

UNIVERSITY OF DELHI

CNC-II/093/1(23)/2022-23/

Dated: 14.03.2023

NOTIFICATION

Sub: Amendment to Ordinance V

[E.C Resolution No. 38-1/ (38-1-11) 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 BA (Vocational Studies) under the College of Vocational Studies based on UGCF-2022 to be implemented from academic year 2022-2023

Category-I

B.A. (VS) MODERN OFFICE MANAGEMENT

DISCIPLINE SPECIFIC CORE COURSE -2.1 (DSC-2.1) –:

Basic Phonography- 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		
Basic Phonography- I DSC-2.1	4	3	0	1	Pass in class XII	Nil

Learning Objectives

The course aims to orient the students to learn the need of writing accurately based on phonetic sounds. In order to make them a good writer, it is necessary for them to master the fascinating

art of good writing. As it is very important for a learner to write accurately, the knowledge of art of writing through spoken sounds with the help of principles of Sir Isaac Pitman would help the students to take notes and carry out office work accurately.

Learning Outcomes

After completion of the course, learners will be able to:

1. demonstrate the basic concepts of stenography with grammalogues and logograms.
2. analyse the basic concepts of alternative forms of 'R & H' and Phraseography.
3. interpret the use of stroke and circles.
4. use Loops.
5. summarize the hooks use in stenography.

SYLLABUS OF DSE-2.1

Unit 1: Basics of Phonography & Vowels

11 hours

Phonography – Meaning and importance, brief history of Pitman's Shorthand, types of other writing methods. Consonants – Definition, types of consonants, classification of consonants, form of strokes, number, size and direction of strokes, joining of strokes.

Vowels – Its definition, long and short vowels, vowels signs and their places, position of outlines according to vowels, Intervening vowel, Grammalogues: Definition & meaning of Grammalogues and Logograms, importance of Grammalogues.

Unit 2: Diphthongs, Triphones, Alternative forms of 'R' & 'H' and Phraseography.

11 hours

Definition of Diphthong, Diphthong Signs, Rules of Diphthongs. Triphones, Abbreviated 'W'. Alternative forms of Strokes R & H. Upward and downward forms of 'R' and H. Abbreviated 'W' and its use. Punctuation signs and their application. Phraseography, Definition, meaning of Phraseogram, its essential qualities of facility, linearity, and legibility.

Unit 3: Circles and Loops

11 hours

Circles 'S' & 'Z', use of small circles with straight and curved strokes, exceptions to the use of circle 'S'\ 'Z', Large Circles 'SW', 'SS or 'SZ', use of large circles with straight and curved strokes, use of different circles initially, medially and finally, Use of large circles in Phraseography. Use of stroke 'S' and 'Z' with various rules. Loops 'ST' and 'STR', use of small and big loops with straight and curved strokes, use of small loops initially, medially and finally, exceptions to the use of loops.

Unit 4: Initial and Final Hooks

12 hours

Small Hooks: 'R' and 'L', use of initial hooks with straight and curved strokes. Alternative Forms for 'FR', 'VR' etc. Use of circles and loops preceding initial hooks. Small Final hooks: 'N', 'F\V', use of final hooks with straight and curved strokes, medial use of small final hooks, use of small final hooks in Phraseography, Exceptions to the use of small final hooks, circles and loops to final hooks. Large final hook 'Shun'. Use of Shun Hook with straight and curved strokes, medial use of Shun Hook, use of Shun Hook after Circle 'S' and 'NS', Use of Shun Hook in Phraseography.

Note: There shall be 3 lecture period per class and 2 Practical Lab periods per batch to be taught in Computer Laboratory.

Practical Exercises:

30 hours

The learners are required to

1. understand and demonstrate the Basics of Stenography.
2. practice Alternatives, Diphthongs and Phraseography.
3. practice Small and Large Circles.
4. learn different Loops.
5. understand about Initial Final Hooks.

Note:

1. There shall be a theory examination of 100 marks including 25 marks for internal assessment
2. There shall be 3 lecture periods per class and 2 practical periods per batch to practice shorthand

Suggested Readings:

- Ajjar, K.S.: Reporter's Phrase Book", A.H. Wheeler Publications. (India)
- Bhatia, R.C., "Principles of Short-hand Theory", G.Lal & Co.(India)
- Hynes James: The Practical Phraser, Wheeler Publications. (India)
- Kuthiala, O.P., Shorthand Made Easy, Pitman S.S.Publications. (India)
- Pitman, Isaac: Pitman's Shorthand Instructor, A.H. Wheeler Publications. (India)
- Pitman, Isaac: The New Phonographic Phrase Book.
- Sir, Pitman Issac: "Pitman Shorthand Instructor and Key", Pearson Education. (India)
- Thorpe, E and Kuthiala, O.P.: You too can write 200 wpm and above, Pitman SS Publication. (India)

Note: Suggested Readings will be updated and uploaded on college website from time to time.

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

B.A. (VS) MODERN OFFICE MANAGEMENT

Computer Applications in Business -1

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		
Computer Applications in Business -1 DSC-2.2	4	2	0	2	Pass in class XII	Nil

Learning Objectives

To provide computer skills and knowledge to the students and make them aware of the usefulness of information technology tools for office operations.

Learning Outcomes

After completion of the course, learners will be able to:

1. explain the various concepts and terminologies associated with computers.
2. describe the basic terminologies used in computer networks and internet.
3. create and modify word document for report making and communication.
4. create and develop good presentations.
5. apply spreadsheet applications for basic calculations and for making charts.

SYLLABUS OF DSE-2.2

Unit1: Basic knowledge of Computers, Networking and Internet

8 hours

Computers: meaning, history, generations, characteristics, advantages, limitations and functions of computers; Classification of computers based on size, digital vs analogue computers; input-output devices; software, hardware, firmware and live ware; types of software: system software and application software; Computing Interfaces: Graphical User Interface (GUI), Command Line Interface (CLI), Touch Interface, Natural Language Interface (NLI); role of CPU in data processing; applications of computers in business.

Computer Networks: Meaning of computer network; objectives/ need for networking; Applications of networking; Basic Network Terminology; Types of Networks; Network Topologies; Wireless Networking; Securing Networks: firewall.

Unit 2: Word Processing**8 hours**

Introduction to word-Processing, Word-processing concepts, Use of Templates and styles, working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto-text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, page break; Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge; Printing documents; Citations, references and Footnotes.

Unit 3: Preparing Presentations**8 hours**

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, hyperlinking, Media; Design; Transition; Animation; and Slideshow, exporting presentations as pdf handouts and videos.

Unit 4: Basics of Spreadsheet**6 hours**

Spreadsheet concepts: Managing worksheets; Formatting, Entering data, Editing, and Printing and Protecting worksheets; controlling worksheet views; graphical presentation of data using bar chart and pie chart; use of simple formulas in spreadsheets; cell referencing- absolute, relative and mixed cell referencing; Functions: logical functions, financial functions, statistical and mathematical functions.

Sorting, multilayer sorting; data validation; find and replace; paste special; Filter and advanced filter; Conditional Formatting; Tabulation.

Practical Exercises:**60 hours**

The learners are required to do practical exercise from unit 2, 3 & 4.

Notes:

1. The General-Purpose Software referred in this course will be notified by the College/University Departments every three years. If the specific features, referred in the detailed course above, is not available in that software, to that extent it will be deemed to have been modified.
2. There shall be a practical examination of 60 Marks (including workbook of 10 marks) from Unit 2, 3, & 4 of 2 hours' duration, theory examination of 30 marks from unit 1 of 1-hour duration and Internal Assessment of 10 marks
3. There shall be 2 lecture period per class and 4 Practical Lab periods per batch to be taught in Computer Laboratory.

Suggestive Readings:

1. Goel, A, “*Computer Fundamentals*” Pearson, Delhi
2. IITL Education Solutions Limited, “*Introduction to Information Technology*”, Pearson Publishers, New Delhi
3. Jain, H. C. & Tiwari, H. N. “*Computer Applications in Business*” Taxmann, Delhi.
4. Madan, S. “*Computer Applications in Business*” Scholar Tech Press, Delhi.
5. Mathur, S. & Jain, P. “*Computer Applications in Business*” Galgotia Publishing Company, Delhi.
6. Sharma, S.K. & Bansal, M. “*Computer Applications in Business*” Taxmann, Delhi.
7. Walkenbach, J. “*MS Excel 2016, Bible*”. John Wiley & Sons, USA.

Note: Suggested Readings will be updated and uploaded on college website from time to time.

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

B.A. (VS) MODERN OFFICE MANAGEMENT**Financial 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		
Financial Accounting DSC-2.3	4	2	0	2	Pass in class XII	Nil

Learning Objectives

The course aims to help learners to acquire conceptual knowledge of financial accounting, to impart skills for recording various kinds of business transactions and to prepare financial statements.

Learning Outcomes

The learning outcomes of this course are as follows:

1. apply the generally accepted accounting principles while recording transactions and preparing financial statements.
2. demonstrate the accounting process under a computerized accounting system.
3. measure business income applying relevant accounting standards.
4. evaluate the impact of depreciation and inventories on Business Income.

