform in India, Different forms of direct tax in India,

Changing regime of taxation-direct to indirect taxation,

Introduction of GST and its implication for state finances and fiscal federalism in India, Latest finance commission and its recommendation for fiscal devolution.

#### Unit 3: Center State Financial Relations

(9hours)

Center state fiscal relations, horizontal and vertical tax devolution in India,

State and local finance in India

Performance and Equity debate in fiscal devolution in India

Report of finance commission in post liberalisation period

#### Unit 4: Principles of Taxation

(12 hours)

Canons of taxation, Meaning of Canons of Taxation -Types of Canons of Taxation-Canon of equality or equity, Canon of certainty, Canon of economy, Canon of productivity, Canon of Diversity, Canon of convenience, Canon of elasticity, Canon of simplicity, Canon of diversity, Characteristics of Canons of Taxation.

#### **Essential/recommended readings**

1. Musgrave, R. A. and Musgrave, P.B., Public Finance in Theory and Practice (1989), 5th edition. McGraw Hill Education.
2. Bagchi, Amaresh. Reading in Public Finance, Oxford University Press.
3. Bhatia H.L.. Public Finance. Vikas Publishing House;
4. Shankar Acharya, Thirty years of Tax Reforms in India, EPW, May 2005
5. Rao, M. Govinda, "Central transfers to states in India: rewarding performance while ensuring equity." Final report submitted to NITI Aayog (2017) (pages 1 to 18).
6. Government of India, Fifteenth Finance Commission Report 2021-26, Chapter 6

#### **Suggestive readings**

1. Report of Finance commission of India, Various years.
2. Economic Survey, GoI, Various year
3. State Finances: - A Study of Budget, RBI, Latest report

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 4 (DSE-4): ADVERTISING MANAGEMENT

### 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		
Advertising Management (DSE 4)	4	3	1	0	Class 12	None

#### Learning Objectives

The course attempts to develop an understanding of :

- (i) Advertising, its role, functions, agencies and budgets
- (ii) Marketing and advertising plans in a firm's strategy
- (iii) Execution of advertising plan and assessing its effectiveness
- (iv) Different Media, their cost and options available for effective outcomes

#### Learning outcomes

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

- Understand the role played by advertising agencies.
- Recognise and identify the facet model objectives in any advertisement.
- Conduct situation analysis and consumer insight mining.
- Learn creative execution strategies including application of appeals, layouts and creative copywriting.
- Understand and conduct appropriate media mix selection.

### SYLLABUS OF DSE-4

#### Unit 1: Foundations of Advertising (10 hours)

Concept of advertising, Types of advertising, Concept of IMC, Role and functions of Advertising, the key players, functions of advertising agencies, Organisation of agency, Advertising appropriateness-factors influencing advertising budgets, methods of setting advertising budgets.

#### Unit 2: Planning and Strategy (13 hours)

Planning Framework-marketing and advertising plan, Facet model of objectives (Perception, Cognition, Affect, Association, Action), DAGMAR, Marketing strategy and situation analysis, consumer insight mining, big idea, positioning for advertising campaigns.

#### Unit 3: Effective Advertising Execution (12hours)

The creative and message strategy, creative brief, themes and appeals, execution styles, message format, message tone, copywriting creativity, body copy, visual layouts, evaluation of effectiveness, pre-testing, post-testing.

#### Unit 4: Effective Advertising Media (10 hours)

Types of media, newer media options, media objectives, developing a media plan, media Plan budget, media mix selection.

**Essential/recommended readings**

1. Belch, G.E., Michael, A., Keyoor, Purani. Advertising and Promotion-An Integrated Marketing Communications. 12th edition. Tata McGraw Hill Education. 2021.
2. William Wells, Sandra Moriarty, and John Burnett. Advertising: Principles and Practice. Prentice Hall of India. 2007.
3. Jethwaney, Jaishri., Jain, Shruti. Advertising Management. Oxford University press.
4. Shah, Kruti. Advertising and Integrated Marketing Communications. McGraw Hill Education India. 2014.
5. Aaker, David A., Batra, Rajeev., Myers, John G. Advertising Management. Pearson Education. 2006.
6. Shimp, T.A. .Advertising and Promotion: An IMC Approach. Cengage. 2013.

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 6 (DSE-6): INTERNATIONAL FINANCIAL MANAGEMENT

### 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 Financial Management (DSE 6)	4	3	1	0	Class 12	None

### Learning Objectives

The course aims to give substantive knowledge about:

- (i) key features of foreign exchange markets and development over the years
- (ii) parity conditions in markets for foreign exchange
- (iii) evolution of exchange rate systems from the gold standard to the present
- (iv) its operations and hedging of risks in these markets.

