

NOTIFICATION**Sub: Amendment to Ordinance V****[E.C Resolution No. 38-1/ (38-1-8) dated 08.12.2022]**

Following addition be made to Appendix-II-A to the Ordinance V (2-A) of the Ordinances of the University;

Add the following:

Syllabi of Semester-II of the Department of Finance & Business Economics under Faculty of Applied Social Sciences & Humanities based on Under Graduate Curriculum Framework -2022 to be implemented from the Academic Year 2022-23.

CATEGORY-I

Business Economics Course for Undergraduate Programme of study with Business Economics as a Single Core Discipline

(B.A. Honours in Business Economics in three years)

DISCIPLINE SPECIFIC CORE COURSE – 4: MACROECONOMICS-I**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		
Macroeconomics – I DSC-4	4	3	1	0	Class XII	Nil

Learning Objectives

This course aims at inculcating basic understanding of the fundamentals of macroeconomics. It will enable students to identify major macroeconomic issues, their applicability to the real economy.

Learning outcomes

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

- To understand the basic concept of circular flow of income in four sector economies and different approaches to measurement of National Income.
- To introduce basic concepts of the money market including demand and supply aspects of money.

- To apply the closed economy Hicks- Hansen (IS-LM) model for effectiveness of Fiscal and Monetary policies in the short run.
- To identify macroeconomic issues of developing countries in a global macro setting and its difference from issues of developed countries.

SYLLABUS OF DSC-4

UNIT–I: Introduction to Macroeconomics and National Income Accounting (6 Hours)

Origin of macroeconomics; Income, expenditure and the circular flow in three and four sectoral economies; real versus nominal GDP; price indices; measurements of gross domestic product; national income accounting for closed economy and for open economy and National Income Identity; balance of payments accounts and its components.

UNIT – II: Theory of Income Determination (9 Hours)

An introduction to Classical and Keynesian systems; Simple Keynesian Theory of Income Determination, Consumption function – MPC and APC, changes in equilibrium, Paradox of Thrift and Investment multiplier.

UNIT – III: Money, Interest and Monetary Policy (12 Hours)

Meaning and nature of money, Primary and secondary functions of money; Quantity Theory of Money–Cambridge version, Classical theory of interest rate, Loanable fund Theory and Keynesian Theory of Liquidity Preference and interest rate, Liquidity Trap; Credit Creation and Money Multiplier Determination of money supply and demand; credit creation; money multiplier, monetary base; tools of monetary policy

UNIT – IV:IS-LM Analysis and Aggregate Demand (12 Hours)

Goods market and money market, graphical derivations of the Hicks-Henson model (IS and LM functions); Properties of IS-LM curves, factors affecting the position and slope of IS-LM curves, determination of equilibrium income and interest rates; Studying the impact of fiscal and monetary policies using IS-LM framework;Macro policy in a global setting and developing countries

Unit V: Inflation (6 Hours)

Inflation: meaning; demand and supply side factors; natural rate theory; monetary policy-output and inflation (monetarist view); Phillips curve: short run and long run.

Essential/recommended readings

1. Abel Andrew B., Bernanke Ben and Croushore Dean (2011). Macroeconomics (7th edition). Pearson
2. Schiller Bradley R. and Gebhardt Karen (2019) Macro economy Today (14th edition), McGraw Hill
3. Froyen Richard T. (2013). Macroeconomics: Theories and Policies (10th ed.), Pearson.

4. Blanchard O. (2017). Macroeconomics (7th edition). Pearson
5. Dornbusch R., Fischer S., and Startz R. Macroeconomics (11th edition). McGraw-Hill
6. Colander David C. (2017) Macroeconomics (9th edition), McGraw Hill

Suggested readings

1. Gordwin, Harris, Nelson, Roach and Torris (2017) Macroeconomics in context (2nd edition), Routledge Taylor and Francis Pub Indian Edition
2. Government of India (GOI) (Latest Year), Economic Survey, Ministry of Finance New Delhi.
3. Government of India (GOI) (Latest Year), Handbook of Indian Economy, RBI Publication New Delhi.
4. Mankiw N. Gregory, Macroeconomics, Worth Publishers.
5. Chugh, S. (2015) Modern Macroeconomics, MIT Press.
6. D'Souza, E, Macroeconomics, Pearson Education

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

DISCIPLINE SPECIFIC CORE COURSE – 5: FINANCIAL INSTITUTIONS

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		
Financial Institutions and Markets DSC-5	4	3	1	0	Class XII	Nil

Learning Objectives

This course provides an understanding of the existing financial institutions and markets in the Indian financial system. Students will be equipped with the knowledge of primary and secondary segments of the equity, money, and debt markets.

Learning outcomes

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

- To understand the role of banking and non-banking financial institutions in India.

- To learn the methods for companies to raise funds in the primary market
- To use the methodology to create stock price indices in India.
- To analyze the process of issuance, trading, and settlement in equity, debt and money market instruments.

SYLLABUS OF DSC- 2

UNIT – I:Financial Institutions in India

(9 Hours)

- Overview of Formal Financial System: Financial Institutions, Financial Markets, Financial Instruments, Financial Services, Role of Financial System in Economic Development.
- Banking and Non-Banking Institutions: Scheduled Commercial Banks in India, Risk Management Process in Banks, Non-Performing Assets, Tools to Manage Non-Performing Assets, Payment Banks.
- Credit Rating Agencies: Meaning, Methodology and Agencies in India.
- Housing Finance: Housing Finance Companies in India, Repricing of Loan, Floating vs. Fixed Rate, The Rest Method, Problems in Housing Finance.
- NBFCs in India: Objectives, Functions, Types, Difference between NBFCs and Banks, Role of NBFCs in Indian Economy.
- Regulatory Institutions: Reserve Bank of India (RBI), Securities Exchange Board of India (SEBI)

UNIT – II:Primary Market for Corporate Securities in India

(15 Hours)

- Financial Markets: Role and Importance of Financial Markets, Types of Financial Markets- Equity Market, Debt market, Money market, Forex Market.
- Procedure of an IPO: Entry Norms for IPOs -Profitability Route, QIB Route, Appraisal Route; Intermediaries to an Issue, Pricing Methods-Fixed Price Process, Book Building Mechanism (Book Building Process, Bidding Process, Reverse Book Building, Limitations), Green Shoe option.
- Methods of Raising Funds: Venture Capital, Private Equity, Public Issues- IPO, FPO, offer for sale; Rights Issue, Private Placement -Preferential Issue, Qualified Institutional Placements, Disinvestment of PSU- Objectives, Sell-off methods.
- Raising of Funds from International Markets-ADRs, GDRs, FCCB and Euro Issues, Masala Bonds.
- Listing and Delisting of Corporate Stocks in Indian Stock markets.

UNIT – III:Secondary Market in India

(12 Hours)

- Overview of Secondary Market: Functions of Secondary Market, Demutualization of Stock Exchange, Bulls and Bears in Stock Markets, Volatility and Circuit Breakers in stock Market, Stock exchanges in India; International stock exchanges, Capital Market Scams.
- Market Mechanism: Financial Instruments-Equity Shares, Debentures & Bonds, Derivatives. Types of Brokers, Depository Process in India.
- Trading, Clearing and Settlement of securities: Types of orders, Contract Note, Clearing Corporations (ICCL, NSCCL), Depositories (NSDL, CDSL), Settlement Mechanism.
- Risk Management: Margin Requirement and Capital requirement of a Broker, MTM and VaR Margins, Margin Trading and Margin Adjustments.

- Indian Stock Indices: Major Indices in India (Sensex and Nifty), Market Capitalization (free float, full float methodology), Calculation Methodology (Price weighted, Equal weighted, Fundamental weighted, Market Capitalisation weighted Index), Classification of Securities to be included in the Index, Impact of corporate actions (Rights, Bonus, and Stock split) on security prices and indices.

UNIT – IV: Money Markets & Debt Market in India

(9 Hours)

- Money Market: Characteristics, Functions and Benefits of Efficient Money Market, Participants in money markets, Money Market Instruments- Auctioned Treasury Bills (Features, Types, and Issuance/Sale by Auction), Commercial Paper (Guidelines and Process for Issuance), Commercial Bills (Features and Types), Certificate of Deposits (Guidelines and Process for Issuance), Call/Notice Money (Reason of volatility and Process of Issuance) Repo, Reverse Repo.
- Long Term Debt Market: Participants and Instruments in Debt market, Private Corporate Debt Market-Issue and listing of Debt Securities; Govt Securities Market-Issuers, Investors and Types; Govt Dated Securities- Issuance, Trading and Settlement. RBI Direct Portal for retail investors for Government Securities

Notes:

1. The relevant rules, regulations and guidelines of the RBI, the SEBI and other regulators for all of the above topics should be covered.