5. prepare the Financial Statements of sole proprietor firms and Not-For-Profit Organisations.
6. prepare the accounts for Inland Branches, Departments and Leases.

SYLLABUS OF DSE-2.3

Unit 1: Theoretical Framework and Accounting Process:

06 hours

(A) Theoretical Framework

- (i) Accounting as an information system, the users of financial accounting information and their needs. An overview of Artificial Intelligence and Data Analytics in Accounting.
- (ii) Qualitative characteristics of accounting information. Functions, advantages and limitations of accounting. Branches of accounting. Basis of accounting: cash basis and accrual basis. Capital and revenue expenditures and receipts. Events occurring after the balance sheet date, Extraordinary Items, Prior Period Items, Accounting Estimate. Accounting Policies, Fair Value, Meaning, Recognition and Disclosure Requirements of Provision, Contingent Liability and Contingent Asset.
- (iii) Financial Accounting Principles: Meaning and need; Generally Accepted Accounting Principles (GAAP): Entity, Money Measurement, Going Concern, Cost, Revenue Recognition, Realization, Fundamental Accounting Assumptions, Accruals, Periodicity, Full Disclosure, Consistency, Materiality, and Prudence (Conservatism). Fundamental Accounting Assumptions as per AS 1.
- (iv) Accounting Standards: Concept, benefits, and Process of formulation of Accounting Standards including Ind AS (IFRS converged standards) and IFRSs; convergence vs adoption; Application of accounting standards (AS and Ind AS) on various entities in India. International Financial Accounting Standards (IFRS) –meaning, need, and scope.

(B) Accounting Process

From the recording of a business transaction to the preparation of trial balance including adjusting, transfer and closing entries. Application of Generally Accepted Accounting Principles in recording financial transactions and preparing financial statements and accounting treatment of GST.

Unit 2: Business Income, Accounting for Property, Plant and Equipment, and Valuation of Inventory:

06 hours

- (a) Business income: Concept of Revenue and Business Income, Measurement of business income; relevance of accounting period, continuity doctrine and matching concept in the measurement of business income; Objectives of measurement of Business income.
- (b) Revenue recognition with reference to AS 9.
- (c) Accounting for Property, Plant, and Equipment with reference to AS 10. Impact of Depreciation on measurement of business income. Accounting for Intangible Assets with reference to AS 26.
- (d) Valuation of Inventory with reference to AS 2. Impact of inventory valuation on measurement of business income by using FIFO, LIFO, and Weighted Average Method.

Unit 3: Financial Statements of Sole Proprietorship and Not-for-Profit Organisations: 06 hours

Preparation of Financial Statements of Sole Proprietorship and Not-for-Profit Organisations

Unit 4: Accounting for Inland Branches, Departments and Leases: 06 hours

- (a) Accounting for Inland Branches: Concept of Dependent branches; Branch Accounting as per- Debtors System, Stock and Debtors' System
- (b) Accounting for Departments (excluding Mark-up Account)
- (c) Accounting for Leases with reference to AS 19

Unit 5: Computerized Accounting Systems: 06 hours

Computerized Accounting Systems: Computerized Accounts by using any popular accounting software Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry including GST; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Cash Flow Statement. Selecting and shutting a Company; Backup, and Restore data of a Company.

Notes:

- (1) The relevant Accounting Standards (both AS and Ind AS) for all of the above topics should be covered.
- (2) Any revision of the relevant Indian Accounting Standard/Accounting Standard would become applicable.

Practical Exercises: 60 hours

The learners are required to:

1. download 'Framework for the Preparation and Presentation of Financial Statements from the websites of the Institute of Chartered Accountants of India (ICAI) to analyse the qualitative characteristics of accounting information provided therein.

2. collect and examine the balance sheets of business Organisations to study how these are prepared.
3. examine the accounting policies and revenue recognition policies by collecting necessary data from small business firms.
4. prepare Trading and Profit & Loss Account and Balance Sheet collecting necessary data from small business firms.
5. prepare financial statements manually and using appropriate software.
6. prepare accounts of Inland Branches.
7. collect data from your college and prepare a Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.

Suggested Readings:

- Anthony, R. N., Hawkins, D., & Merchant, K. A. *“Accounting: Text and Cases”* McGraw-Hill Education India.
- Dam, B. B., & Gautam, H. C. *“Financial Accounting”* Gayatri Publications, Guwahati.
- Goldwin, N., Alderman, W., & Sanyal, D. *“Financial Accounting”* Cengage Learning, Boston.
- Goyal, B. K., & Tiwari, H. N. *“Financial Accounting”* Taxmann Publication, New Delhi.
- Horngren, C. T., & Philbrick, D. *“Introduction to Financial Accounting”* Pearson Education, London.
- Kumar, A. *“Financial Accounting”* Singhal Publication.
- Lal, J., Srivastava, S. & Abrol. Shivani. *“Financial Accounting Text & Problems”* Himalaya Publishing House, Mumbai.
- Lt Bhupinder *“Financial Accounting – Concepts and Applications”* Cengage.
- Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. *“Financial Accounting”* Vikas Publishing House Pvt. Ltd., New Delhi.
- Monga, J. R. & Bahadur, R. *“Financial Accounting: Concepts and Applications”* Scholar Tech Press, New Delhi.
- Sah, R.K. "Concept Building Approach to Financial Accounting" Cengage Learning India Pvt. Ltd.
- Sehgal, A. & Sehgal D. *“Fundamentals of Financial Accounting”* Taxmann.
- Sehgal, D. *“Financial Accounting”* Vikas Publishing House Pvt. Ltd., New Delhi.
- Shukla, M. C., Grewal, T. S., & Gupta, S. C. *“Advanced Accounts. Vol.-I.”* Sultan Chand Publishing, New Delhi.
- Tulsian, P. C. *“Financial Accounting”* S CHAND LTD., New Delhi.

Additional Resources:

- Accounting Standards at the Website of the Institute of Chartered Accountants of India
- Indian Accounting Standards at the Website of the Ministry of Corporate Affairs.

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CATEGORY-I

B.A. (VS) HUMAN RESOURCE MANAGEMENT

HUMAN RESOURCE PLANNING AND PROCUREMENT

DSC: 2.1

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		
HUMAN RESOURCE PLANNING AND PROCUREMENT (DSC- 2.1)	4	3	1	0	Pass in class XII	NIL

Learning Objectives

The aim of this course is to acquaint students with knowledge of the concept of human resource planning and the ability to forecast HR needs in an organisation. It focuses on issues and strategies required to select and develop manpower resources along with tools for effective manpower planning and evaluation.

Learning Outcomes

After completion of the course, learners will be able to:

1. to design an HR plan
2. examine various job analysis methods in different organisational settings
3. evaluate effectiveness of different HR demand forecasting techniques
4. describe the efficacy of different recruitment & selection methods
5. design the appropriate retention strategies for different types of organisations

SYLLABUS OF DSE-2.1

Unit 1 Overview of Human Resource Planning (HRP) (12 hours)

Human Resource Planning – meaning, features, scope, approaches, levels of HRP, types, tools, activities for HRP, requirements for effective HR planning, HRP as a tool to enhance organizational productivity, barriers in effective implementation of HRP and ways to overcome, job analysis and design, factors influencing job design methods, job analysis techniques, assessing job analysis methods

HRP Management Process: establish HRP department goals and objectives, creating HRP department structure, resolving conflicts, communicating, planning for needed resources

Unit 2 HRP: Forecasting and Evaluation (11 hours)

Manpower Forecasting: concept, factors affecting HRP, integration of strategic planning and HRP, Process of HRP – steps in HRP, HR demand forecasting – factors, techniques – managerial judgement, ratio trend analysis, regression analysis, work study technique, delphi

technique. HR Supply Forecasting – factors, techniques –skills inventories, succession plans, replacement charts, staffing tables.

HRP Evaluation – meaning, need, process, issues to be considered during HRP evaluation. Selected Strategic Options and HRP Implications: restructuring and its impact on HRP, outsourcing and its impact on HRP.

Unit 3 Employee Recruitment and Selection (11 hours)

Employee recruitment: nature, recruitment challenges, recruitment sources, methods of recruitment, legal compliances in recruitment and selection, pre-employment testing, background and reference checks, selection process. Selection methods- types of tests and interviews. Ethical issues in the selection process. Role of HR analytics in effective R&S, influences on recruitment and selection

Trends in Recruitment: corporate talent network, building an end-to-end talent brand, use of applicant tracking system (ATS), predictive analysis, gamification in recruitment, application of AI and VR in recruitment.