### Learning outcomes

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

- Gain substantive knowledge of International Financial Management.
- Understand the principles of trading in foreign exchange markets, different instruments traded, risks involved and how to carry out hedging of currency risks.
- Learn how to compute forward rates using cross rates, computation of synthetic quotes and apply rules to determine existence of arbitrage amongst currencies traded.
- Understand how the international markets have evolved and the alternate exchange rate systems world has seen over the years

### SYLLABUS OF DSE-6

#### Unit 1: Introduction To Currency Markets

(12 hours)

Spot & Forex market: Introduction and Features, Participants, & their method of communication in forex markets, SWIFT and CHIPS. Currency Quotes and types, Calculation of forward rates using spot rates, Discount/Premium on spot rate, Swap Points and Outright Forward Rates, Forward Rate vs. Expected Future spot rates, Spot rate with and without transaction costs, Payoff Profiles on Forward Exchange, Currency futures and Pay of Profiles, Mark to Market, Cross Rates & Synthetic quotes. Arbitrage: one point, two point and three point (triangular) arbitrage.

#### Unit 2: Parity Conditions in Currency Markets

(12 hours)

Purchasing Power Parity (both absolute and relative versions), Interest Rate Parity (explanation of borrowing and lending criteria, diagrammatic presentation), covered interest rate parity, International Fischer Effect. The linkages between parity conditions.

#### Unit 3: Alternate Exchange Rate Systems and Payment Terms

(9 hours)

Gold Standard and Gold Exchange Standard System with price adjustment mechanism, EMS and its price adjustment, Hybrid systems, Fixed vs Flexible System, Overview on Brettonwoods System,



IMF, SDR, Triffin Paradox & Smithsonian Agreement. Payment Terms and Methods of Financing International Trade (Letter of Credit, Forfaiting, Factoring, Credit Lines)

**Unit 4: Exchange Rate Determination and Exposures (12 hours)**

Currency Demand and Supply Curves, Stability of exchange rates and 'J' Curve Effect, Factors Affecting Exchange Rate, Foreign Exchange Exposure: Nature, Definition, Exposure Line and Interpreting Exposure, Statistical Measurement of Exposure, Types of Exposure (Meaning): Transaction, Economic and Translation Exposure, Hedging Strategies to Manage Transaction Exposures. Currency Swaps.

**Essential/recommended readings**

1. Apte, P G., Multinational Financial Management. Tata-McGraw Hill. New Delhi.
2. Levi, Maurice. International Finance. McGraw Hill Inc. New York.
3. Madura, Jeff. International Financial Management. South Western Cengage Learning.
4. Seth, A.K., International Financial Management. Galgotia Publishing Company. New Delhi.
5. Shapiro, Allen C., Multinational Financial Management. Prentice Hall India Pvt Ltd. New Delhi.

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 8 (DSE-8): BEHAVIOURAL ECONOMICS

### 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 Economics (DSE 8)	4	3	1	0	Class 12	None

### Learning Objectives

The course attempts to impart an understanding of:

- (i) the evolution and growing importance of behavioural economics
- (ii) the question of choices when outcomes are known
- (iii) formulation of choice under conditions of uncertainty
- (iv) the theory of games and Nash equilibria under select circumstances

### Learning outcomes

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

- To understand the departures from traditional theory by first explaining the decision-making process in a theoretical framework and then using empirical and experimental findings.
- To build a better understanding of consumer choices and behaviours to enhance his/her decision-making and he/she will be able to differentiate between economic and psychological approaches to human decisions. Understands how behavioural economics incorporates psychological factors such as altruism, fairness trust into standard theories to analyse human choices and also have the knowledge of predictive power of economic theories.
- To understand the main normative and descriptive approaches to know principles of decision making under risks
- To apply behavioural theory to interpretation of real decisions and public policy.

### SYLLABUS OF DSE-8

#### Unit 1: Introduction

(9 hours)

Introduction to behavioural economics: history, evolution, objective, scope, methods and concepts in behavioural economics.

#### Unit 2: Choice under certainty

(12 hours)

Preferences, rationality, utility, menu dependence, decoy effect, endowment effect, heuristics and biases.

#### Unit 3: Choice under uncertainty

(12 hours)

Probability, Bayes' Rule, Expected value, Confirmation Bias, Expected Utility, Bundling, Allais Problem.

#### Unit 4: Strategic Actions

(12 hours)

Game Theory, Nash Equilibrium, Altruism, Fairness, Justice, Trust, Welfare Economics, Nudge Agenda and behavioural finance.