Essential/recommended readings

1. Khan M. Y. Indian Financial System. Tata McGraw Hill.
2. Kannan, R., Shanmugam, K.R., &Bhaduri, S. Non-Banking Financial Companies-Role in India's Development. Springer.
3. Pathak, B. Indian Financial System. Pearson.
4. Eakins, Stanley G. Finance: Investments, Institutions and Management. Addison-wesley Publications.
5. National Stock Exchange of India (2003), "Indian Securities Market: A Review", NSE, Mumbai.
6. RBI Website- <https://www.rbi.org.in/Scripts/NotificationUser.aspx?Id=12179&Mode=0>
7. NSE website: <https://www.nseindia.com/resources/publications-indian-securities-ismr>

Suggested readings

1. Desai, V. Indian Financial System and Development. Himalaya Publishing House.
2. Gordan, E. Natarajan, K. Indian Financial System. Himalaya Publishing House.
3. Madura, J. Financial Markets and Institutions. Cengage Learning.

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

DISCIPLINE SPECIFIC CORE COURSE – 6: 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 Economics -I DSC-6	4	3	0	1	Class XII	Nil

Learning Objectives

This course aims to introduce different kinds of data, its visual representation, and descriptive measures to analyse and describe times series data along with a theory and practice of indices.

Learning outcomes

By studying this course, students will be able to:

- To organize, manage, present data to gain proficiency in using statistical software for data analysis.
- To prepare a technical report/statistical analysis and interpret results to enhance the ability for broader implication of application in the statistical field.
- To conduct the survey in proper way to collect data on specific economic problem and to grasp different variety of probability/nonprobability sampling methods for selecting a sample from a population.
- To make intelligent judgments and informed decisions in the presence of uncertainty and variation.

SYLLABUS OF DSC-3

UNIT – I Descriptive Statistics

(12 Hours)

Sources of data, census and sample, methods of collection, types of data. Graphical representation – Simple Charts, Box Plot, Histogram; Measures of central tendency, dispersion, skewness and Moments.

UNIT – II Probability and distribution

(15 Hours)

Sample space, event and probability. Types of events: joint, conditional and independence. Theories of probability - Classical Theory of Probability; Relative Frequency Theory of Probability; Subjective Theory of Probability and Axiomatic Theory of Probability, Random variable - Discrete and continuous, mass and density functions, cumulative distributions and properties. Joint distributions, marginal and conditional distributions. Bayes Theorem; Mathematical expectation and variance.

Theoretical Discrete and Continuous Probability Distributions – Binomial, Poisson and Normal distributions

UNIT – III Time Series

(6 Hours)

Components. Measurement of trend: linear, exponential and growth. Change in origin and scale. Measurement of seasonal fluctuations.

UNIT – IV Index Numbers

(6 Hours)

Types of index number systems and their relations. Fixed and chain-base. Tests of adequacy. Base shifting, splicing and deflating. Consumer price index, GDP deflator and Stock Prices indices – BSE Sensex and Nifty Fifty.

UNIT – V Correlation and Regression

(6 Hours)

Covariance & Correlation – Bivariate Analysis: Cross-tabulations and Scatter Plot; Rank Correlation and Pearson's Correlation; Impact of origin shift and change in scale of Correlation; Linear Regression – Simple and Multiple.

Practical component (30 hours)- Laboratory work using spreadsheet software. Projects using primary or secondary data.

Assessment Method

Total Marks: 100

Practical: 25

Internal Assessment: 25

End Semester Exam: 3 Hours; Maximum Marks: 50

Essential/recommended readings

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

Suggested 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.

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

GENERIC ELECTIVES (GE-1): 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
		Lecture	Tutorial	Practical/ Practice		
Introduction to Digital Marketing GEC-2	4	3	1	0	Class XII	Nil

Learning Objectives

To acquaint the students with the tools and techniques used by the digital marketers for driving the marketing decisions to attain marketing objectives and understand its integration with traditional marketing.

Learning outcomes

By studying this course, students will be able to:

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

SYLLABUS OF GE-1

UNIT – I: Fundamentals of Marketing

(6 Hours)

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 – II: 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 O₃ Concept Key; Traits of online consumer

UNIT – III: 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 – IV: Search Marketing**(15 Hours)**

Detailed contents 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.

Suggested readings

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-2): 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
		Lecture	Tutorial	Practical/ Practice		
Statistics for Business GEC-4	4	3	0	1	Class XII	Nil

Learning Objectives

The objective is to enable students develop understanding of data and statistical tools available to describe it which shall facilitate to make evidence-based decisions using inferential statistics that are based on well-reasoned statistical arguments.

Learning outcomes

By studying this course, students will be able to:

- To learn tools and concepts of statistical analysis and interpretation.
- To comprehend fundamentals of probability theory.
- To develop skills in statistical computing, statistical reasoning and inferential methods.
- To comprehend and analyse real data like real indices.

SYLLABUS OF GE-2

UNIT – I Descriptive Statistics and Exploratory Data Analysis

(9 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. Moments.
- Skewness and Kurtosis: Meaning, measures- Karl Pearson, Bowley, Kelly's, Kurtosis- meaning and measurement of Kurtosis

UNIT – II 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; Bayes Theorem.

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

UNIT – III Sampling, Estimation and Hypotheses Testing (12 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 – IV: 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 Stock Market Indices – BSE SENSEX and NSE Nifty.

UNIT – V Correlation and Regression (6 Hours)

- Covariance & Correlation: Bivariate Analysis: Cross-tabulations and Scatter diagram; Rank Correlation and Pearson's Correlation; Linear Regression – Simple.

Practical component (30 hours)- Laboratory work using relevant software for statistical data analysis. Projects using primary or secondary data.

Practical component –yes

Assessment Method

Total Marks: 100

Practical: 25

Internal Assessment: 25

End Semester Exam: Duration: 3 Hours & Maximum Marks: 50

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

Suggested 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.

Category I

BACHELOR OF MANAGEMENT STUDIES

[UG Programme for Bachelor in Management Studies (Honours) degree in three years]

DISCIPLINE SPECIFIC CORE COURSE -4 (DSC-4)– : COST AND MANAGEMENT ACCOUNTING

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		
Cost & Management Accounting (DSC-4)	4	3	1	0	Class XII Pass	Nil

Learning Objectives

The Learning Objectives of this course are as follows:

- The rapidly changing business environment requires managers to make informed decisions.
- This paper will equip the students with cost and management accounting concepts, techniques and practices which will help them in planning and controlling business operations and management decision making.

Learning Outcomes

The Learning Outcomes of this course are as follows:

- Understand and distinguish various types of costs in manufacturing and service organizations.
- Determine the costs of products and services.
- Identify relevant costs for decision making and undertake different analysis of various types of decisions.
- Prepare budgets and analyse variances from standard cost to identify areas in need of control.

SYLLABUS OF DSC-4

Unit 1: Nature, Scope of Management Accounting

(9 Hours)

Meaning, nature and scope of Cost Accounting and Management Accounting; Comparison between Cost Accounting & Management Accounting; Cost Control, Cost Reduction & Cost Management, Components of Total Cost & Preparation of Cost Sheet. Cost Ascertainment: Cost Unit and Cost Center. Overheads: Meaning, Cost Drivers, Accumulation, Allocation, Apportionment and Absorption.

Classification of Costs: Fixed, Variable, Mixed Cost; Product, and Period Costs; Direct and Indirect Costs; Relevant and Irrelevant Costs; Shut-down and Sunk Costs; Controllable, and Uncontrollable Costs; Avoidable, and Unavoidable Costs; Imputed / Hypothetical/Implicit Costs and Out-of-pocket Costs; Opportunity Costs; Expired, and Unexpired Costs.

Unit 2: Cost-Volume-Profit Analysis (15 Hours)

Absorption Costing and Marginal costing, Contribution. Profit Volume Ratio, Break-even Analysis: Break-even Point, Composite Break-even Point, Cash Break-even Point, Margin of safety. Angle of Incidence.

Relevant Costs and Decision Making such as: Key Factor, Pricing, Product Profitability, Dropping a product line, Make or Buy, Export Order, Shut down vs. Continue operations.

Unit 3: Budgets and Budgetary Control (9 Hours)

Meaning, Steps in Budgetary Control, Types of Budgets: Sales budget, Production Budget, Raw material consumption Budget, Raw Material Purchase Budget, Overhead Budgets, Cash Budget, and Master Budget. Fixed and Flexible Budgets, Zero based budgeting.

Unit 4: Standard Costing and Variance Analysis (9 Hours)

Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material Cost Variance, Price and Usage Variance and Mix and yield Variance; Labor Cost Variance, Rate and Usage Variance, Idle time, Mix and Yield variance.

Unit 5: Contemporary Issues in Cost Accounting and Management Accounting (3 Week)

Introduction to the concept of Target Costing, Life Cycle Costing, Quality Costing, and Activity based Costing.