Unit 4 Employee Retention (11 hours)

Retention of Manpower- models of retention. Succession Planning. Retention Strategies - executive education, flexi timing, telecommuting quality of work, work life balance, participative management, employee empowerment, employee involvement, autonomous work teams

Practical Exercises:

The learners are required to:

1. Design a simulated human resource plan
2. Examine the appropriateness of each job analysis method for different job profiles
3. Identify the relative effectiveness of different HR demand forecasting techniques for different business environments
4. Examine the reasons for preference of certain recruitment & selection methods in prevalent times
5. Create a hypothetical plan demonstrating different retention strategies for a corporation

Suggested Readings:

- Belcourt M.; McBey K.J. (2016). Strategic human resource planning. Nelson Education.
- Bhattacharya, K. Deepak (2006). Human Resource Planning. Excel Books.
- Chungyalpa, W., & Karishma, T. (2016). Best practices and emerging trends in recruitment and selection. *Journal of Entrepreneurship & Organization Management*, 5(2), 1-5.
- Edwin B. Flippo, (1984). Principles of Personnel Management, McGraw-Hill Publications.
- Khanka, S. S. (2019) Human resource management. S. Chand Publishing.

- Roberts, G. (2007). Recruitment and selection. Jaico Publishing House.

Note:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) HUMAN RESOURCE MANAGEMENT

INDUSTRIAL RELATIONS

DSC-2.2

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 RELATIONS (DSC- 2.2)	4	3	1	0	Pass in class XII	NIL

Learning Objectives

To acquaint students with concepts of Industrial Relations and various legislations related to Labour Welfare and Industrial Relations.

Learning Outcomes: After completion of the course, learners will be able to:

1. examine the implications of employer-employee relations on effective organisational functioning
2. evaluate the significance of various legal provisions for safety & welfare in organisations
3. analyse the scope of trade unions
4. discuss the benefits provided by various legal provisions protecting the conditions of employment

SYLLABUS OF DSE-2.2

Unit 1: Overview of Industrial Relations

(12 hours)

Concept of industrial relations, aspects of industrial relations, conflict and cooperation, parties in industrial relations, workers employers and government, trade unions, objectives collective bargaining. Workers' participation in management, levels of participation, mode of participation works committee, joint management councils, worker director, grievance procedure, quality circles

Unit 2: Safety and Welfare**(11 hours)**

The Factories Act 1948, definition, approval, licensing and registration, health and welfare measures, employment of women and young persons, leave with wages and weekly holidays. The Payment of Bonus Act, The Maternity Benefit Act, The Workmen's Compensation Act.

Unit 3: Trade Unionism**(11 hours)**

Trade Union Act 1926, immunity granted to registered trade unions, recognition of trade unions. The Industrial Employment (Standing Orders) Act 1946: scope, coverage, certification process, modification, interpretation, and enforcement. The Industrial Disputes Act 1947: forum for settlement of disputes, instruments of economic coercion, strikes, lockouts and closure.

Unit 4: Conditions of Employment**(11 hours)**

Salient features and benefits relating to The Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act, benefits under The Provident Fund and Miscellaneous Provisions Act 1952 and Employees' Pension Scheme and Employees State Insurance Act 1948.

Practical Exercises:

The learners are required to:

1. examine power dynamics in the context of employer-employee relations in India
2. discuss the significance of safety & welfare in organisations with examples and cases
3. examine the powers of trade unions in India by discussing the notable cases
4. describe the latest judgments pertaining to various compensation legal provisions in India

Suggested Readings:

- Katz, Harry., Kochan, Thomas A., & Colvin, A. J.S. (2007) An Introduction to Collective Bargaining and Industrial Relations, McGraw Hill Companies.
- Mallik P L, (2021). Handbook of Labour and Industrial Laws, Eastern Book Company
- Padhi, P K, (2017), Industrial Relations, Prentice Hall India
- Singh B. P., Chhabra T. N., Taneja P. L. (2021). Personnel Management and Industrial Relations, Dhanpat Rai Publishing House
- Srivastava S C, (2022). Industrial Relations and Labour Laws, Vikas Publishing House
- Venkat Ratnam, (2018) C.S. Industrial Relations: Text and Cases, Oxford University Press, Delhi.

Note:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

**B.A. (VS) HUMAN RESOURCE MANAGEMENT
MACROECONOMICS
DSC-2.3**

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 (DSC- 2.3)	4	3	1	0	Pass in class XII	NIL

Learning Objectives:

This course introduces students to the basic concepts in Macroeconomics beginning with the definition and measurement of the macroeconomic variables. It describes how the macro system operates and how and why the economy grows and fluctuates over time based on the decisions made, in the aggregate, by consumers, businesses, governments as well as global factors. As the world is shifting towards a global economy, the study of Macroeconomics helps the students to understand the overall macroeconomic environment under which one has to take economic decisions. This course also introduces the students to the macroeconomic environment which affects HRM.

Learning Outcomes:

Students will understand various macroeconomic phenomena that they come across at local, national and global levels regularly. This will enable them to understand the market scenarios based on present trend and government policies. This will give added advantage to students as managers since they can take informed decisions.

SYLLABUS OF DSE-2.3

Unit-I (09 hours)

Introduction: Basic concepts and issues of Macroeconomics. Circular flow of income.
National Income Accounting: Concepts of GDP and National Income; measurement of national income and related aggregates; nominal and real income; limitations of the GDP concept.
Lipsey & Chrystal Chapters 15,16
Case & Fair Chapters 20, 21

Unit-II (09 hours)

Determination of GDP: consumption and saving functions, investment function, equilibrium GDP; concepts of MPS, APS, MPC, APC; Concept of multiplier, fiscal and monetary policies.
Lipsey & Chrystal Chapter 16
Case & Fair Chapters 23,24

Unit-III (09 hours)

Good & services market and Money market: Derivations of the IS and LM functions; effects of fiscal and monetary policies on equilibrium income. Derivation of Aggregate Demand.
Lipsey & Chrystal Chapters 21 appendix on page 499-504
Case & Fair Chapters 26,27

Unit-IV

(09 hours)

The labour market: wage determination, employment. Aggregate supply curves; interaction of aggregate demand and supply to determine equilibrium output, price level and employment.

Case & Fair Chapters 28 (pages 559-567), 29 (pages 581-586)

Unit-V

(09 hours)

Firms Behaviour in the Macroeconomy: Investment and Employment decisions, Productivity and the Business cycle.

Balance of payments and exchange rate: Meaning, factors, current account, capital account, determination of exchange rate.

Case & Fair Chapters 31 (pages 624-631), 34 (pages 670-671), 35 (pages 687-691)

Suggested Readings:

1. Case, Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 10th edition, 2012.
2. Lipsey, R. and Alec Chrystal, Economics, Oxford University Press, Twelfth Edition, 2011

Note:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

Category-I
BA (VS) INSURANCE MANAGEMENT
DSC- 2.1 Fundamentals of Insurance

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		
Fundamentals of Insurance DSC – 2.1	4	3	1	0	Pass in class XII	Nil

Objectives: The course aims to familiarize the students with the origin of insurance and explain the terms frequently used in the insurance industry. It covers the fundamental principles on which insurance contracts are based and provides an overview of the different life & non-life insurance products. The student shall be exposed to the recent developments and challenges in the field of insurance.

Learning Outcomes: After completion of the course, learners will be able to:

1. describe the origin and growth of insurance
2. explain the basic concepts applicable to insurance contracts
3. differentiate the various principles of insurance and their application
4. compare the types of insurance and explain the need for different products.
5. appraise the contemporary insurance scenario and its challenges.

Unit 1: Origin & basic concepts of Insurance

11 hours

Origin and growth of Insurance in India and at global level, law of large numbers, insurance premium (building blocks, factors), insurable loss exposure, adverse selection and moral hazard

Unit 2. Principles of Insurance-I

11 hours

Principle of Indemnity, Principle of Insurable Interest. Principle of Utmost good faith (Uberrimae Fidei)

Unit 3. Principles of Insurance-II

11 hours

Principle of proximate cause, Principle of Contribution, Principle of Mitigation of Loss, Principle of Subrogation

Unit 4. Types of Insurance & contemporary developments

12 hours

Types, need, scope, and coverage of insurance (Life, Health, Property, Fire, Marine, Motor, Agricultural and Liability). Liberalisation, Globalisation and reforms in the Indian insurance sector, Contemporary issues: future opportunities and challenges in India and the world; Bancassurance, Re-insurance

Exercises:

The learners are required to:

1. Organise group discussions in class comparing the origin and growth of insurance in India & the world

(Unit1)

2. Organise presentations in class comparing the insurance premia for same/similar products offered by different insurance companies in India (Unit1)
3. Make group presentations covering case studies that explain the principles of insurance with respect to the compensation received by the insured (Unit2 & 3)
4. Conduct a survey (physical or online mode) of individuals regarding the different insurance products purchased by them and their need for it. (Unit4)
5. Examine the opportunities and challenges facing the Indian and global Insurance sector as reported in newspapers/business magazines (print or online). (Unit4)

Suggested Readings:

1. Dorfman, M. S. (2012). *Introduction to Risk Management and Insurance* (10th ed.). Prentice-Hall.
2. Gupta, P. K. (2017). *Fundamentals of Insurance*. Himalaya Publishing House.
3. Hansell, D. S. (1979). *Elements of Insurance* (3rd ed.). Macdonald & Evans Ltd.
4. Holyoake, J. & Weipers, W. (2002). *Insurance* (4th ed.). CIB Publishing.
5. Huebner, S. S. & Black, K. (1972). *Life insurance* (8th ed.). Appleton-Century-Crofts.
6. Pal, K. (2019). *Insurance management principles and practice*. Deep & Deep Publications.
7. Rejda, G. E. (2017). *Principles of Risk Management and Insurance* (13th ed.). Pearson Education.
8. Skipper, D. Harold & Kwon, W. Jean (2008) *Risk Management & Insurance* Blackwell Publishing, Wiley India
9. Vaughan, E.T. & Vaughan, T., (2015) *Fundamentals of Risk Management and Insurance*.