### **Essential/recommended readings**

1. Angner, Erik (2016), A course in behavioral economics, (Second edition,), Palgrave, London
2. Colin F. Camerer, George Lowenstein & Matthew Rabin (Ed.) (2004), Advances in Behavioral Economics, Princeton University Press.
3. Wilkinson, Nick and Matthias, Klaes (2012), An introduction to Behavioral Economics, 2nd edition, Palgrave Macmillan.
4. Abdukadirov, Sherzod (ed.). Nudge Theory in Action: Behavioral Design in Policy and Markets

### **Suggestive readings**

1. Andrikopoulos, Panagiotis. Modern Finance vs. Behavioural Finance: An Overview of Key Concepts and Major Arguments (June 2005). <http://dx.doi.org/10.2139/ssrn.746204>
2. Andreoni, James, Justin M. Rao, and Hannah Trachtman. "Avoiding the ask: A field experiment on altruism, empathy, and charitable giving." *Journal of political Economy* 125, no. 3 (2017): 625-653
3. Fama, Eugene F. "Market efficiency, long-term returns, and behavioral finance." *Journal of financial economics* 49, no. 3 (1998): 283-306.
4. Falk, Armin, and Christian Zehnder. "A city-wide experiment on trust discrimination." *Journal of Public Economics* 100 (2013): 15-27.
5. Kahneman, Daniel, Jack L. Knetsch, and Richard H. Thaler. "Experimental tests of the endowment effect and the Coase theorem." *Journal of political Economy* 98, no. 6 (1990): 1325-1348.
6. Samson, Alain. "An introduction to behavioral economics." *The behavioral economics guide* (2014): 1-12.

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

## DISCIPLINE SPECIFIC ELECTIVE COURSE 10 (DSE-10): INDIAN ECONOMY

### 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		
Indian Economy (DSE 10)	4	3	1	0	Class 12	None

### Learning Objectives

The course is aimed at developing an understanding of:

- (i) the different policy regimes in India since Independence: growth and development
- (ii) Demographic trends, human development and state policies
- (iii) Fiscal and monetary policies and laws related to labour
- (iv) Sectoral growth and changes: agriculture, manufacturing and services

### Learning outcomes

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

- Understand major issues and challenges facing the Indian Economy.
- Gain skills to analyze key economic issues and policy documents.
- Relate theoretical frameworks of macroeconomics and microeconomics to the Indian context.

## SYLLABUS OF DSE-10

### **Unit 1: Economic Development since Independence (12 hours)**

Major Features of the economy at independence; growth and development under different policy regimes – goals, constraints, institutions and policy framework; an assessment of performance – sustainability and regional contrasts; structural change, savings and investment.

### **Unit 2: Demographic Trends and policies (12hours)**

Population and Human Development Demographic trends and issues; education; health and malnutrition. Policies in poverty; inequality and unemployment.

### **Unit 3: Macroeconomic Policies and Their Impact (9 hours)**

Fiscal Policy; trade and investment policy; financial and monetary policies; labour laws.

### **Unit 4: Sectoral Growth & Development (12 hours)**

Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurements. Industry: Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment. Trends and issues in Service Sector.