Practical component (if any) - NIL

Essential/Recommended Readings: Latest editions of the following to be used:

1. Horngren's Cost Accounting: A Managerial Emphasis. Pearson.
2. Arora, M.N. (2016) A Textbook of Cost and Management Accounting. Vikas Publishing House Pvt. Ltd.
3. Maheshwari, S.N. and Mittal, S.N. (2016) Cost Accounting: Theory and Problems. Shree Mahavir Book Depot.

Suggested Readings: Latest editions of the following to be used:

1. Arora, M.N. & Katyal Priyanka, Management Accounting: Theory, Problems & Solutions, Himalaya Publishing House
2. Lal, Jawahar. Advanced Management Accounting: Text, Problems & Cases, Sultan Chand & Company Ltd.

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

DISCIPLINE CORE COURSE – 5 (DSC-5): MICROECONOMICS

Credit distribution, Eligibility and Prerequisites 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		
Microeconomics (DSC 5)	4	3	1	0	CLASS XII PASS	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To learn application of micro economic concepts and techniques in evaluating business decisions taken by firms.
- To explain how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Learning outcomes

The Learning Outcomes of this course are as follows:

- Apply the knowledge of the mechanics of supply and demand to explain working of markets.
- Understand the choices made by a rational consumer.
- Explain relationships between production and costs.
- Define key characteristics and consequences of different forms of markets.

SYLLABUS OF DSC- 5

Unit 1: Demand, Supply and Market Equilibrium (9 Hours)

Individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply; Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply.

Unit 2: Theory of Consumer Behaviour (12 Hours)

Cardinal utility theory; ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods).

Unit 3: Producer and Optimal Production Choice (12 Hours)

Optimizing behaviour in short run (product curves, law of diminishing margin productivity, stages of production); optimizing behaviour in long run (isoquants, isocost line, optimal combination of resources); traditional theory of cost (short run and long run); modern theory of cost.

Unit 4: Market Structures

(12 Hours)

Perfect competition: basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, monopoly: basic features, short run equilibrium, long run equilibrium, comparison with perfect competition, welfare cost of monopoly; price discrimination; monopolistic competition: basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity; oligopoly kinked demand curve model, dominant price leadership model.

Practical component (if any) - NIL

Essential/recommended readings

1. Dominick Salvatore (2009). Principles of Microeconomics (5th Edition). Oxford University Press
2. Pindyck, Rubinfeld and Mehta (2009). Micro Economics (7th Edition) Pearson.

Suggested Readings

1. Lipsey and Chrystal (2008). Economics. (11th Edition). 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 CORE COURSE– 6 (DSC-6): PRINCIPLES OF 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		
Principles of Marketing (DSC 6)	4	3	1	0	CLASS XII PASS	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- This course aims to familiarize students with the marketing function in organizations.
- It will equip the students with understanding of the Marketing Mix elements and sensitise them to certain emerging issues in Marketing.

Learning outcomes

The Learning Outcomes of this course are as follows:

- Understand the concept of marketing and related concepts.

- An in-depth understanding to various elements marketing mix for effective functioning of an organization.
- Learn some of the tools and techniques of marketing with focus on Indian experiences, approaches and cases.

SYLLABUS OF DSC-6

Unit 1: Introduction

(12 Hours)

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation – Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Portfolio approach – Boston Consulting Group (BCG) matrix.

Unit 2: Segmentation, Targeting and Positioning

(12 Hours)

Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling.

Unit 3: Pricing, Promotion and Marketing Channel Decisions

(15 Hours)

Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price. Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers.

Unit 4: Marketing of Services

(6 Hours)

Unique characteristics of services, marketing strategies for service firms – 7Ps.

Practical component (if any) - NIL

Essential/recommended readings

1. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul-Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
2. Kotler, P. & Keller, K. L.: Marketing Management, Pearson. (15th Edition)

Suggested readings

1. Ramaswamy, V. S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.

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

GENERIC ELECTIVES (GE-7): FAMILY BUSINESS 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		
Family Business and Management (GE 7)	4	3	1	0	CLASS XII PASS	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- Students will develop an understanding of the dynamics of joining a family firm
- Explore and secure values and opportunities within the family business.

Learning outcomes

The Learning Outcomes of this course are as follows:

- To understand the various concepts of family business.
- Plan the growth and sustainability of family business.
- Describe the government support available for business.

SYLLABUS OF GE-7

Unit - 1: Family-Owned Business

(12 Hours)

Define family-owned business, nature, importance, and uniqueness of family business. Classic systems of a family enterprise (the family system, the ownership system, the enterprise system). Governance systems (enterprise governance, family governance - family council, owner governance - ownership form); creating a governance structure. Systems approach to family interaction (triangle, scapegoat, homeostasis, boundaries). Great families in business: building trust and commitment.

Unit -2: Diagnosing Family Entanglements

(12 Hours)

Family genogram. Developing Business family's genogram, the role of genograms and family messages to understand the family system. Using the Genogram to identify family scripts and themes. Family emotional intelligence - The ECI-U Model. Circumplex model of marriage and family systems (understanding family cohesion and family flexibility), Application of

circumplex model, clinical rating scale and developing circumplex model.

Unit - 3: Family-Owned Business and Readiness (12 Hours)

Personal Readiness (Identity, Change in Capacity, Temperament, Health), System Readiness – Family (Spouse, Children, Extended Family), System Readiness – Business (Enterprise Itself, Owners, Successors), System Readiness – Social and Cultural Context (Community and Cultural Norms).

Unit - 4: Succession Planning in Family-Owned Business (9 Hours)

Succession Planning. Advice to successes and successor. Moores and Barrett's 4L framework of family business leadership. the future of family business: new leaders of the evolution - three states of evolution - continuity and culture - changing the culture - commitment planning - organic competencies and business's future - thriving through competition - institutionalizing the change.

Practical component (if any) - NIL

Essential/recommended readings

1. Leach, P.: Family Business: The Essentials, Profile Books Ltd.
2. Sudipt Dutta, Family Business in India, Sage Publications, 1997.

Suggested readings

1. DeVries, M. F. K., & Carlock, R. S. (2010). Family Business on the Couch: A Psychological Perspective. John Wiley & Sons.
2. Hall, A. (2012). Family business dynamics: a role and identity-based perspective. Edward Elgar Publishing.
3. Gimeno, A., Bualenas, G. and Coma-Cros, J., Family Business Models.
4. De Pontet, S. B. (2017). Transitioning from the Top: Personal Continuity Planning for the Retiring Family Business Leader. Springer.
5. Liebowitz, B. (2011). The family in business: The dynamics of the family-owned firm. Business Expert Press.

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

GENERIC ELECTIVES (GE-8): FINANCIAL PLANNING FOR INDIVIDUALS

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		
Financial Planning For Individuals (GE 8)	4	3	1	0	CLASS XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To equip students with the knowledge and practical understanding of important dimensions of managing one's personal finance.
- To enable students' understand and plan their tax liabilities, investments, insurance coverage, and retirement.

Learning outcomes

The Learning Outcomes of this course are as follows:

- Understand the fundamentals of Personal Financial Planning.
- Learn the basics of managing personal tax liabilities.
- Able to ascertain and choose appropriate insurance policies for managing personal risks.
- Appreciate the importance of choosing the right investments for managing personal finance.
- Learn the basic concepts and underlying principles for Retirement Planning.

SYLLABUS OF GE-8

Unit -1: Basics of Personal Finance and Tax Planning (12 Hours)

Understanding Personal Finance. Rewards of Sound Financial Planning. Personal Financial Planning Process. Personal Financial Planning Life Cycle. Making Plans to Achieve Your Financial Goals. Common Misconceptions about Financial Planning. Personal Tax Planning – Fundamental Objectives of Tax Planning, Tax Structure in India for Individuals, Common Tax Planning Strategies – Maximizing Deductions, Income Shifting, Tax-Free and Tax- Deferred Income.

Unit -2: Managing Insurance Needs (12 Hours)

Insuring Life – Benefits of Life Insurance, Evaluating need for Life Insurance, Determining the Right Amount of Life Insurance. Choosing the Right Life Insurance Policy – Term Life Insurance,

Whole Life Insurance, Universal Life Insurance, Variable Life Insurance, Group Life Insurance, Other Special Purpose Life Policies. Buying Life Insurance – Compare Costs and Features, Select an Insurance Company, and Choose an Agent. Life Insurance Contract Features. Insuring Health – Importance of Health Insurance Coverage. Making Health Insurance Decision – Evaluate Your Health Care Cost Risk, Determine Available Coverage and Resources, Choose a Health Insurance Plan. Types of Medical Expense Coverage. Policy Provisions of Medical Expense Plans. Property Insurance – Basic Principles, Types of Exposure, Principle of Indemnity, and Coinsurance.