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**BA (VS) INSURANCE MANAGEMENT
DISCIPLINE SPECIFIC CORE COURSE -2.2 (DSC- 2.2)**

Fundamentals of 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		
Fundamentals of Organisational Behaviour DSC – 2.2	4	3	1	0	Pass in class XII	Nil

Objectives: The course aims to familiarise students with an understanding of individual and group behaviour at the workplace, focusing on the Indian experience and cases.

Learning Outcomes: After completion of the course, learners will be able to:

1. measure the types of personalities using standard instruments
2. examine interpersonal relationships by using standard models
3. discuss implementation of change and managing of resistance to change.
4. differentiate the styles of leadership
5. critique the roles of power, politics and conflict at the work place.

Unit 1: Core Concepts of Organisational Behaviour

11 hours

Conceptual foundation 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, standard instruments of measurement. Learning: concept and theories of learning, concept and schedules of reinforcement.

Unit 2: Motivation at work, interpersonal relations and change management 11 hours

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's Theory of Change.

Unit 3: Leadership and Group processes 11 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: Definition, stages of group development, processes-group cohesiveness, group think, group shift.

Unit 4: Managing power, politics and conflict 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.

Exercises:

The learners are required to:

1. engage in group discussion after measuring individual personality types through standard instruments (unit1)
2. examine interpersonal relationships by using the model of the Johari window and transactional analysis in small groups (unit2)
3. study in small groups to evaluate the motivational theories at work in the Indian and international corporate context (unit2)
4. conduct a survey in small groups on the resistance to change among different stakeholders to the introduction of the UGCF in Delhi University in 2022 (Unit2)
5. make group presentations on leadership styles seen in Indian companies across sectors (unit3)
6. to engage in group projects based on corporate information available in public domain to explain the role of power, politics and conflict in family controlled Indian businesses. (Unit4)

Suggested Readings:

1. Kaul, Kumar Vijay (2012). Business Organization & Management - Text and Cases, Pearson.
2. Luthans, Fred (2017), Organisational Behaviour, Tata Mc Graw Hill.
3. Robbins, P. Stephen and Judge, T.A. (2019) Organisational Behaviour, 18th ed. Pearson.
4. Singh, Kavita (2015) Organisational Behaviour, Vikas Publishing house, Noida, India.
5. Robbins, Stephen P. and Judge, T. A. (2016) Organisational Behavior. Pearson.
6. Robbins, P. Stephen and Robbins, Coulter Mary (2020) Management. 15th ed. Pearson.

Note: Suggested readings shall be updated and uploaded on the college website from time to time.

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

BA (VS) INSURANCE MANAGEMENT

DISCIPLINE SPECIFIC CORE COURSE -2.3 (DSC- 2.3) –:

Macroeconomics for Insurance

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 for Insurance DSC – 2.3	4	3	1	0	Pass in class XII	Nil

Objectives: The course aims to expose students to various macroeconomic policy actions that affect the insurance business. It explains how the broader macroeconomic policy making affects the choices of individuals and of the insurance firm. The course enables an understanding of the macroeconomic environment in which all enterprises including the insurance sector

Learning Outcomes: After completion of the course, learners will be able to:

1. explain the concepts of national income and flow of income at the local and national levels.
2. calculate and differentiate different national income aggregates.
3. identify and explain the relationship between money, monetary policy and its impact on the insurance sector.
4. locate the insurance market in the larger financial system.
5. translate the global insurance market scenarios based on present trends.

Unit 1: National Income Aggregates 11 hours

Economic units and circular flow of income, measurement of National Income, Nominal and Real Income, Measured and Purchasing Power Parity Income

Unit 2: Money 11 hours

Difficulties of barter exchange, concept and functions of money, theory of money supply, Monetary policy, goals, targets and indicators, instruments of monetary control.

Unit 3: Banking and Insurance 11 hours

Credit and financial system, financial markets, central bank, banking structure and insurance.

Unit 4: International monetary framework and open economy 12 hours

Functions of International Monetary Fund and World Bank; exchange rate regime and crises, global insurance

Exercises:**The learners are required to:**

1. engage in a group project to study the flow of income and savings at the household, firm and national level and specifically into the insurance sector (Unit1).
2. solve numerical exercises related to measurement of various national income aggregates. (Unit 1)
3. make a group presentation on the interlinkages between money, fractional reserves, interest rates and government policies related to insurance in industry and agriculture. (Unit2)
4. conduct a classroom discussion on the relationship between the insurance sector and the financial system (Unit3)
5. make a group presentation on the globalisation of insurance and technological advances (Unit4)

Suggested Readings:

1. Baye, M.R. and Jansen, D.W. (2006) Money, Banking and Financial Markets, ATTBS.
2. Bhole, L.M. and J. Mahakud, (2017) Financial Institutions and Markets, Tata McGraw Hill, 5th ed.
3. Sodersten, Bo (1994) International Economics, 3rd ed. Palgrave MacMillan.
4. Gupta, S. B. (2010) Monetary Economics: Institutions, Theory and Policy, S Chand and Sons.
5. Gupta, G.S. (2017) Macroeconomics: Theory and Applications, 4th ed., McGraw Hill Education (India) Private Limited.
6. Soumyen Shikdar, (2020) Principles of Macroeconomics, Oxford University Press.
7. Sethi, Jyotsna and Nishwan Bhatia (2012) Elements of Banking and Insurance, Phi learning Private Ltd.

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BA (VS) MATERIALS MANAGEMENT

DISCIPLINE SPECIFIC CORE COURSE -2.1 (DSC-2.1)

Introduction to Supply Chain 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		
Introduction to Supply Chain Management DSC 2.1	4	3	1	0	Pass in class XII	Nil

Objectives: The course aims to acquaint the students with

1. fundamentals of supply chain management (SCM) in an organization as well as the role of Relationship Marketing in SCM and understand the forecasting methods for demand of material and plan supply in Supply Chain process.
2. different strategies used in Supply Chain and the concepts of Inventory and Vendor Management.
3. measurement of performance using various indicators, Supply Chain Metrics (KPIs), Balanced Score Card Approach and Benchmarking;
4. the understanding of the emerging Trends and Challenges in SCM.

Learning Outcomes: After completion of the course, learners will be able to:

1. Explain the concepts of supply chain management (SCM) in an organization and explain the relationship marketing in SCM.
2. apply forecasting methods for demand of material and plan supply in supply chain process. They can also explain the different factors of SCM.
3. develop strategies in Supply Chain as well as explain the concepts of Inventory and Vendor Management.
4. measure the performance using various indicators, Supply Chain Metrics (KPIs), Balanced Score Card Approach and Benchmarking;
5. analyses the emerging Trends and Challenges in SCM.

Course Contents:

Unit 1: Introduction to Supply Chain Management (SCM) and Planning 12 hours

Concept of Supply Chain Management- Evolution, Importance, Scope, Functions, Logistics Vs SCM. Value chain for SCM, Role of relationship marketing in SCM; Managing relationships with suppliers and customers; Types of intermediaries. Planning demand and Supply in a Supply Chain; Demand forecasting in SCM; Aggregate planning in supply chain; Planning supply and demand in Supply Chain: Managing predictable variability

Unit 2: Supply Chain Strategy and Implementations

11 hours

Web-centric Supply Chain- Supply Chain in E-business, E-collaboration, E-Procurement; Structure of Supply Chain Management; Management of the Inventory in the Supply Chain Analysis including Vendor Management.

Unit 3: Supply Chain Performance Measurement

11 hours

Methods of performance measurement- balanced score card approach, benchmarking, supply chain metrics (KPIs). Performance measurement and continuous improvement.

Unit 4: Trends and Challenges in Supply Chain Management

11 hours

Third party and fourth party logistic outsourcing- Challenges and future directions. Global Supply Chain Management; Green supply chain management; Use of Information Technology in SCM; Re-engineering the supply chain- Future directions.

Exercises

The learners are required to:

1. study the practical benefits accrued by relationship marketing in SCM by conducting a survey of some organisations;
2. prepare forecasting schedule for assessing the use of demand and supply planning methods in an uncertain environment;
3. analyse the SCM strategies and inventory management used by different companies;
4. measure the comparative supply chain performance of few companies by doing case study.
5. prepare a report on latest trends and the impact of emerging issues in SCM.