### **Essential/recommended readings**

1. Drèze, J., & Sen, A. (2013). An Uncertain Glory. Princeton University Press.

2. Balakrishnan, P. (2007). The Recovery of India: Economic Growth in the Nehru Era. *Economic and Political Weekly*, 42(45/46), 52–66.
3. Mohan, R. (2008). Growth Record of the Indian Economy, 1950-2008: A Story of Sustained Savings and Investment. *Economic and Political Weekly*, 43(19), 61–71.
4. Vaidyanathan, A., & Krishna, K. L. (2007). *Institutions and markets in India's development*. Oxford University Press.
5. T. Dyson, 2008, India 's Demographic Transition and its Consequences for Development in Uma Kapila, *Indian Economy Since Independence*, 19th edition, Academic Foundation.
6. Shankar Acharya, 2010, Macroeconomic Performance and Policies 2000-08, in Shankar Acharya and Rakesh Mohan, editors, *India's Economy: Performances and Challenges: Development and Participation*, Oxford University Press.
7. Rakesh Mohan, 2010, India 's Financial Sector and Monetary Policy Reforms, in Shankar Acharya and Rakesh Mohan, editors, *India's Economy: Performances and Challenges: Development and Participation*, Oxford University Press.
8. PulapreBalakrishnan, Ramesh Golait and Pankaj Kumar, 2008, *Agricultural Growth in India Since 1991*, RBI DEAP Study no. 27.
9. B.N. Goldar and S.C. Aggarwal, 2005, Trade Liberalisation and Price-Cost Margin in Indian Industries, *The Developing Economics*, September.
10. P. Goldberg, A. Khandelwal, N. Pavcnik and P. Topalova, 2009, Trade Liberalisation and New Imported Inputs, *American Economic Review*, Papers and Proceedings, May.
11. KunalSen, 2010, Trade, Foreign Direct Investment and Industrial Transformation in India, in PremachandraAthukorala, editor, *The Rise of Asia*, Routledge.
12. A. Ahsan, C. Pages and T. Roy, 2008, —Legislation, Enforcement and Adjudication in Indian Labour Markets: Origins, Consequences and the Way Forward, in D. Mazumdar and S. Sarkar, editors, *Globalization, Labour Markets and Inequality in India*, Routledge.
13. DipakMazumdar and SandeepSarkar, 2009, —The Employment Problem in India and the Phenomenon of the Missing Middle, *Indian Journal of Labour Economics*.
14. J. Dennis Rajakumar, 2011, Size and Growth of Private Corporate Sector in Indian Manufacturing, *Economic and Political Weekly*, April.
15. Ramesh Chand, 2010, Understanding the Nature and Causes of Food Inflation. *Economic and Political Weekly*, February.
16. BishwanathGoldar, 2011, Organised Manufacturing Employment: Continuing the Debate. *Economic and Political Weekly*, April.
17. Basu, K., &Maertens, A. (2012). *The new Oxford companion to economics in India*. New Delhi Oxford University Press.

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

## 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 provide an understanding of the methods of conducting research through:

- (i) introducing students to basic concepts of quantitative and qualitative research methods.
- (ii) scientific methods of collecting reliable data and appreciating primary and secondary data
- (iii) parametric and non parametric tests and interpretation of the results
- (iv) 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) :** Practicals 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.

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

## COMMON POOL OF GENERIC ELECTIVES (GE) COURSES OFFERED BY THE DEPARTMENTS

### GENERIC ELECTIVES (GE-2): INTRODUCTION TO DIGITAL MARKETING

#### 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		
<b>Introduction to Digital Marketing (GE 2)</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>Class 12</b>	<b>None</b>

#### Learning Objectives

This course aims to acquaint the students with:

- Key marketing principles and terminology.
- Evolving digital landscape and the strategic role of digital marketing processes and tools in designing the overall Marketing strategy.
- Methodologies, tools and technologies involved in digital marketing.
- Importance of search engines and their role in digital marketing ecosystem.

#### Learning outcomes

By studying this course, students will be able to:

- Understand the concept of digital marketing and its integration with traditional marketing.
- Understand customer value journey in digital context and behaviour of online consumers.
- learn email, content and social media marketing and apply the learnings to create digital media campaigns.
- Examine various tactics for enhancing a website's position and ranking with search engines and search advertising.

#### SYLLABUS OF GE-2

##### Unit 1: Fundamentals of Marketing

(6hours)

Importance of marketing; Core marketing Concepts; Company Orientations; Concept of Segmentation, Targeting-Positioning; 7 P's Framework; Product Life cycle; Pricing strategies, Types of distribution channels; Promotion Mix.

##### Unit 2: Marketing in the Digital World

(9 hours)

Digital marketing: Concept, Features, Difference between traditional and digital marketing, Moving from traditional to digital Marketing; Digital Marketing Channels: Intent Based- SEO, Search Advertising; Brand Based- Display Advertising; Community Based-SMM; Others- Affiliate, Email,



Content, Mobile; Customer Value Journey: 5As Framework; The Ozone O<sub>3</sub> Concept Key; Traits of online consumer.

### **Unit 3: Content, Email and Social Media Marketing**

**(15 hours)**

Content Marketing: Developing a content marketing strategy; Email Marketing: Types of Emails in email marketing, Email Marketing best practices; Social Media Marketing: Building Successful Social Media strategy; Social Media Marketing Channels; Facebook, LinkedIn, YouTube (Concepts and strategies)

### **Unit 4: Search Marketing**

**(15 hours)**

Introduction of SEM: Working of Search Engine; SERP Positioning; Search Engine Optimization: Overview of SEO Process; Goal Setting-Types

On-Page Optimization: Keyword Research, SEO Process -Site Structure, Content, Technical Mechanics, Headings, Image & Alt text, Social Sharing, Sitemaps, Technical Aspects-Compatibility, Structured Data Markup.