Unit -3: Managing Investments

(12 Hours)

Role of Investing in Personal Financial Planning, Identifying the Investment Objectives, Different Investment Choices. The Risks of Investing, The Returns from Investing, The Risk-Return Trade-off. Managing Your Investment Holdings – Building a Portfolio of Securities, Asset Allocation and Portfolio Management, Keeping Track of Investments. Investing in Equity – Common Considerations, Key Measures of Performance, Types of Equity Stock, Market Globalization and Foreign Stock, Making the Investment Decision. Investing in Bonds – Benefits of Investing in Bonds, Bonds Versus Stocks, Basic Issue Characteristics, The Bond Market, Bond Ratings. Investing in Mutual Funds and Exchange Traded Funds (ETFs) – Concept of Mutual Funds and ETFs, Benefits of Investing in Mutual Funds or ETFs, Some Important Cost Considerations, Services Offered by Mutual Funds, Selecting appropriate Mutual Fund and ETF investments, Evaluating the performance of Mutual Funds and ETF.

Unit 4: Investing in Real Estate and Retirement Planning

(9 Hours)

Investing in Real Estate – Some Basic Considerations. Modes of Real Estate Investment – Raw Land, Commercial Properties, Residential Properties, Real Estate Investment Trusts (REITs) and Infrastructure Investment Trust (InvITs).

Planning for Retirement – Role of Retirement Planning in Personal Financial Planning, Pitfalls to Sound Retirement Planning, Estimating Income Needs, Sources of Retirement Income

Practical component (if any) - NIL

Essential/recommended readings

1. Randall S. Billingsley, Lawrence J. Gitman, and Michael D. Joehnk (2017): Personal Financial Planning. Cengage Learning.
2. Susan M. Tillery, and Thomas N. Tillery: Essentials of Personal Financial Planning. Association of International Certified Professional Accountants.

Suggested readings -

1. Introduction to Financial Planning (4th Edition 2017) – Indian Institute of Banking & Finance.
2. Sinha, Madhu. Financial Planning: A Ready Reckoner. July 2017. Mc Graw Hill

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

GENERIC ELECTIVES (GE-9) INTRODUCTION TO INTERNATIONAL 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
		Lecture	Tutorial	Practical/ Practice		
Introduction to International Business (GE 9)	4	3	1	0	CLASS XII PASS	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- The course would introduce students to international trading and investment environment
- Create awareness about emerging issues such as outsourcing and sustainable development in the context of international business.

Learning outcomes

The Learning Outcomes of this course are as follows:

- Understand the process of globalization and its impact on growth of international business.
- Appreciate the changing dynamics of the diverse international business environment.
- Analyse the theoretical dimensions of international trade as well as intervention measures adopted.
- Describe the forms of foreign direct investment and analyse benefits and costs of FDI.
- Demonstrate awareness about emerging issues in international business such as outsourcing and sustainable development.

SYLLABUS OF GE-9

Unit 1: Introduction to International Business (9 Hours)

Globalization – concept, significance and impact on international business; international business contrasted with domestic business; complexities of international business; internationalization stages and orientations; modes of entry into international businesses.

Unit 2: International Trade (12 Hours)

Theories of international trade – Theory of Absolute Advantage theory, Theory of Comparative Advantage, Factor Proportions theory and Leontief paradox, Product Life Cycle theory, Theory of National Competitive Advantage; Instruments of trade control.

Unit 3: International Business Environment (12 Hours)

Role of political and legal systems in international business; cultural environment of

international business; implications of economic environment for international business. International Economic Organisations: WTO- functions, structure and scope; World Bank and IMF.

Unit 4: International Finance and Contemporary Issues

(12 Hours)

Types of FDI - Greenfield investment, Mergers & Acquisition, strategic alliances; benefits and drawbacks of FDI. Overview of Exchange Rate systems. Contemporary issues in international business: Outsourcing and its potential for India; international business and sustainable development.

Practical component (if any) - NIL

Essential/recommended readings

1. Bennett, R. International Business, Delhi: Pearson.
2. Cavusgil, S. T., Knight, G. & Riesenberger. International Business: Strategy, Management and the New Realities. Pearson India.
3. Charles, W L Hill & Jain, A. K. International Business, New Delhi: Tata McGraw Hill.

Suggested readings

1. Daniels, J. D., Radenbaugh, L. H. & Sullivan, D. P. International Business, Pearson Education.
2. Griffin, R. W & Pustay, M. W. International Business - A Managerial Perspective. Prentice Hall.
3. Menipaz, E., Menipaz A. and Tripathi S.S. International Business : Theory and Practice. New Delhi. Sage Publications 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-10) PERSONAL SELLING

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		
Personal Selling (GE 10)	4	3	1	0	CLASS XII PASS	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To familiarize the students with the concept and practice of personal selling process, techniques and methods in the modern organizational setting.

Learning outcomes

The Learning Outcomes of this course are as follows:

- Understand the concept of personal selling and related terms.
- An in-depth understanding of various stages in the selling process and the catalytic role of sales persons in the effective functioning of an organization.
- Learn some of the tools and techniques of selling process.

SYLLABUS OF GE-10

Unit 1: Personal Selling

(12 Hours)

An overview of personal selling; functions of a sales person, characteristics of a sales person, Sales as a career. Importance and role of Personal Selling, Building trust and Sales Ethics.

Unit 2: Theories of Selling

(9 Hours)

Personal Selling situations; Theories: AIDAS, Right set of circumstances theory, buying formula theory, Behavioural Equation Theory.

Unit 3: Selling Process

(15 Hours)

Prospecting: Need and Methods; Pre approach: Sales Knowledge; Sales presentation: methods, elements, the approach; Handling Objections: categories and techniques; Closing the sale: techniques; Post sale follow up, Communication for Relationship Building.

Unit IV: Sales Territory

(9 Hours)

Sales territory concept, reasons for establishing sales territories, procedure for setting up sales territories.

Practical component (if any) - NIL

Essential/recommended readings

1. Charles Futrell: Fundamentals of Selling, McGraw Hill (13th Edition).
2. Still, Cundiff & Govani: Sales Management, Prentice Hall of India (2nd Revised Edition).
3. Charles Futrell, ABC's of Relationship Selling through Service", McGraw Hill Publications (Latest Edition).

Suggested readings

1. Rolph E. Anderson, Essentials of personal selling: the new professionalism, Prentice Hall, 1995 (3rd Edition)

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

GENERIC ELECTIVES (GE-11) BASICS OF HUMAN RESOURCE

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		
Basics of Human Resource Management (GE 11)	4	3	1	0	CLASS XII PASS	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- The objective of this course is to help the students to develop an understanding of the concept and functions of human resource management.
- The course also aims to explore the recent practices and trends in human resource management.

Learning outcomes

The Learning Outcomes of this course are as follows:

- Enhance the understanding of role of human resource management and explore the recent trends of human resource management.

- Develop an understanding of human resource management functions and practices.
- Enhance awareness of certain important issues in industrial relations.

SYLLABUS OF GE-11

Unit -1: Introduction to Human Resource Management (9 Hours)

Introduction, Concept and Importance of Human Resource Management, Functions and Role of Human Resource Management; Globalization and its Impact on HR trends of Human Resource in India; Work life balance; Human Resource Information Systems; Overview of International HRM polycentric geocentric ethnocentric approaches.

Unit -2: Recruitment and Selection (12 Hours)

Human Resource Planning, Need and process, HR Forecasting Techniques Skill inventories; Job analysis-Uses, methods, Job description & Job specifications; Recruitment: Factors affecting recruitment, internal & external sources; Selection process; Orientation: Concept and process.

Unit -3: Training and Development (12Hours)

Training: Concept, Training Process, Methods of training; Management development: Concept & Methods; Performance Management System: Concept, uses of performance appraisal, performance management methods; Career planning: Importance and stages. Compensation: Components of pay, factors influencing compensation, steps in determining compensation, job evaluation; Incentives: Importance and types; Benefits: Need, types of benefits.

Unit -4: Industrial Relations (12 Hours)

Introduction to Industrial Relations; Industrial disputes: concept, causes & machinery for settlement of disputes; Employee Grievances- concept, causes, grievance redressal procedure; Discipline-concept, aspects of discipline & disciplinary procedure; Collective bargaining: concept, process, problems, essentials of effective collective bargaining.

Practical component (if any) - NIL

Essential/recommended readings

1. Dessler Gary, Warkkey Biju, *Human Resource Management*, Pearson.
2. Decenzo and Robbins, *Fundamentals of Human Resource Management*, John Wiley and sons.
3. Chhabra T.N, *Human Resource Management Concept & Issues*, Dhanpat Rai and company.

Suggested readings

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

GENERIC ELECTIVES (GE-12) ETHICS AND GOVERNANCE IN 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
		Lecture	Tutorial	Practical/ Practice		
Ethics and Governance in Business (GE 12)	4	3	1	0	CLASS XII PASS	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- The objective of this paper is to develop skills for recognizing and analyzing ethical issues in business and to equip students with moral reasoning for ethical decision making.
- The course aims to acquaint the students with basic concept and standards of corporate governance.

Learning outcomes

The Learning Outcomes of this course are as follows:

- Determining ethical dilemmas in common business situation and finding ways to solve it.
- Examine the role of ethics in different functional areas of business.
- Understand the importance of corporate governance in ensuring fairness, accountability and transparency in the organization.