Suggested Readings:

1. Branch, Alan. E. (2008) Global Supply Chain Management and International Logistics. Routledge, New York.
2. Chopra, S. & Meinde, P. (2000) Supply Chain Management- Strategy, Planning & Operation. Pearson Education.
3. Gattorna, J. L and Walters, D.W. (1996) Managing the Supply Chain: A Strategic Perspective. Macmillan, Hampshire.
4. Hult, M. G., Closs, D., Frayer, D. Global, (2013), Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage. McGraw Hill Ltd.
5. Sarika Kulkarni and Ashok Sharma, (2004) Supply Chain Management. Tata McGraw-Hill Publishing Company Limited, New Delhi.
6. Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E. & Ravi, Shankar (2008). Designing and Managing the Supply Chain. Tata McGraw Hill Education Private Limited.

Note: The suggested readings will be updated and uploaded on college website from time to time. The latest edition of the readings may be used.

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BA (VS) MATERIALS MANAGEMENT

DISCIPLINE SPECIFIC CORE COURSE -2.2 (DSC-2.2)

Business Organisation and 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		
Business Organisation and Management DSC-2.2	4	3	1	0	Pass in class XII	Nil

Objective: The course aims to

1. develop understanding of dynamics of business organisations and recent management practices and levels of management and their competencies.
2. develop an understanding various perspectives related to business environment and entrepreneurship.
3. develop an understanding how the organisations adapt to an uncertain environment and decipher decision making techniques.
4. develop an understanding of the relationship amongst functions of management *i.e.*, planning, organizing, directing and controlling.
5. to analyse the change in working pattern of modern organisations.

Learning Outcomes: After completion of the course, learners will be able to:

1. explain the dynamics and forms of business organisations and choose the appropriate form of business organisation as per recent management practices, distinguish different levels of management and their competencies
2. analyse various perspectives related to business environment and perform SWOT analysis.
3. analyse how the organisations adapt to an uncertain environment and decipher decision making techniques.
4. analyse relationship amongst functions of management *i.e.*, planning, organizing, directing and controlling.
5. analyse the change in working pattern of modern organisations and frame the strategy

Course Contents:

Unit 1: Introduction

11 hours

Role of organisations and management in our lives; Nature and Functions of Management (An overview); Managerial Competencies, Ownership forms; Business formats- Brick & Mortar; Click; Brick & Click; E-commerce; Franchising; Outsourcing

Unit 2: Business Environment and Entrepreneurship

12 hours

Meaning and layers of Business Environment (micro/immediate, meso/intermediate, macro and international); SWOT analysis; Business ethics and social responsibility; Entrepreneurship and its relevance, Business and social entrepreneurship as a process of opportunity/problem; Micro, small and medium Enterprises; Government Policy regarding MSMEs

Unit 3: Planning, Organizing and Staffing

10 hours

Strategic Planning – Business and Corporate Level Strategies; Decision-making- process and techniques; Organizing, Formal and Informal Organisations, Centralisation and Decentralisation, Organisational structures – Divisional, Product, Matrix, Project and Virtual Organisation, staffing,

Unit 4: Motivation, Directing and Controlling

12 hours

Motivation- needs (including Maslow's theory), incentives, Equity and two factor theory (Herzberg); McGregor Theory X and Theory Y; Leadership – Leadership Styles, Transactional Vs. Transformational Leadership; Followership – meaning, importance and Kelley's Followership Model; Communication – New trends and directions (Role of IT and social media); Controlling – Techniques of Controlling Relationship between planning and controlling, contemporary trends in business and organisational management: Business process re-engineering, Work life Balance, Freelancing, Flexi-time and work from home, Co-sharing/co-working.

Exercises:

The learners are required to:

1. complete the exercises wherein they are given different situations and scenarios to start their own business (in terms of capital, liability, scale of operations, etc.) and are asked to select the most appropriate form of business organisation and justify the same highlighting the advantages and disadvantages of their choice.
2. participate in role play activity for describing the various levels of Management and competencies.
3. identify various elements affecting the business environment and conduct SWOT analysis for the company identified.
4. participate in simulation activity wherein each learner is asked to prepare strategic plans with respect to increasing the effectiveness.
5. present a role play on bounded rationality or on any aspect of decision making.
6. create a simulation exercise in class to demonstrate various types of authority, delegation, and decentralization of authority.
7. using Maslow's Need-Hierarchy Theory, analyse various needs and prepare a report.
8. demonstrate various types of Leadership Styles in the form of Role Play by identifying real life leaders from the corporate world.

Suggested Readings

- Basu, C. (2007), *Business Organisation and Management*. McGraw Hill Education.
- Chhabra, T. N. (2022) *Business Organisation and Management*. Sun India Publications. New Delhi.
- Drucker, P. F. (2006) *The Practice of Management*. New York: Harper & Row.
- Kaul, V. K. (2012) *Business Organisation Management*. Pearson Education.
- Koontz, H., & Weihrich, H. (2015) *Essentials of Management: An International and Leadership Perspective*. Paperback.
- Singh, B. P., & Singh, A. K. (2002) *Essentials of Management*. New Delhi. Excel Books Pvt. Ltd.

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BA (VS) MATERIALS MANAGEMENT

DISCIPLINE SPECIFIC CORE COURSE -2.3 (DSC-2.3) –:

Macroeconomics

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 DSC-2.3	4	3	1	0	Pass in class XII	Nil

Course Objectives:

This course introduces students to the basic concepts in Macroeconomics beginning with the definition and measurement of the macroeconomic variables. It describes how the macro system operates and how and why the economy grows and fluctuates over time based on the decisions made, in the aggregate, by consumers, businesses, governments as well as global factors. As the world is shifting towards a global economy, the study of Macroeconomics helps the students to understand the overall macroeconomic environment under which one has to take economic decisions. This course also introduces the students to the macroeconomic environment which affects materials management.

Course Learning Outcomes: After completion of the course, learners will be able to:

1. Acquire knowledge on various macroeconomic concepts
2. Explain the measurement of various macroeconomic aggregates like national income, consumption, saving, investment, inflation and exchange rate and how these aggregates affect retail business decision making.
3. Understand the role of inflation and inflationary expectations in economic decisions.
4. Analyze goods market and money market interactions influencing the businesses and overall macroeconomic environment.
5. Evaluate the firm's decisions on employment and investment and its' influence in macroeconomy

Unit-I

09 hours

Introduction: Basic concepts and issues of Macroeconomics. Circular flow of income. National Income Accounting: Concepts of GDP and National Income; measurement of national income and related aggregates; nominal and real income; limitations of the GDP concept.

Lipsey & Chrystal Chapters 15,16

Case & Fair Chapters 20, 21

Unit-II

09 hours

Determination of GDP: consumption and saving functions, investment function, equilibrium GDP; concepts of MPS, APS, MPC, APC; Concept of multiplier, fiscal and monetary policies.

Lipsey & Chrystal Chapter 16

Case & Fair Chapters 23,24

Unit-III

09 hours

Good & services market and Money market: Derivations of the IS and LM functions; effects of fiscal and monetary policies on equilibrium income. Derivation of Aggregate Demand.

Lipsey & Chrystal Chapters 21 appendix on page 499-504

Case & Fair Chapters 26,27

Unit-IV

09 hours

The labour market: wage determination, employment.

Aggregate supply curves; interaction of aggregate demand and supply to determine equilibrium output, price level and employment.

Case & Fair Chapters 28 (pages 559-567), 29 (pages 581-586)

Unit-V

09 hours

Firms Behaviour in the Macroeconomy: Investment and Employment decisions, Productivity and the Business cycle.

Balance of payments and exchange rate: Meaning, factors, current account, capital account, determination of exchange rate.

Case & Fair Chapters 31 (pages 624-631), 34 (pages 670-671), 35 (pages 687-691)

Exercises:

The learners are required to:

1. Discuss the highlights of the 'economic survey' and annual budget by GOI in the classroom.
2. Conduct classroom discussions on how the recent macroeconomic events both at national and international levels are affecting retail businesses.
3. Make group presentations inviting different ideas on how government rules and regulations and policies with respect to taxation and subsidies can have both positive and negative impact on retail business.
4. conduct classroom discussions on role of inflation and inflationary expectations in the decision making of retail businesses.
5. conduct a group project and enquire into the wage and employment determining mechanism in any retail business.

Suggested Readings:

1. Case, Karl E. & Ray C. Fair, 2012 Principles of Economics, Pearson Education, Inc.,
2. Lipsey, R. and Alec Chrystal, 2011 Economics, Oxford University Press, Twelfth Edition,
3. Bo Sodersten and Geoffrey Reed, International Economics (1994), Red Globe Press London.

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BA (VS) SMALL AND MEDIUM ENTERPRISES

DISCIPLINE SPECIFIC CORE COURSE -2.1 (DSC-2.1) –: MSMEs 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		
MSMEs Policy Framework (DSC - 2.1)	4	3	1	0	Pass in class XII	NIL

This course is designed to make students understand the policies which were initiated with respect to MSMEs and their growth. Students will be able to understand the importance of professionalism in MSMEs operations. It will give an overview of taxation benefits available to MSMEs and how the MSMEs can survive in the competitive era and will also enable students to become successful entrepreneur.