Off Page Optimization: Link Formats, Link Building, Content Marketing, Social Sharing; Black and White Hat Techniques

Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking; Goal Setting-Objectives; Account Setting-Creation of Google Ads, Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension

Overview of Display Advertising: Working of Display Advertising; Benefits and challenges.

### **Essential/recommended readings**

1. Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.
2. Kartajaya, H., Kotler, P., &Setiawan, I. (2016). Marketing 4.0: moving from traditional to digital. John Wiley & Sons.
3. Ryan, Damien. Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.

### **Additional References:**

1. Kotler, P. (2009). Marketing management: A south asian perspective. Pearson Education, India.
2. Maity, Moutusy. Internet Marketing: A practical approach in the Indian Context. Oxford Publishing.
3. Gupta, Seema. Digital Marketing. McGraw Hill
4. Ultimate guide to digital Marketing. Digital Marketer

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

## GENERIC ELECTIVES (GE-4): STATISTICS FOR BUSINESS

### 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		
Statistics for Business (GE4)	4	3	0	1	Class 12	Mathematics at Class 12 level

### Learning Objectives

The objective of this course is to enable students to:

- Describe data using summary statistics.
- Develop detailed understanding of discrete and continuous distributions.
- Develop skills in statistical computing, statistical reasoning and inferential methods.
- Comprehend and analyse real data like real indices.

### Learning outcomes

By studying this course, students will be able to:

- Learn tools and concepts of statistical analysis and interpretation.
- Comprehend fundamentals of probability theory.
- Develop skills in statistical computing, statistical reasoning and inferential methods.
- Comprehend and analyse real data like real indices.

### SYLLABUS OF GE-4

#### Unit 1: Descriptive Statistics and Exploratory Data Analysis (15 hours)

Types of Variables (Quantitative, Qualitative, discrete, continuous), Scales of Data Measurement (nominal, ordinal, Interval & Ratio), Variable-; Primary & secondary Data.

Frequency distributions, Relative Frequency, Cumulative Distributions, Percentiles, Quartiles; Graphical representation of data- bar charts, pie, histograms, box plots.

Measures of central tendency: Mean, median, mode, Geometric Mean, Harmonic Mean, Weighted Mean & their properties. Selection of a measure of central tendency.

Measures of Dispersion: Range, inter-quartile range, quartile deviation, mean deviation, standard deviation, variance, coefficient of variance, properties of standard deviation, merits & demerits.

Skewness and Kurtosis: Meaning, measures- Karl Pearson, Bowley, Kelly's, Kurtosis- meaning, Moments, Kurtosis

Bivariate Analysis: Cross-tabulations and Scatter diagram; Correlation, Association and Simple Regression.

#### Unit 2: Probability

(12 hours)

Axioms of probability; Review of counting rules, experiments, sample space, simple and complex events; Addition and multiplication rules; Concepts of Mutually exclusive events, independent events; Concepts of Joint, marginal and conditional probability; Permutation and Combinations

Concept of Discrete and continuous Random Variables; Expected value and variance; Examples of Theoretical Discrete and Continuous Probability Distributions – Binomial, Poisson and Normal distributions.

### **Unit 3: Sampling, Estimation and Hypotheses**

**(15 hours)**

Population versus Sample; Sample Statistics versus population parameters; Definition and Statistical properties of a Random Sample; Point and Interval Estimation and Small Sample Properties of Estimators (unbiasedness, efficiency); Central Limit Theorem. (Interval estimation for mean for large samples)

Basic concepts of Hypotheses Testing: Formulation of Null and Alternate Hypotheses; One-tailed and two-tailed Tests about population Mean; Concepts of Type I and Type II errors. (Hypothesis testing for mean and difference between mean for large samples only)

### **Unit 4: Index Numbers**

**(6 hours)**

Index Numbers: Use and construction of Laspeyres and Paasche index numbers; Fixed and chain base index numbers; Base shifting, splicing and deflating. Construction of real indexes: Consumer Price Index and BSE index.

**Practical Component (30 hours) :** Practicals to be based on a spreadsheet package (Microsoft Excel or equivalent) to enable the student to execute all the measures and tests taken up in the theory classes in the course.

### **Essential/recommended readings**

1. Spiegel, M.R.(2003). Theory & Problems of Statistics, Schaum's outline series, McGraw Hill.
2. Levin, Richard I. and Rubin, David (1998). Statistics for Management (7th Edition), Pearson.
3. Gupta, S.C. (2018). Fundamentals of Statistics, Himalaya Publishing House
4. Spiegel, M. and Stephens, Larry (2017). Statistics (Schaum's Outline Series), Tata-Mcgraw-Hill, New Delhi

### **Suggestive readings**

1. Nagar, A. L. and Das. R. K.. Basic Statistics (2nd Edition), Oxford University Press
2. Karmel, P. H. and Polasek, M. (1978). Applied Statistics for Economists (4th edition), Pitman.
3. Larsen, Richard J. and Marx, Morris L. (2011). An Introduction to Mathematical Statistics and its Applications. Prentice Hall.