SYLLABUS OF GE-12

Unit -1: Business Ethics

(9 Hours)

Introduction, meaning of ethics, moral and ethics, types of business ethical issues, why ethical problems occur in business, ethical dilemmas in business; Normative theories – Egoism, Utilitarianism, Ethics of duty, Ethics of rights and justice, Virtue ethics and ethics of care; Gandhian Ethics and its relationship with normative theories.

Unit -2: Ethical Issues in Functional Areas of Business

(15 Hours)

Finance: ethical issues in accounting, finance, banking, takeovers; Whistle blowing: kinds of whistle blowing, whistle blowing as morally prohibited, permitted and required, corporate disclosure; Insider trading.

HRM: Discrimination, affirmative action and reverse discrimination; Inclusion and preferential hiring; Sexual harassment.

Marketing: Green marketing; Product recalls; Ethics and Advertising.

Production: Safety and acceptable risk,, Product safety and corporate liability; Green production..

Information technology : Cyber-crime; Privacy and internet ethics

Unit -3: Corporate Governance

(12 Hours)

Concept, need to improve corporate governance standards, pillars of good governance; Role played by the Government as a regulator to improve corporate governance with reference to provisions introduced in the Companies Act. 2013; Board of Directors and their role in governance; Duties and responsibilities of auditors; Rights and privileges of shareholders, investor's problem and protection; Corporate governance rating process and parameters.

Unit -3: Corporate Governance Models and Committees

(9 Hours)

Models of corporate governance; Committees on Corporate Governance: UK scenario (Cadbury Committee), US scenario (Sarbanes Oxley Act), OECD principles; Indian experience: An overview of recommendations of corporate governance committees in India - CII Code of Best Practices, Kumar Mangalam Birla Committee, Naresh Chandra Committee, Narayan Murthy Committee, Kotak Committee, SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 with reference to composition and role of Board of Directors, and Role of independent directors

Practical component (if any) - NIL

Essential/recommended readings

1. Fernando, A.C., "Business Ethics and Corporate Governance", Pearson Education India. (Chapter 1, 2)
2. Velasquez, Manuel G., "Business Ethics- Concepts and Cases", PHI. (Chapter 1, 2)
3. Fernando, A.C., "Business Ethics – An Indian Perspective", Pearson. (Chapter 1 to, 4; 9 to 12, 14,15,18))
4. Crane, Andrew and Matten, Dirk., "Business Ethics", Oxford. (Chapter 1, 7, 8)
5. Ghosh, B N., "Business Ethics and Corporate Governance," Mc Graw Hill. (Chapter 8, 9, 11)
6. De George, Richard T., "Business Ethics", Pearson. (Chapter 3, 4, 13 to 16)
7. Sharma, J. P., "Corporate Governance, Business Ethics and CSR", Ane Books. (Chapter 12)
8. Stanwick, Peter and Stanwick, Sarah, " Understanding Business Ethics", Sage Publications. (Chapter 10)
9. Arnold, Denis G., Beauchamp, Tom L., and Bowie, Norman E., " Ethical Theory and Business", Pearson Education (Chapter 7)

Suggested readings

1. Fernando, A.C.- Business Ethics, Prentice Hall, Latest Edition.
2. Crane, Andrew and Matten, Dirk - Business Ethics, Oxford Publications.
3. Davies, Adrain – Best Practices in Corporate Governance (Gower), Latest Edition.
4. Fernando, A.C. – Corporate Governance :Principles, Policies, and Practices (Pearson Education).

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

Category I

Bachelor of Business Administration (Financial Investment Analysis) [BBA (FIA)]

(Provide the details of the Discipline Specific Courses offered by your department for the UG Programme with your disciplines as the Single Core Discipline)

DISCIPLINE SPECIFIC CORE COURSE – 4 (DSC-4): COST & MANAGEMENT ACCOUNTING

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		
Cost & Management Accounting (DSC-4)	4	3	1	0	Class XII Pass	Nil

Learning Objectives

The Learning Objectives of this course are as follows:

- The rapidly changing business environment requires managers to make informed decisions.
- This paper will equip the students with cost and management accounting concepts, techniques and practices which will help them in planning and controlling business operations and management decision making.

Learning Outcomes

The Learning Outcomes of this course are as follows:

- Understand and distinguish various types of costs in manufacturing and service organizations.
- Determine the costs of products and services.
- Identify relevant costs for decision making and undertake different analysis of various types of decisions.
- Prepare budgets and analyse variances from standard cost to identify areas in need of control.

SYLLABUS OF DSC-4

Unit 1: Nature, Scope of Management Accounting

(12 Hours)

Meaning, nature and scope of Cost Accounting and Management Accounting; Comparison between Cost Accounting & Management Accounting; Cost Control, Cost Reduction & Cost Management, Components of Total Cost & Preparation of Cost Sheet. Cost Ascertainment: Cost Unit and Cost Center. Overheads: Meaning, Cost Drivers, Accumulation, Allocation, Apportionment and Absorption.

Classification of Costs: Fixed, Variable, Mixed Cost; Product, and Period Costs; Direct and Indirect Costs; Relevant and Irrelevant Costs; Shut-down and Sunk Costs; Controllable, and Uncontrollable Costs; Avoidable, and Unavoidable Costs; Imputed / Hypothetical/Implicit Costs and Out-of-pocket Costs; Opportunity Costs; Expired, and Unexpired Costs.

Unit 2: Cost-Volume-Profit Analysis

(12 Hours)

Absorption Costing and Marginal costing, Contribution. Profit Volume Ratio, Break-even Analysis: Break-even Point, Composite Break-even Point, Cash Break-even Point, Margin of safety. Angle of Incidence.

Relevant Costs and Decision Making such as: Key Factor, Pricing, Product Profitability, Dropping a product line, Make or Buy, Export Order, Shut down vs. Continue operations.

Unit 3: Budgets and Budgetary Control

(9 Hours)

Meaning, Steps in Budgetary Control, Types of Budgets: Sales budget, Production Budget, Raw material consumption Budget, Raw Material Purchase Budget, Overhead Budgets, Cash Budget, and Master Budget. Fixed and Flexible Budgets, Zero based budgeting.

Unit 4: Standard Costing and Variance Analysis

(9 Hours)

Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material Cost Variance, Price and Usage Variance and Mix and yield Variance; Labor Cost Variance, Rate and Usage Variance, Idle time, Mix and Yield variance.

Unit 5: Contemporary Issues in Cost Accounting and Management Accounting (3 hours)

Introduction to the concept of Target Costing, Life Cycle Costing, Quality Costing, and Activity based Costing.

Practical component (if any) - NIL

Essential/Recommended Readings: Latest editions of the following to be used:

1. Horngren's Cost Accounting: A Managerial Emphasis. Pearson.
2. Arora, M.N. (2016) A Textbook of Cost and Management Accounting. Vikas Publishing House Pvt. Ltd.
3. Maheshwari, S.N. and Mittal, S.N. (2016) Cost Accounting: Theory and Problems. Shree Mahavir Book Depot.

Suggested Readings: Latest editions of the following to be used:

1. Arora, M.N. & Katyal Priyanka, Management Accounting: Theory, Problems & Solutions, Himalaya Publishing House
2. Lal, Jawahar. Advanced Management Accounting: Text, Problems & Cases, Sultan Chand & Company Ltd.

Note: Latest edition of the readings may be used.

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

DISCIPLINE SPECIFIC CORE COURSE – 5 (DSC-5): MACROECONOMICS

Credit distribution, Eligibility and Prerequisites 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		
MACROECONOMICS (DSC-5)	4	3	1	0	Class XII Pass	Nil

Learning Objectives

The Learning Objectives of this course are as follows:

- This course deals with the principles of Macroeconomics.
- The coverage includes determination of and linkages between major economic variables, level of output and prices, inflation, interest rates and exchange rates.
- The course is designed to study the impact of monetary and fiscal policy on the aggregate behaviour of individuals.

Learning Outcomes

The Learning Outcomes of this course are as follows:

- Understand the determination of key macroeconomic variables.
- Describe models of determination of equilibrium outputs, prices and rate of interest.
- Analyse the role of the Government in an economy and examine how it uses its fiscal and monetary policy to influence macro-economic variables.
- Explain the working of an open economy.

SYLLABUS OF DSC –5

Unit 1: Introduction to Macroeconomics and National Income Accounting (6 Hours)

Origin of macroeconomics; Income, expenditure and the circular flow in three and four sectoral economies; real versus nominal GDP; price indices; measurements of gross domestic product; national income accounting for open economy; National Income Identity.

Unit 2: Theory of Income Determination and Interest Rate (18 Hours)

Classical theory of income and employment and Simple Keynesian Theory of Income Determination, changes in equilibrium, Paradox of Thrift and Investment multiplier.