Learning Objectives: The objectives of the paper are to:

1. Make the students understand pre and post liberalization industrial policies for MSMEs.
2. Learn the rationale for reservation of items for MSMEs.
3. Make the students understand the role, functions and objectives of Ministry of MSME.
4. Enable the students to understand the different tax concessions and benefits provided by governments from time to time which help MSMEs to establish themselves more strongly.
5. Know the measures taken by the government for export promotion with respect to MSMEs.

Learning Outcomes: After completion of the course, learners will be able to:

1. Analyse the pre and post liberalization industrial policies for MSMEs.
2. Assess the rationale for reservation of items for MSMEs.
3. Evaluate the role, functions and objectives of Ministry of MSME.
4. Suggest and avail the different tax concessions and benefits provided by governments from time to time which help MSMEs to establish themselves more strongly.
5. Evaluate and implement the measures taken by the government for export promotion with respect to MSMEs.

SYLLABUS OF DSC-2.1

UNIT 1: Introduction

09 Hours

Pre and post liberalization industrial policies for MSMEs, Differences in regulatory measures with respect to MSMEs, Future policy initiatives for MSMEs, Present policy framework and focus areas, Public Private Participation (PPP), Role of MSMEs policy framework in growth and development of Indian economy, Ganguly Committee Report: Purpose, Objectives, findings and recommendations.

UNIT 2: Support Mechanism

09 Hours

Reservation of items for small scale industries, Rationale for reservation of items for SSIs, Reasons for de-reservation, Relationship between de-reservation and employment, Removal of quantity restrictions, Causes and consequences of sickness in MSMEs, Policy measures taken by various governments to prevent sickness in MSMEs, Relationship between MSMEs sickness and lack of professionalism in MSMEs, Financial support to MSMEs in ZED (Zero Defect & Zero Effect Certification Scheme), Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTMSE), Role of “The Make in India and Atmanirbhar Bharat” initiative in the growth of MSMEs.

UNIT 3: Regulatory Framework and Mechanism

09 Hours

Ministry of MSME: Its role, functions and objectives, Concept of equity participation, Equity issues by small enterprises through OTCEI, Role, features and functions of OTCEI in relation to MSMEs, Technology up gradation in small scale Industries, Support of MSMEs on ISO Certification & skills up gradation, Technology Bureau for Small Enterprises (TBSE): Purpose, Functions and role in the growth of MSMEs, Entrepreneurial and Managerial Development of MSMEs through Incubators.

UNIT 4: Taxation Benefits and MSMEs

09 Hours

Need for tax benefits, Concept of tax holiday and its relevance for MSMEs, Udyog Aadhaar, Tax provisions regarding rehabilitation allowances and amortization of certain preliminary expenses, Tax benefits to MSMEs under Section 115BA, 115BAA, 115BAB, 44AD, 44AE and other relevant sections of Income Tax Act, 1961, GST impact on MSMEs, Tax concession and other benefits to MSMEs in rural and backward areas.

UNIT 5: Measures for Export Promotion

09 Hours

Export assistance and promotion measures including various export promotion scheme and assistance, Export Promotion Council: Role, functions and objectives, Duty Drawback Scheme, Rebate of Duties & Taxes on Export Products (RoDTEP Scheme), Advance Authorisation Scheme (AAS), Export Promotion Zones (EPZs), Special Economic Zones (SEZ), Free Trade Zone (FTZ), Duty Exemption & Remission Schemes, Measures for export promotion taken with respect to MSMEs.

Exercises:

The learners are required to:

1. Analyse the contribution of pre and post liberalisation industrial policies for MSMEs in the development of Indian economy by an assignment. (Unit I)
2. Assess how reservation of items for MSMEs have contributed in growth of MSMEs over the years by a report. (Unit II)
3. Critically evaluate the role and functions of Ministry of MSME in their growth over the years by a case study (Unit III)
4. Assess how different tax concessions and benefits helped MSMEs to avoid sickness and face competition by way of project report (Unit IV)
5. Evaluate how the measures taken by Government for Export Promotion have contributed in the growth of MSMEs in the last decade by a case study (Unit V)

Suggested Readings

- Ahmed, J. Ud-din, (2018), Micro, Small & Medium Enterprises (MSMEs) in India - Institutional Framework, Problems and Policies, New Century Publications.
- Garg, K. (2020), Handbook on MSME's, Bharat Publications.
- Hill, Michal A., Inland Durama R. et al (2015), Strategic Entrepreneurship: Creating a New Mindset, Blackwell Publishers, Oxford.
- Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016), Essentials of Entrepreneurship and Small Business Management, Boston, Pearson.
- Shankar, R. (2012), Entrepreneurship Theory and Practice, Tata McGraw Hill
- Singhania, Vinod. K. (2022), Essentials of income Tax, Taxman publications, New Delhi.
- Shukla, M. B. (2020), Entrepreneurship and Small Business Management, Kitab Mahal,

- Yerram, Raju B. (2019), The Story of Indian MSMEs: Despair to Dawn of Hope, Paperback Publications.
- Zenas Block and Ian C Macmillan, (2011) Corporate Venturing, Harvard Business School Press, Boston.

Note:

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**BA (VS) SMALL AND MEDIUM ENTERPRISES
DISCIPLINE SPECIFIC CORE COURSE -2.2 (DSC- 2.2) –:
Institutional Support to MSMEs**

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		
Institutional Support to MSMEs (DSC-2.2)	4	3	1	0	Pass in class XII	NIL

This course will provide the students with the basic knowledge, understanding and functions of the various institutions supporting MSMEs in India. It will equip the students with the knowledge of various resources available in India for starting a successful business.

Learning Objectives: The objectives of this course are to:

1. Make familiar the students with the various institutional support mechanisms available for MSMEs.
2. Make aware of the various educational and training programs provided to entrepreneurs.
3. Learn about the role of financial institutions in providing financial assistance to MSMEs.
4. Know and understand the financial schemes provided by financial institutions to MSMEs.
5. Conversant with the various infrastructure, procurement and marketing support schemes.

Learning Outcomes: After completion of the course, learners will be able to:

1. Explain the various institutional support mechanisms available for MSMEs.
2. Identify the educational and training programs for acquiring the necessary skills and knowledge in starting a business.
3. Develop knowledge and awareness of the role of financial institutions in providing financial assistance to MSMEs.
4. Identify financial schemes provided by financial institutions and will also explain the necessary steps in availing the financial scheme.
5. Develop awareness of infrastructure, procurement and marketing support schemes.

SYLLABUS OF DSC-2.2

Unit 1: Institutional Support Mechanism I

09 Hours

Need and importance of institutional support mechanisms in MSMEs. SSI Board, SIDCO, NSTEDB, National Productivity Council (NPC), Small Industries Service Institutes (SISIs), Technical Consultancy Organisations (TCOs), NABARD, SIDBI.

Unit 2: Institutional Support Mechanism II

09 Hours

DIs, DICs, SFCs, State Industrial Development/Investment Corporations (SIDC/SIICs), State Infrastructure Development Corporations, State Cooperative Banks, Regional Rural Banks, State Export Corporations, Agro Industries Corporations, Handloom and Handicrafts Corporations.

Unit 3: Educational Institutional Support

09 Hours

Need and importance of educational support for MSMEs. Role and programs offered by educational institutions for entrepreneurship: NIESBUD, EDII, IIE, KVIC, NSIC, NIMSME, MGIRI, SISI.

Unit 4: Institutional Financial Support

09 Hours

Need and importance of financial support for MSMEs, Role of RBI in respect of MSMEs, Role of NABARD in relations to MSMEs, Role of NBFCs in relations to MSMEs, Credit and Financial Assistance: PMEGP, PMMY, CGTMSE, CLCSS, CGSSD, Funding schemes for MSME, SMILE, MSME loan in 59 minutes, MSME loans by Banks.

Unit 5: Infrastructure, Procurement and Marketing Support

09 Hours

Infrastructure Support Schemes: SFURTI, ASPIRE, MSE-CDP, Technology Centres, Promotion of MSMEs in NER and Sikkim.

Procurement and Marketing Support: Procurement and Marketing Support Scheme (PMS), Public Procurement Policy, Government e-Marketplace.

Exercises:

The learners are required to:

1. Discuss various Institutional support mechanism available to MSMEs in class and differentiate the purpose of the various schemes. (Unit I & II)
2. Identify the educational and training programs which will benefit and increase the productivity and efficiency of various types of MSMEs. (Unit III)
3. Identify the financial schemes which will be beneficial for MSMEs. (Unit IV)
4. Discuss the various infrastructure, procurement and marketing support made available to MSMEs. (Unit V)
5. Design a business proposal and identify the educational, financial, infrastructural, procurement and marketing support schemes which will benefit a particular business. (Unit III, IV & V)

Suggested Readings:

1. Baxi A., Bhandari N., Purohit S., Lalwani P., & Bhandari P., (2022) MSME Law and Practice, Tax Publishers
2. Garg K., (2022), Handbook on MSMEs (Micro Small and Medium Enterprises, Bharat Law House.
3. Indian Institute of Business and Finance (2022), Micro, Small and Medium Enterprises (MSMEs), Taxmann Publications.
4. Ministry of Micro, Small and Medium Enterprises – MSME Schemes.
5. Ministry of Micro, Small and Medium Enterprises – Skill Development.
6. Ministry of Micro, Small and Medium Enterprises – Marketing Assistance Scheme.