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

## GENERIC ELECTIVES (GE-6): INTRODUCTION TO FINANCE

### 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		
Introduction to Finance (GE6)	4	3	1	0	Class 12	None

### Learning Objectives

This course aims at providing a comprehensive introduction to:

- Financial system and its primary constituents.
- Sources of finance and time value of money.
- Basics of Investment and various asset classes.
- Key concepts of international financial management.

### Learning outcomes

By studying this course, students will be able to:

Understand the meaning, scope and sources of Finance

- Estimate the present and future values of assets
- Examine the relationship between risk and return, and the nature and sources of risk in a stock market context
- Analyse the currency exchange market to deal exchange rate risk.

## SYLLABUS OF GE-6

### UNIT – I: A Primer on Financial Markets & Institutions

(9 hours)

An overview of financial system: characteristics & requirements. Components & functions of financial system. Financial markets: characteristics & types. Types & role of Financial Institutions. An overview of the 2007–2008 Financial Crisis.

### Unit 2: Corporate Finance: An Overview

(12 hours)

Nature, scope and objectives of Finance, Emerging role of Finance Managers in India and Agency problem. Concept & Meaning of Financial Management, goals of financial management, the three financial decisions- Investing, Financing & Dividend.

Sources of Finance: Equity & Preference Capital, Retained earnings, Debt, Bonds, Long term loans, Short term advances from banks, public deposits & advances from customers and trade creditors.

Concept of Time Value of Money, Compound Value, Present Value, Annuity and Perpetuity.

### Unit 3: Investment Management: Basics & Process

(15 hours)

An overview of investment- Investment process, Types of assets- real & financial. Types of investors, types of financial securities & attributes of a good investment.

Concept of Risk & Return (Single asset), risk-return trade off, types of risk- systematic & unsystematic, types of return-holding period return, expected return, actual return.

Examining four broad asset classes: equity, bonds, mutual funds & derivatives.

Equity- three schools of thought on equity valuation- a brief discussion on fundamental analysis, technical analysis and efficient market hypothesis.

Bonds- types, fundamentals, relationship between interest rates & bond prices& yield curve.  
 Mutual Funds- meaning, importance, structure, mutual fund schemes, Systematic Investment Plan (SIP), Systematic Withdrawal Plan (SWP), Exchange Traded Fund (ETF), Equity Linked Savings Scheme (ELSS) and NAV of Fund.  
 Derivatives – Meaning and Types of Derivative Instruments (Forwards, Futures, Options and Swaps).  
 Concept of diversification & portfolios.Portfolio Risk & Return(two security only).

#### **Unit 4: A Beginners’ Guide to International Finance (9hours)**

International Monetary System- development of international finance and how the international monetary system evolved. Currency exchange markets and rates- currency exchange markets, exchange rate quotations, currency exchange rate appreciation and, depreciation, factors that affect currency exchange rates and arbitrage. Conducting business internationally. Concept of exchange rate risk.

#### **Essential/recommended readings**

1. Bodie, Zvi., Kane, Alex and Marcus, Alan J.. Investments. McGraw Hill.
2. Chandra, P.. Security Analysis and Portfolio Management. Tata McGraw Hill.
3. Pathak, Bharati. Indian Financial System. Pearson.
4. Ronald, W. Melicher and Norton, Edgar A.. Introduction to Finance: Financial Markets, Investment, and Financial Management. Wiley Publishing House. 2012.
5. Rustagi, R.P., Fundamentals of Financial Management. Taxmann.

#### **Suggestive readings**

1. Khan, M. Y & Jain P. K., Financial Management: Text and Problems. Tata McGraw Hill. New Delhi.
2. Kohn, Meir. Financial Institutions and Markets. Oxford University Press.
3. Kidwell, David S., Backwell, David W., Whidbee, David A. and Sias, Richard W. Financial Institutions, Markets and Money. Wiley Publications.
4. Madura, Jeff. Financial Markets and Institutions. South Western Cengage Learning.
5. Reilly, Frank K, and Brown, Keith C. Investment Analysis and Portfolio Management. Cengage Learning.