Quantity Theory of Money—Cambridge version, Classical theory of interest rate and Keynesian Theory of Liquidity Preference and interest rate, Liquidity Trap; Credit Creation and Money Multiplier

Goods market and money market, graphical derivations of the Hicks-Henson model (IS and LM functions); Properties of IS-LM curves, factors affecting the position and slope of IS-LM curves, determination of equilibrium income and interest rates; Studying the impact of fiscal and monetary policies using IS-LM framework.

Unit 3: Inflation

(9 Hours)

Inflation: meaning; demand and supply side factors; natural rate theory; monetary policy-output and inflation (monetarist view); Phillips curve: short run and long run.

Unit 4: Balance of Payment and International Trade

(12 Hours)

Brief introduction to Balance of Payment (BOP) account; market for foreign exchange and exchange rate; monetary and fiscal policy in open economy; Mundell Fleming model: perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate.

Practical component (if any) - NIL

Essential/Recommended Readings

1. Froyen, R. P. (2011): Macroeconomics-theories and policies (8th Edition). Pearson.
2. Dornbusch and Fischer (2010): Macro economics (9th Edition).Tata McGraw Hill.
3. N Gregory Mankiw (2010). Macro economics (7th Edition).Worth Publishers

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

DISCIPLINE SPECIFIC CORE COURSE– 6 (DSC-6): QUANTITATIVE TECHNIQUES

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		
QUANTITATIVE TECHNIQUES (DSC-6)	4	3	1	0	Class XII Pass	Nil

Learning Objectives

The Learning Objectives of this course are as follows:

- To apprise students with the construction of mathematical models for managerial decision situations and to use spreadsheets or computer software packages to obtain a solution wherever applicable.
- The emphasis is on understanding the concepts, formulation and interpretation.

Learning Outcomes: After the end of the course, students should be able to

- Identify, formulate and solve Linear Programming Problems graphically, mathematically and by using excel solver.
- Solve optimization problems like transportation and assignment problem.
- Develop critical thinking and use PERT and CPM techniques to improve decision making.
- Identify different types of decision-making environments and choose the appropriate decision-making approaches for each.

SYLLABUS OF DSC – 6

Unit 1: Optimization: Linear Programming Problem

(12 Hours)

Formulation of Linear Programming Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution); Simplex Method, Big-M method and Two-phase method; Special cases, Duality (emphasis on formulation & economic interpretation); Post-optimality and Sensitivity Analysis. Applications of linear programming to Marketing, Finance, Operations Management, Data Envelopment Analysis etc.,

Unit 2: Transportation and Assignment Problem

(9 Hours)

Transportation Problem: Formulation, Solution by N.W. Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Modified Distribution Method; Degeneracy, 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 3: Network Analysis

(12 Hours)

Basic Concept, Construction of AOA Network diagram, Critical Path Analysis, float and slack analysis (Total float, free float, independent float, Safety Float), probability consideration in PERT, Time-Cost Trade-off in Project.

Unit 4: Decision Theory

(12 Hours)

Decision making environment, Construction of Pay off Table, Opportunity Loss Table, Decision under uncertainty, Decision under Risk: EMV, EOL, EVPI.

Decision under Conflict: Game Theory, Two-person Zero-Sum games, Maximin Minimax Principle, Games without Saddle point- Mixed strategy, Dominance Rule; Reduction of m x n game and solution of 2x2, 2 x s, and r x 2 cases by Graphical Method.

Practical component (if any) - NIL

Essential/Recommended Readings

1. Vohra, N. D., Quantitative Management, Tata McGraw Hill.
2. Kanti Swarup, Gupta, P. K., & Man Mohan, Operations Research, Sultan Chand & Sons.

Suggested readings

1. Taylor, B. W., Introduction to Management Science, Pearson India.
2. Hillier, M. S., & Hillier, F. S., Introduction to Management Science, Pearson India.

Note: Latest edition of the readings may be used.

COMMON POOL OF GENERIC ELECTIVES (GE) COURSES

GENERIC ELECTIVES (GE-4): FUNDAMENTALS OF 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
		Lecture	Tutorial	Practical/ Practice		
FUNDAMENTALS OF ECONOMETRICS (GE-4)	4	3	0	1	Class XII Pass	Nil

Learning Objectives

The Learning Objectives of this course are as follows:

- This course provides a comprehensive introduction to basic econometric concepts and techniques.
- It covers estimation and diagnostic testing of simple, multiple regression models, panel data models, and dummy variable regression with qualitative response regression models.

Learning Outcomes

The Learning Outcomes of this course are as follows:

- Understanding of basic econometrics and its assumptions and the impact of violations of classical assumptions.
- Interpretation of functional forms of regression model.
- Understanding of models using dummy variables and Qualitative Response Regression Models.

SYLLABUS OF GE-4

Unit 1

(12 Hours)

Introduction to Econometrics and an overview of its applications; Simple Regression with Classical Assumptions; Properties of estimators, Least Square Estimation and BLUE, Multiple Regression Model and Hypothesis Testing Related to Parameters – Simple and Joint. Functional forms of regression models.

Unit 2

(9 Hours)

Understanding the impact of change in scale of variables on output. Indicators of Goodness of fit of a model; Understanding and calculation of R Square and adjusted R Square. Understanding and calculation of information criteria for model selection: AIC, BIC, and HQC. Understanding of outliers and their impact on the model's output.

Unit 3

(12 Hours)

Violations of Classical Assumptions: expected value of error term is zero, normality, multicollinearity, heteroscedasticity, autocorrelation, and model specification errors, their identification, their impact on parameters; tests related to and impact on the reliability and the validity of inferences in case of, violations of Assumptions; methods to take care of violations of assumptions.

Unit 4

(12 Hours)

Dummy variables: Intercept dummy variables, slope dummy variables, Interactive dummy variables, Use of Dummy Variables to model qualitative/Binary/Structural changes, Response Regression Models or Regression Models with Limited Dependent Variables - Use of Logit, and Probit Models.

Practical component (30 Hours) –*Recommendation Computer Package to be used: Use of softwares like E-Views, R, and STATA to solve real-life problems and check assumptions, taking care of*

assumption violations, and test goodness of fit, and for estimation of Logit, and Probit Models is recommended.

Essential/Recommended Readings:

1. Christopher Dougherty. Introductory Econometrics. Oxford University Press.
2. Gujarati, N. Damodar. Basic Econometrics. New Delhi: McGraw Hill.
3. Gujarati, N. Damodar. Econometrics by Examples. New Delhi: McGraw Hill.

Suggested Readings:

1. Pindyck, Robert S. and Daniel L. Rubinfeld Econometric Models and Economic Forecasts. Singapore: McGraw Hill.
2. Ramanathan, Ramu (2002). Introductory Econometrics with Applications (5th ed.). Thomson South-Western.

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

GENERIC ELECTIVES (GE-5): ESSENTIALS OF FINANCIAL INVESTMENTS

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		
Essentials of Financial Investments (GE-5)	4	3	1	0	Class XII Pass	Nil

Learning Objectives

The Learning Objectives of this course are as follows:

- To familiarize students with the essential concepts and fundamentals of financial investments.
- The course will enable them to understand and make informed choice about the various available financial investment alternatives.

Learning Outcomes

On successful completion of his course, the students will be able to:

- Understand the fundamentals of financial investments and the investment decision process.
- Able to compute various measures of risk and return, and understand their role for evaluating investments.
- Understand and carry out security analysis using different approaches.
- Learn basic approaches to valuation of securities and carry out portfolio analysis.

SYLLABUS OF GE-5

Unit 1: Investments – An Overview

(9 Hours)

Concept of Investment, Financial Investment Vs. Real Investment, Investment Vs Speculation, Objectives of Investment, Risk Return Trade Off, Investment Environment – Overview of Securities Market and Different Types of Financial Investment. Investment Decision Process, Direct Investing Vs Indirect Investing, Approaches to Investing – Active Vs Passive. Diversification, Hedging and Arbitrage.

Unit 2: Risk – Return Analysis

(9 Hours)

Concepts of Return and Risk, Types of Return - their Calculation & Utility: Absolute Return, Average Return, Expected Return, Portfolio Return, Holding Period Return, Effective Annualized Return, Risk-Adjusted Return. Causes (or Sources) and Types of Risk – Systematic and Unsystematic Risk, Calculation of Total, Systematic and Unsystematic Risk. Impact of Taxes (discuss relevant provisions of Income Tax Act, 1961) and Inflation on Investment – Computation of Post Tax and Real Returns.

Unit 3: Security Analysis**(15 Hours)**

Approaches to Security Analysis – Fundamental Analysis, Technical Analysis, and Efficient Market Hypothesis (EMH). Fundamental Analysis – EIC Framework, Economic Analysis, Industry Analysis, and Company Analysis. Technical Analysis – Basic Tenets of Technical Analysis, Tool of Technical Analysis – Charts, and Technical Indicators, Limitations of Technical Analysis. Difference between Fundamental Analysis and Technical Analysis. Efficient Market Theory (EMH) – Concept, Forms of Market Efficiency, Weak Form Hypothesis, Semi Strong Form, and Strong Form of Market Efficiency. Implications of EMH.