Suggested websites:

1. www.msme.gov.in
2. www.nsic.co.in
3. www.niesbud.nic.in
4. www.ediindia.org
5. www.iie.gov.in
6. www.kviconline.gov.in
7. www.nimsme.org

Note:

1. **The suggested readings will be updated and uploaded on college website from time to time. The latest edition of the readings may be used.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

**BA (VS) SMALL AND MEDIUM ENTERPRISES
DISCIPLINE SPECIFIC CORE COURSE -2.3 (DSC- 2.3) –:
Macroeconomics**

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		
Macro-economics (DSC- 2.3)	4	3	1	0	Pass in class XII	NIL

Course Objectives:

This course introduces students to the basic concepts in Macroeconomics beginning with the definition and measurement of the macroeconomic variables. It describes how the macro system operates and how and why the economy grows and fluctuates over time based on the decisions made, in the aggregate, by consumers, businesses, governments as well as global factors. As the world is shifting towards a global economy, the study of Macroeconomics helps the students to understand the overall macroeconomic environment under which one has to take economic decisions. This course also introduces the students to the macroeconomic environment which influences retail business.

Course Learning Outcomes: After completion of the course, learners will be able to:

1. Acquire knowledge on various macroeconomic concepts
2. Explain the measurement of various macroeconomic aggregates like national income, consumption, saving, investment, inflation and exchange rate and how these aggregates affect retail business decision making.
3. Understand the role of inflation and inflationary expectations in economic decisions.
4. Analyze goods market and money market interactions influencing the businesses and overall macroeconomic environment.
5. Evaluate the firm's decisions on employment and investment and its' influence in macro-economy

SYLLABUS OF DSC-2.3

Unit-I

09 Hours

Introduction: Basic concepts and issues of Macroeconomics. Circular flow of income.
National Income Accounting: Concepts of GDP and National Income; measurement of national income and related aggregates; nominal and real income; limitations of the GDP concept.
Lipsey & Chrystal Chapters 15, 16
Case & Fair Chapters 20, 21

Unit-II

09 Hours

Determination of GDP: consumption and saving functions, investment function, equilibrium GDP;

concepts of MPS, APS, MPC, APC; Concept of multiplier, fiscal and monetary policies.
Lipsey & Chrystal Chapter 16
Case & Fair Chapters 23, 24

Unit-III

09 Hours

Good & services market and Money market: Derivations of the IS and LM functions; effects of fiscal and monetary policies on equilibrium income. Derivation of Aggregate Demand.
Lipsey & Chrystal Chapters 21 appendix on page 499-504
Case & Fair Chapters 26, 27

Unit-IV

09 Hours

The labour market: wage determination, employment. Aggregate supply curves; interaction of aggregate demand and supply to determine equilibrium output, price level and employment.
Case & Fair Chapters 28 (pages 559-567), 29 (pages 581-586)

Unit-V

09 Hours

Firms Behaviour in the Macroeconomy: Investment and Employment decisions, Productivity and the Business cycle, Free Trade and Protection debate in the context of Small and Medium Enterprises, import substitution strategy, Role of Microfinance for promoting small scale industries
Case & Fair Chapter 31 (pages 624-631), Chapter 34 (pages 676-682), Chapter 36 (pages 720-722)

Exercises:

The learners are required to:

1. Discuss the highlights of the 'economic survey' and annual budget by GOI in the classroom.
2. Conduct classroom discussions on how the recent macroeconomic events both at national and international levels are affecting retail businesses.
3. Make group presentations inviting different ideas on how government rules and regulations and policies with respect to taxation and subsidies can have both positive and negative impact on retail business.
4. Conduct classroom discussions on role of inflation and inflationary expectations in the decision making of retail businesses.
5. Conduct a group project and enquire into the wage and employment determining mechanism in any retail business.

Suggested Readings:

1. Case, Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 10th edition, 2012
2. Lipsey, R. and Alec Chrystal, Economics, Oxford University Press, Twelfth Edition, 2011
3. Bo Sodersten and Geoffrey Reed, International Economics (1994), Red Globe Press
4. London.

Note:

1. **The suggested readings will be updated and uploaded on college website from time to time. The latest edition of the readings may be used.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) MARKETING MANAGEMENT AND RETAIL BUSINESS

(DSC-2.1) –:Marketing Management-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		
Marketing Management-II DSC-2.1	4	3	1	0	Pass in class XII	NIL

Learning Objectives

To provide the basic knowledge of different concepts of marketing and educate students about recent developments in marketing such as digital marketing, service marketing, direct marketing, social marketing etc. and role of internet in marketing problems in service marketing.

Learning Outcomes

Learning outcomes of the course will be as follows

1. To prepare comparative analysis of traditional and modern marketing techniques.
2. To analyze the marketing decisions involving product mix, product planning and development, product life cycle and pricing strategies.
3. To discuss the concept of distribution channels, factors affecting these channels and various elements of promotion mix.
4. To analyze the role of internet in marketing problems in service marketing.

SYLLABUS OF DSC 2.1:

UNIT- I: Introduction

(09 hours)

Marketing Management: Concept, Philosophy & Process, Traditional Vs. Modern Marketing, Marketing Concept vs. Selling Concept Modern marketingconcept of Global marketing, Marketing ethics – Meaning and concepts, Career opportunities in marketing, social responsibility in Marketing

Unit II: Product and Price

(15 hours)

Product – Meaning - product quality - product design - product features Types of products; Product mix decision- Product line, product addition & deletion, Product planning and

development; **Pricing** - Meaning and importance of pricing; Factors affecting price of a product/service; Methods of pricing

UNIT- III: Place and Promotion

(12 hours)

Place – Distribution Channels - concept, meaning role and importance - Types of distribution channels; Factor affecting choice of a distribution channel and Physical distribution of goods choice of a distribution channel **Promotion**– Meaning, importance, Elements of promotion mix – Advertising, publicity, personal selling and salesmanship, public relations Selling process.

UNIT-IV: Recent Developments in Marketing

(09 hours)

Digital Marketing /Virtual Marketing, Service Marketing, Direct Marketing, Social Marketing and Green Marketing Network marketing, Role of Internet in marketing Problems in service marketing

Case Study: Relevant case study should be discussed with the students.

Exercises:

The learners are required to:

1. prepare a comparative analysis report on traditional and modern marketing techniques used in a managerial structure (Unit 1).
2. analyse different modes of pricing strategies applied in selective product category in marketing management (Unit2).
3. discuss a marketing mix strategy for promoting electric cars in India and with reasons and present the same. (Unit 3)
4. make personal interviews on various elements of promotion mix to identify which mode is more effective in capturing market (Unit 3).
5. use the digital marketing in maintaining class room activities and challenge face by them in implementing the same. (Unit 4)

Suggested Readings:

1. Kotler, P., (2021), *Marketing Management*, Englewood Cliffs, Prentice Hall Inc., New Jersey.
2. Govindarajan, M., (2019), *Marketing Management*, PHL Learning Pvt. Ltd., New Delhi.
3. Pride W. M., and Ferrell O.C., (2019), *Marketing: Planning, Implementation and Control*,
4. Cengage Learning India Ltd., New Delhi.Stanton W.J., Etzel M. J. and Walker B. J., (2020),*Fundamentals of Marketing*,McGrawHill, New Delhi.\
5. Khan M. A., (2021), *Marketing Management*, Wisdom Publication, Delhi.

Note: Suggested readings will be updated and uploaded on college website from time to time

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

B.A. (VS) MARKETING MANAGEMENT AND RETAIL BUSINESS

DSC-2.2 - Retail 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		
Retail Management DSC-2.2	4	3	1	0	Pass in class XII	NIL

Learning Objectives

The paper aims to provide a comprehensive understanding of the theoretical and applied aspects of Retail Management and enable student about buying process, retail market strategy and target market.

Learning Outcomes

Learning outcomes of the course will be as follows

1. To explain the concept of retailing and its formats.
2. To discuss the structural changes in retail environment and the dynamics of retail store location.
3. To analyse the conceptualized framework and analyse the retail planning and logistics.
4. To acquire the knowledge about the emerging issues in retailing.

SYLLABUS OF DSC 2.2

Unit 1 Introduction:

(09 hours)

Concept objective and functions of Retail Environment; Types of Retailing Formats: Super Market, Hyper Market, Departmental Stores, Convenience Stores, and Catalogue Retailers. Non-Stores Retailing: Vending Machine, Door to Door selling, Mail Order, and E-Retailing; Credit Card Transaction, Smart Card and E-Payment. Managing retailing in the different atmosphere - growth, boom, depression & recession; Govt. macroeconomics policy in the retail industry

Unit 2 Structural change:

(12 hours)

Types of changes in the retail environment - Socio demographic change, Technology and economic change, socio-economic changes, Impact of changes on the retail industry. Retail Location: Choosing a Store Location: Trading-Area analysis, characteristics of trading areas, Site

selection, Types of locations, and site evaluation; SWOT analyses of the retail sector, shopping at World Stores, The Internationalization Process and Culture.