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

## GENERIC ELECTIVES (GE-8): ENVIRONMENTAL ECONOMICS AND

### 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		
Environmental Economics and Climate Change (GE8)	4	3	1	0	Class 12	None

### Learning Objectives

This course aims at inculcating an understanding of:

- How economic activities are affecting the environment.
- Social value of environmental resources.
- Climate change and its consequences.
- Efficient and effective policy measures for protecting the environment.

### Learning outcomes

By studying this course, students will be able to:

- Understand the linkage between environment and economics.
- Learn the basic theories of environmental economics.
- Understand the basic terminologies related to environment and Climate change.
- Analyse the effects of climate change on India and its future plan for environmental protection and mitigation.

## SYLLABUS OF GE-8

### UNIT – I: Introduction (8 hours)

Introduction to Environmental Economics, Material Balance model- economy environmental interactions, reasons for environmental degradation (population, technology, GDP), balance between environment and growth.

### Unit 2: Economic Growth and Environmental Degradation (12 hours)

Theories of relationship between economic growth and environmental degradation: The environmental Kuznets curve hypothesis, The Brundtland Curve hypothesis, The environment Daly Curve hypothesis.

### Unit 3: Climate Change and its Challenges (12 hours)

Introduction to the Climate Change, Drivers of Climate Change, Global impacts of Climate Change: Anthropogenic, Global warming, ozone hole, biodiversity loss, ecosystem services, natural capital and resources. Effect of Climate Change on India: Agriculture, Biodiversity, vulnerability of Coastal Belt, Rural Livelihoods and Food Security in India.

### Unit 4: Actions Taken and Policy Framework (13 hours)

Global Level: Adaptation and Mitigation, Governmental and Intergovernmental Actions to Combat Climate Change: The Role of the Intergovernmental Panel on Climate Change (IPCC), United Nations Framework Convention on Climate Change, The Kyoto Protocol, Paris Agreement etc. The global

carbon market (CDM, JI, ET). India's Position on International Climate Negotiations, India's National Action Plan on Climate Change.

**Essential/recommended readings**

1. Callen, Thomas (2007). Environmental Economics, Thomson Learning Inc. Indian Edition.
2. Dubash, Navroz (2012). Handbook of Climate Change and India: Development, Politics and Governance, Earthscan
3. Bhattacharya, R. N. (ed.) (2001). Environmental Economics, An Indian Perspective, Oxford University Press.

**Suggestive readings**

1. Romm, J.J. 2018. Climate change: What Everyone Needs to Know. Oxford University Press
2. Dash. S.K. 2008. Climate Change, Cambridge University Press

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

## GENERIC ELECTIVES (GE-10): INDIAN FINANCIAL SYSTEM

### 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		
Indian Financial System (GE10)	4	3	1	0	Class 12	None

### Learning Objectives

The course attempts to develop an understanding of:

- (i) the history and role of the Indian Financial System in economic development
- (ii) the role and importance of financial markets; capital, equity and money markets
- (iii) commercial banks, development banks, NBFCs - risk and NPAs; role of ARCs.
- (iv) role of financial services in credit market

### Learning outcomes

By studying this course, students will be able to:

- Analyse the financial market processes and their factors, and make successful financial decisions at an individual as well as company level.
- Evaluate various ways of raising funds from the financial markets domestically or internationally for the company.
- Study the considerations of banking and other financial institutions in real life.
- Evaluate various financial services offered under financial system of India.

## SYLLABUS OF GE-10

### UNIT - I: Financial System: An Introduction

(6 hours)

Financial System: meaning, characteristics, significance and components; tracing the history of the Indian financial system and its contribution to Economic Development; markets, regulators and participants in the Indian financial system; financial instruments, direct and indirect finance, scams in Indian Financial System.

### Unit 2: Financial Markets

(18 hours)

Financial Markets - meaning, types, role, importance, and securities traded; linkages between financial markets and economy. Capital market - meaning, functions, organisation; Equity market - primary and secondary market, ways of raising funds, private equity, venture capital, introduction to debt market. Money market - meaning, functions, organisation, participants, instruments, trading mechanism, role of central bank.

### Unit 3: Financial Institutions

(9 hours)

Commercial Banking, Nationalisation of Commercial Banks, Structure of Commercial Banks in India, Depository and Non-Depository Institutions, Universal Banking, Payments Bank, Development Banks (IFCI, IDBI, NABARD and NHB), NBFCs, Risk Management in Banks, ARCs Problem of NPAs.