Unit 4: Fundamentals of Valuation and Portfolio Analysis**(12 Hours)**

Valuation of Equity Shares – Peculiar features of Equity Shares, Dividend Discount Model, Relative Valuation - Earning Multiplier or Price-Earnings (P/E) Model and Price to Book Ratio; Capital Asset Pricing Model (CAPM) – its assumptions and limitations. Valuation of Fixed Income Securities – Bond Fundamentals, Types of Bonds, Determination of Bond Prices and Bond Yield. Portfolio Analysis – Portfolio Management Process, Portfolio Analysis – Portfolio Risk, Portfolio Return, Markowitz Model.

Practical component (if any) - NIL**Essential/Recommended Readings:**

1. Tripathi, Vanita: Security Analysis and Portfolio Management. Taxmann Publications.
2. Chandra, Prasanna: Investment Analysis and Portfolio Management. McGraw Hill Education.

Suggested Readings:

1. Rustagi, R.P., Investment Management. Sultan Chand Publications.
2. Reilly, F. K. & Brown, K.C. Analysis of Investments and Management of Portfolios, Cengage 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-6): PERSONAL 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		
PERSONAL FINANCE (GE-6)	4	3	1	0	Class XII Pass	Nil

Learning Objectives

The Learning Objectives of this course are as follows:

- To equip students with the knowledge and practical understanding of important dimensions of managing one's personal finance.
- They would be able to understand and do planning for their tax liabilities, investments, insurance coverage, and retirement.

Learning Outcomes

On successful completion of his course, the students will be able to:

- Understand the fundamentals of Personal Financial Planning.
- Learn the basics of managing personal tax liabilities.
- Able to ascertain and choose appropriate insurance policies for managing personal risks.
- Appreciate the importance of choosing right investments for managing personal finance.
- Learn the basic concepts and underlying principles for Retirement Planning.

SYLLABUS OF GE-6

Unit 1: Basics of Personal Finance and Tax Planning

(12 Hours)

Understanding Personal Finance. Rewards of Sound Financial Planning. Personal Financial Planning Process. Personal Financial Planning Life Cycle. Making Plans to Achieve Your Financial Goals. Common Misconceptions about Financial Planning. Financial Planning as a career choice. The Financial Planning Environment. Personal Tax Planning – Tax Avoidance versus Tax Evasion, Fundamental Objectives of Tax Planning, Tax Structure in India for Individuals, Common Tax Planning Strategies – Maximizing Deductions, Income Shifting, Tax-Free and Tax-Deferred Income.

Unit 2: Managing Insurance Needs

(12 Hours)

Basics Concepts – Risks, Risk Management and Underwriting. Insuring Life – Benefits of Life Insurance, evaluating need for Life Insurance, Determining the Right Amount of Life Insurance. Choosing the Right Life Insurance Policy – Term Life Insurance, Whole Life Insurance, Universal Life Insurance, Variable Life Insurance, Group Life Insurance, Other Special Purpose Life Policies. Buying Life Insurance – Compare Costs and Features, Select an Insurance Company, and Choose an Agent. Life Insurance Contract Features. Insuring Health – Importance of Health Insurance Coverage.

Making Health Insurance Decision – Evaluate Your Health Care Cost Risk, Determine Available Coverage and Resources, Choose a Health Insurance Plan. Types of Medical Expense Coverage. Policy Provisions of Medical Expense Plans. Property Insurance – Basic Principles, Types of Exposure, Principle of Indemnity, and Coinsurance.

Unit 3: Managing Investments

(12 Hours)

Role of Investing in Personal Financial Planning, Identifying the Investment Objectives, Different Investment Choices. The Risks of Investing, The Returns from Investing, The Risk-Return Trade-off. Managing Your Investment Holdings – Building a Portfolio of Securities, Asset Allocation and Portfolio Management, Keeping Track of Investments. Investing in Equity – Common Considerations, Key Measures of Performance, Types of Equity Stocks, Market Globalization and Foreign Stock, Making the Investment Decision. Investing in Bonds – Benefits of Investing in Bonds, Bonds Versus Stocks, Basic Issue Characteristics, The Bond Market, Bond Ratings. Investing in Mutual Funds and Exchange Traded Funds (ETFs) – Concept of Mutual Funds and ETFs, Benefits of Investing in Mutual Funds or ETFs, Some Important Cost Considerations, Services Offered by Mutual Funds, Selecting appropriate Mutual Fund and ETF investments, Evaluating the performance of Mutual Funds and ETF.

Unit 4: Investing in Real Estate and Retirement Planning

(9 Hours)

Investing in Real Estate – Some Basic Considerations. Modes of Real Estate Investment – Raw Land, Commercial Properties, Residential Properties, Real Estate Investment Trusts (REITs) and Infrastructure Investment Trust (InvITs).

Planning for Retirement – Role of Retirement Planning in Personal Financial Planning, Pitfalls to Sound Retirement Planning, Estimating Income Needs, Sources of Retirement Income.

Practical component (if any) - NIL

Essential/Recommended Readings:

1. Randall S. Billingsley, Lawrence J. Gitman, and Michael D. Joehnk (2017): Personal Financial Planning. Cengage Learning.
2. Susan M. Tillery, and Thomas N. Tillery: Essentials of Personal Financial Planning. Association of International Certified Professional Accountants.

Suggested Readings:

1. Introduction to Financial Planning (4th Edition 2017) – Indian Institute of Banking & Finance.
2. Sinha, Madhu. Financial Planning: A Ready Reckoner. July 2017. Mc Graw Hill

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

BA (Hons.) Multi Media and Mass Communication
Communication Research
DSC – 4

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Communication Research	4	3	1	0	Class XII Pass	NIL

Course Objectives

1. To understand the role and functions of media research: aims, subjects, fields, primary and secondary sources.
2. To introduce various methodologies of research.
3. To introduce ways of analysing data generated by different kinds of research.
4. To develop a research proposal for academic and professional purposes.

Course Learning Outcomes

- i. Undertaking research for mass communication, understanding objectives.
- ii. Data collection and ethics of research.
- iii. Understand the various methodologies of research.
- iv. Develop a research proposal: structured format, citation of sources.

Unit 1: Introduction to Communication Research

(12 Hours)

- Definition, Role and Functions of Research
- Role of Theory in Research
- Primary and Secondary Data
- Types of Communication Research: Market Research, Consumer Research, Media Research, Archival Research, Online Research and Opinion Polls

Unit 2: Research Methodology

(18 Hours)

- Quantitative and Qualitative Methodology
- Quantitative Methods: Survey, Sample, Questionnaire Design
- Qualitative Methods: Content Analysis, Ethnographic Methods, Interview
- Tools of Data Analysis: Presentation and Visualisation of Data

Unit 3: Developing a Proposal

(15 Hours)

- Research Objectives, Aims and Questions, Review of Literature
- Feasibility: Field Access, Size of Sample, Time and Funding

- Ethical Issues and Questions: Informed consent, privacy issues, protection of sources, anonymity, Human Rights, IPR- Permission, Acknowledgement, Plagiarism
- Budget, Bibliography and Citation

References

Essential Readings

- Berger, A. A. (1998). *Media research techniques*. London: Sage.
- Hansen, A. (2011). *Mass communication research methods*. London: Sage.
- Kothari, C. R. (2004). *Research methodology methods & techniques*. New Delhi: New Age International
- Wimmer, R. D., & Dominick, J. R. (2009). *Mass media research: An introduction*. New York: Thomson Wadsworth.

Additional Resources:

Suggested Reading

- Baran, S. J., & Davis, D. K. (2015). *Mass communication theory: Foundations, ferment, and future*. Connecticut: Cengage Learning.
- Croteau, D., & Hoynes, W. (2003). *Media society: Industries, images, and audiences*. London: Sage.
- McLuhan, M., & Moos, M. A. (1998). *Media research: Technology, art, communication*. London: Routledge
- Neuendorf, K. A. (2017). *The content analysis guidebook*. Los Angeles: Sage.

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

Still Photography DSC – 5

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Still Photography	4	2	0	2	Class XII Pass	NIL

Course Objectives

1. To train students with hands-on skills using different types of still cameras.
2. To train them for digital editing and manipulation in photography.
3. To familiarize students with the contemporary image making techniques.
4. To make them understand the theoretical perspective behind politics of an image.
5. To prepare students to use photography as a tool of creative expression.

Course Learning Outcomes

- i. Understanding and interpreting the photograph as a historical and technological artefact.
- ii. Familiarity with the elements of a still cameras and techniques of their usage.
- iii. Production with a still camera.
- iv. Skill acquisition of lighting techniques and digital editing for photography.
- v. Production of a theme based photography project.

Unit 1: The Photograph

(8 Hours)

- Photography, Photograph and Culture
- The Black and White; Colour and its Impact
- Image and Text: The Captioned Photo
- The Photograph in Virtual Spaces: Instagram, Pinterest, Snapchat, Flickr

Unit 2: Camera- Controls and Tools

(10 Hours)

- Image and the Camera
- Photographic Optics: Lenses- Types and Specifications
- Exposure: Aperture, Shutter Speed, ISO, Depth of Field, Perspective, Use of Filters
- Camera Settings: Menu and Resolution
- Shooting Modes: Point and Shoot, SLR, DSLR, SLD, SLT, Mirrorless and Mobile

Unit 3: Lighting Techniques and Editing

(12 Hours)

- Fundamental Lighting Concepts and Techniques: Colour Temperature and On-camera Flash

- White Balance and its Uses
- External Lighting Techniques
- Digital Editing: Adobe Photoshop, Lightroom, Apps and Open Sources

Practical (60 Hours):

- Hands-on with a DSLR and other professional-grade camera
- Application of Lighting Techniques and understanding Equipment in photograph
- Enhancing Skills in Digital photo Editing and other manipulation techniques using different software applications and mobile applications
- Improving skills in using mobile phones for digital photography applications

References

Essential Readings

- Ang, T. (2018). *Digital photography: an introduction*. United Kingdom: Dorling Kindersley Limited.
- Barthes, R., & Dyer, G. (2010). *Camera lucida: Reflections on photography*. United Kingdom: Farrar, Straus and Giroux.
- Barthes, R. (1977). *Image, music, text*. United Kingdom: Fontana Press.
- Berger, J. (2008). *Ways of seeing*. United Kingdom: Penguin Books Limited.
- Fox, A. (2015). *Langford's basic photography: The guide for serious photographers*. United States: Taylor & Francis.
- Edwards, S. (2006). *Photography: A very short introduction*. United Kingdom: OUP Oxford.
- Sontag, S. (2008). *On Photography*. Penguin.

Additional Resources:

Suggested Readings

- Berger, J., & Dyer, G. (2013). *Understanding a photograph*. Penguin.
- Adams, A. (2018). *The Camera*. United States: Little, Brown.
- Szarkowski, J. (2007). *The Photographer's Eye*. United Kingdom: Museum of Modern Art.
- Smith, R. S., Fox, A., & Langford, M. (2007). *Langford's basic photography: The guide for serious photographers*. Germany: Elsevier/Focal Press.
- Kelby, S. (2020). *The digital photography book*. United States: Rocky Nook, Inc.

Teaching Learning Process

- Blended, interactive classroom teaching
- Hands-on equipment use in the Photography Lab
- Hands-on software training in the Multi Media Lab
- Production of photography Project
- Workshops
- Internships

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

DESIGNING VISUAL COMMUNICATION

DSC – 6

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Designing Visual Communication	4	2	0	2	Class XII Pass	NIL

Course Objectives

1. To train students to understand various visual mediums of design.
2. To develop skills to use and interpret graphics for communication.
3. To understand the function of various design elements used for effective visual communication.
4. To acquire comprehensive skills in designing and creating layouts using manual techniques.

Course Learning Outcomes

- i. Understanding of graphics and images as visual communication.
- ii. Design and graphics as communication.
- iii. Acquiring comprehensive skills in designing.
- iv. Capacity to use acquired skills and knowledge to produce a book cover/ poster

Unit 1: Communication and Graphics

(8 Hours)

- What is Visual Communication?
- Elements and Principles of Design
- Roles and Responsibilities of a Graphic Designer
- Ethical Issues and Legal Implications in Visual Communication: Morphing and Manipulation

Unit 2: Colour Theory and Typography

(10 Hours)

- Introduction to the Theory of Colours: Primary, Secondary and Tertiary
- Colour Composition and Schemes
- Font Types and Font Families
- Character Settings in a Design

Unit 3: Technology in Visual Communication

(12 Hours)

- File Formats of Images
- Vector, Raster and Bitmap Graphics
- Working with Images

- Visual Communication: Photographs, Traditional and Folk Media, Films, Radio, Television and New Media

Practical (60 Hours):

- **Visual Communication Warm Up-** Exercise on Ideation : On a blank sheet of paper, make a random mark...a squiggle, pass the sheet to the person on your right, take the sheet from the person on your left and add something more...whatever occurs to you. Continue drawing and passing the sheets for about 3 minutes. Keep it moving! Objective- Only basic information is needed to convey the idea.
- **Exercise on Elements of design-** Create a Line Drawing using basic elements of design
- **Exercise on design Principles & Colour Theory-** Draw a Poster using negative and positive space, colour it using primary colours.
- **Exercise on Typography-** Type/ create a font in an image style.
- **Exercise on Illustration-** Illustrate 5 phrases you hear at College
- **Group Activity -** Storytelling exercise using shapes
-

Think of visuals as a language that has its own alphabet made up of basic shapes like squares and circles. Combine simple drawings to form visual words, sentences, and more complex thoughts like stories.

References

Essential Readings

- Davis, M. (2012). *Graphic design theory*. London: Thames and Hudson. Ohio
- Joss, M., & Nelson, L. (1977). *Graphic design tricks and techniques*: North Light Books.
- Sarkar, N. N. (2012). *Art and print production*. Canada: Oxford University Press.
- Villamil, J., & Molina, L. (1999). *Multimedia: An introduction*. Indianapolis: Que Education.
- White, A. W. (2002). *Elements of graphic design: Space, unity, page architecture, and type*. New York, NY: Allworth Press.

Additional Resources:

Suggested Readings

- Ambrose, G., & Harris, P. (2019). *Design thinking for visual communication*. Bloomsbury Visual Arts.
- Lester, P. M. (2021). *Visual communication: Images with messages*. Lex Publishing.

E-resources

- <http://design.tutsplus.com/graphic> Design Illustration Tutorials
- <http://www.springer.com/in/book/9783540673262>
- <https://stuyhsdesign.wordpress.com/web-design/elements-and-principles-of-design/>
- https://99designs.com/blog/tips/principles-of-design/?clickid=yodxCa3ROxyLW2ZwUx0Mo3Z0UkBxWtS7kziWXI0&utm_medium=27

Teaching Learning Process

- Blended, interactive classroom teaching
- Media-lab work
- Hands on Software Training
- Class work application demos
- Production of Book Cover/ Poster/ Brochure
- Internships

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

Public Service Broadcasting GE – 2

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Public Service Broadcasting	4	3	1	0	Class XII Pass	NIL

Course Objectives

1. To know about the global overview of Public Service Broadcasting.
2. To understand the functioning and role of various government agencies like Prasar Bharati, AIR, Doordarshan, Films Division etc.
3. To know about the latest technology adopted in various Public Service Broadcasting agencies.
4. To have an understanding about the global revenue models of Public Service Broadcasting.

Course Learning Outcomes

- i. Understanding the concept of Public Service Broadcasting
- ii. Critical evaluation of global revenue models in Public Service Broadcasting
- iii. Understanding of role and functions of Prasar Bharati and other agencies

Unit 1: Introduction to Public Service Broadcasting (15 Hours)

- Global Overview of Public Service Broadcasting
- Model Public Service Broadcasting Law, UNESCO
- Public Service Model in India: An Overview
- Early Public Service Broadcasting in India: Prasar Bharati, All India Radio, Doordarshan, Films Division

Unit 2: Revenue Models of PSB (15 Hours)

- Government Grants Model
- License Fee Model
- Hybrid Model
- Advertising Model

Unit 3: Public Service Broadcasting in the Digital Age (15 Hours)

- Radio and the Digital Age
- PSB Television and Webcasting
- Direct to Home Public Service Broadcasting

- Curriculum Broadcasting in the Digital Age: E-pathshalas

References

Essential Readings

- Chatterji, P. C. (1991). *Broadcasting in India*. New Delhi: Sage.
- Ghosal, H. R. (1962). *An outline history of the Indian people*. Delhi: Publications Division, Ministry of Information and Broadcasting, Govt. of India.
- Saxena, A. (2011). *Radio in new avatar: AM to FM*. New Delhi: Kanishka, Distributors.

Additional Resources:

Suggested Readings

- Fleming, C. (2010). *The radio handbook*. London: Routledge.
- Luthra, H. R. (1986). *Indian broadcasting*. New Delhi: Publications Division, Ministry of Information and Broadcasting, Govt. of India.
- Natarajan, J. (1955). *History of Indian journalism*. Delhi: Publications Division, Ministry of Information and Broadcasting.

E-resources

- <http://osou.ac.in/eresources/Deveopment%20of%20Public%20Srvice%20Bradcasting%20in%20India.pdf>
- <https://unesdoc.unesco.org/ark:/48223/pf0000141584>

Teaching Learning Process

- Blended, interactive classroom teaching
- Illustrations with vase studies
- Multi-media students presentations
- Self-study
- Written assignment

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



REGISTRAR