### Unit 4: Financial Services

(12 hours)



Credit Rating – Meaning, Process, Rating Methodology, Rating Symbols and Rating Agencies.  
Insurance – Meaning, Importance, Types, Seven Principles and Regulation.  
Leasing – Meaning, Features and Types of Leasing; Concept of Hire Purchase, Difference between Hire Purchase and Leasing; Factoring – Meaning, Functions, Types and Procedure; Forfaiting – Meaning, Process, Characteristics, Types, Advantages, Difference between Forfaiting and Factoring; Investment Banking – Meaning, Importance and Services Offered by Investment Bankers.

#### **Essential/recommended readings**

1. Khan, M.Y. Indian Financial System. Tata McGraw Hill.
2. Bhole, L.M. Financial Institutions and Markets. Tata McGraw Hill.
3. Varshney, P.N. and Mittal, D.K. Indian Financial System. Sultan Chand & Sons.
4. Pathak, Bharati. Indian Financial System. Pearson Publications.
5. Shahani, Rakesh. Financial Markets in India: A Research Initiative. Anamica Publishing Co.

#### **Suggestive readings**

1. Gordon, E. &Natarajan, K. Financial Markets and Services. Himalaya Publishing House.
2. Gupta, Shashi, Aggarwal, Nisha and Gupta, Neeti. Indian Financial System.Kalyani Publishers.
3. Kumar, Vinod., Gupta, Atul. andKaur, Manmeet. Financial Markets, Institutions and Services, Taxmann Publications.
4. Madura, Jeff. Financial Markets and Institutions. South Western Cengage Learning.

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

## GENERIC ELECTIVES (GE-12): BASIC ECONOMETRICS

### 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		
Basic Econometrics (GE12)	4	3	0	1	Class 12	Knowledge of Inferential and descriptive Statistics

### Learning Objectives

The course intends to explain to the student:

- (i) the classical linear regression model, OLS, its assumptions, testing and functional forms
- (ii) the k-variable linear regression model, testing coefficients and ANOVA, and Restricted Least Squares
- (iii) treatment of regressions involving qualitative regressors
- (iv) the implications, detection and remedies in case of violation of classical assumptions

### Learning outcomes

By studying this course, students will be able to:

- Explain Key econometric concepts.
- Formulate simple econometric models
- Interpret the regression results obtained from software packages.
- Identify the errors in regression models and rectify the same.
- Analyse the suitability of the data for solving the problem at hand

## SYLLABUS OF GE-12

### UNIT - I: The Classical Linear Regression Model (12 hours)

Types of Data: Time Series, Cross Section and Panel Data. Concept of Population Regression Function and Sample Regression Function, Assumptions of the model, Derivation of Coefficients of Regression in a two-variable model, Estimation of the SRF using OLS, Analysis of variance and R squared.

Expectation and standard errors of the regression coefficients and the error term. Gauss Markov Theorem. Interval estimation and tests on population regression coefficients, variance of population disturbance term and forecasts. Testing the significance of the model as a whole. Testing the normality assumption.

Extensions of the Two Variable Linear Regression Model: Regressions through the origin, Scaling of Variables and Regression on Standardized Variables. Functional forms of Linear Regression Models: The double log, semi-log, reciprocal, log- reciprocal models with applications.

### Unit 2: Multiple Regression Model (15 hours)

Coefficients of regression in a multi variable model and their properties. Interval estimation, tests on population regression coefficients and model significance. Correlations, Goodness of fit and the Adjusted R square. Hypothesis testing for significance of the contribution of a variable, structural stability, restricted least squares.

### Unit 3: Dummy Variable Regression Models (6 hours)

Intercept, Slope Dummy variables. Interaction between qualitative variables. Interaction between quantitative and qualitative variables. Use of dummy variables in testing for structural change and for seasonal indices.

#### **Unit 4: Relaxing the Assumptions (12 hours)**

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

Practical Component (30 hours) : Practicals to be based on an econometric software (e.g. Gretl/SPSS/Stata/Eviews/PSPP). The student is expected to implement using the software all the regressions and tests noted in the syllabus.

#### **Essential/recommended readings**

1. Gujarati, D. and Sangeetha, N. (2007) Basic Econometrics. Fourth Edition, Tata McGraw-Hill, New Delhi
2. Dougherty, Christopher. (2011). "[Introduction to Econometrics](#)," Oxford University Press,
3. Wooldridge, J. M. (2006). Introductory econometrics: A modern approach. Mason, OH: Thomson/South-Western.
4. Manual of the relevant software

#### **Suggestive readings**

1. Asteriou, D., & Hall, S.G. (2011). Applied econometrics. Palgrave Macmillan.
2. Brooks, Chris (2008). Introductory Econometrics for Finance (2nd edition). Cambridge University Press

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