Unit 3 Store Planning and Logistics: (15 hours)

Store Planning: Design & Layout, Retail Image Mix, effective retail space management, floor space management; Store Manager –Responsibilities, Inventory Management, Customer Service, Management of Retail Outlet/Store, Store Maintenance, and Store Security; Logistics and Distribution: Shipping the Goods to Market: The Distribution Process, The stages of distribution; Trends in supply chain management, Physical Distribution and Inventory Management, Warehouse Management.

Unit 4 Contemporary issues in retailing: (09 hours)

Contemporary issues in retailing, Making People Matter: Retail Employment, Planning the Workforce, Management and Organizational Culture, Personnel Management and Administration, Health and Safety; a review of Retailing: Cultural Transformation and Retailing, New Approaches in Retailing, Emerging Themes and Niches, Building for the future: Learning from the past.

Exercises:

The learners are required to:

1. explain an analytical report on the use of vending machines in a retail format of your choice (Unit 1).
2. design the retail business plan analysis of any retail store (Unit 2).
3. study the layout, display and logistics of any store-based retail format (Unit3).
4. perform role play as customer and retailer with respect to different product categories to effectively demonstrate the ability to close the sale (Unit 4).
5. conduct personal interviews of the sales staff in a retail store to identify what motivates them more- monetary or non-monetary incentives (Unit 4).

Case Study: Relevant case study should be discussed with the students.

Suggested Readings:

1. Newman A and Cullen P, (2001), *Retailing: Environment and Operations*, Cengage learning, Andover, UK
2. Bajaj C., Tulsi and R, Shrivastava N.V. (2010) *Retail Management*, Oxford University Press.
3. Barry B., & Evance J.R, (2006), “*Retail Management*” Prentice Hall India.
4. Gibson G. And Vedamani, (2004), *Retail Management*, Jaico Publishing House, Bengaluru.
5. Pradhan, S., (2007), “*Retailing Management- Text and Cases*” Tata McGraw-Hill New Delhi

Note: Suggested readings will be updated and uploaded on college website from time to time

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

B.A. (VS) MARKETING MANAGEMENT AND RETAIL BUSINESS

MACROECONOMICS - 2.3 (DSC-2.3) –:

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 DSC-2.3	4	3	1	0	Pass in class XII	Nil

Learning Objectives:

This course introduces students to the basic concepts in Macroeconomics beginning with the definition and measurement of the macroeconomic variables. It describes how the macro system operates and how and why the economy grows and fluctuates over time based on the decisions made, in the aggregate, by consumers, businesses, governments as well as global factors. As the world is shifting towards a global economy, the study of Macroeconomics helps the students to understand the overall macroeconomic environment under which one has to take economic decisions. This course also introduces the students to the macroeconomic environment which influences retail business.

Learning Outcomes

Learning outcomes of the course will be as follows

Students will understand various macroeconomic phenomena that they come across at local, national and global levels regularly. This will enable them to understand labour market scenarios based on present trend and government policies. This will give added advantage to students as retailer since they can take informed decisions.

SYLLABUS OF DSC 2.3

Unit-I

(09 hours)

Introduction: Basic concepts and issues of Macroeconomics. Circular flow of income, National Income Accounting: Concepts of GDP and National Income; measurement of national income and related aggregates; nominal and real income; limitations of the GDP concept.

Lipsey & Chrystal Chapters 15,16

Case & Fair Chapters 20, 21

Unit-II

(09 hours)

Determination of GDP: consumption and saving functions, investment function, equilibrium GDP; concepts of MPS, APS, MPC, APC; Concept of multiplier, fiscal and monetary policies.

Lipsey & Chrystal Chapter 16

Case & Fair Chapters 23,24

Unit-III

(09 hours)

Good & services market and Money market: Derivations of the IS and LM functions; effects of fiscal and monetary policies on equilibrium income. Derivation of Aggregate Demand

Lipsey & Chrystal Chapters 21 appendix on page 499-504

Case & Fair Chapters 26,27

Unit-IV

(09 hours)

The labour market: wage determination, employment.

Aggregate supply curves; interaction of aggregate demand and supply to determine equilibrium output, price level and employment

Case & Fair Chapters 28 (pages 559-567), 29 (pages 581-586)

Unit-V

(09 hours)

Inflation, Role of Inflationary Expectations, Aggregate Demand and Aggregate supply: Inflation, causes of inflation, demand-pull inflation, cost-pull inflation.

Economic gains from trade, absolute advantage, comparative advantage. Balance of payments and exchange rate: Meaning, factors, current account, capital account, determination of exchange rate.

Case & Fair Chapters 28 (pages 567-570), 34 (pages 663-671), 35 (pages 687-691)

Suggested Readings:

1. Case, Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 10th edition, 2012
 2. Lipsey, R. and Alec Chrystal, Economics, Oxford University Press, Twelfth Edition, 2011
- Note: Suggested readings will be updated and uploaded on college website from time to time***

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

B.A. (VS) TOURISM MANAGEMENT
DSC-2.1 - TOUR GUIDING AND ESCORTING

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		
TOUR GUIDING AND ESCORTING (DSC- 2.1)	4	3	1	0	Pass in class XII	NIL

Learning Objective:

This course provides students with extensive knowledge of techniques and best practices for guiding and accompanying domestic and international travelers. This course covers a basic knowledge of tour management and travel business principles. This course also teaches students about actual activities related to travel packaging, such as itinerary planning and travel expenses for creating package tours.

Learning Outcome:

After completing this course, the learners would be able to:

1. Explain the roles, duties and skills of a tour guides and escorts.
2. Describe the various procedures and techniques involved in guiding in different situations and sites.
3. Demonstrate with the responsibilities and dynamics in tour escorting, explain the pros and cons of tour escorting, in-depth and practical knowledge about the tour escorting and guiding through exposure to various case studies.
4. Discuss and implement various skills such as reading, research, communication and leadership for conducting successful tour, planning and organizing of tours.

SYLLABUS OF DSE-2.1

Unit – I

11 Hours

Basics of Tour Guiding: Meaning, Definition and Role of a Guide in Tourism, Types of Guides, Characteristics of Tour guide, Skills required to become a tour guide, Procedure of registration / approval of Guides.

Unit – II

11 Hours

Guiding Techniques: Understanding the dynamics of tour guiding, Duties and Responsibilities of guide pre, post and during tour, guiding at natural, cultural, and historical sites. Handling emergency situation.

Unit – III

11 Hours

Introduction to Tour Escorting: - Personal hygiene and grooming, responsibilities of Escort - pre, post and during tour responsibilities, difference between guide & escort, advantages, and disadvantages of choosing tour escorting as a profession.

Unit – IV

12 Hours

Group Handling Techniques: Leading a group, check list, Group control and Setting Limits, Problem solving skills - lost Baggage, medical assistance, lost of tourist, Tips to keep group happy; Ethical and professional considerations.

Practical Exercises

The learners are required to:

1. Explain relevant concepts of tour guiding and escorting by way of Class presentation.
2. Demonstrate and discuss different skills, concept and function using Focused group discussion.
3. Assess the understanding of theory and practical by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz).

4. Demonstrate the tour guiding/escorting skills at a monument or a National Park or a museum.

Suggested Readings:

- Chowdhary, N. (2013). *Handbook for Tour Guides*. IITTM. India.
- E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>Select-P-09>.
- Lichty, T., & Watson, J. (1998). *The Official America Online Tour Guide*. USA: Coriolis.
- Pond, K. L. (1993). *The Professional Guide: Dynamics of Tour Guiding*. New York: Van Nostrand Reinhold Company.
- Weiler, B., & Black, R. (2014). *Tour Guiding Research: Insights, Issues and Implications*. Bristol. Channel View Publications.
- Marc, M.(2000). *Conducting Tours*. U.S.A. Cengage Learning.
- Syrratt, G.(2003). *Manual of Travel Agency*. Oxford:UK. Butterworth-Heinemann Ltd.

Note:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) TOURISM MANAGEMENT

DSC-2.2 – : ENTREPRENEURSHIP & NEW VENTURE PLANNING

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 & NEW VENTURE PLANNING (DSC- 2.2)	4	3	1	0	Pass in class XII	NIL

Learning Objective

This course aims at instituting entrepreneurial skills in the students by giving an overview of entrepreneurship and the competencies that are needed to become an entrepreneur. To enable students to explore and launch entrepreneurial ventures in their own areas of interest.

Learning Outcomes

After completion of the course, learners will be able to:

1. discern distinct entrepreneurial traits.
2. process and nature of entrepreneurship.
3. identify the different ways in which entrepreneur manifests in start-ups
4. describe the entrepreneurial process for initiating new venture creation.
5. design strategies for the successful implementation of innovative ideas of new ventures.

SYLLABUS OF DSE-2.2

Unit 1: Introduction

09 Hours

Concept and Definitions Entrepreneurship, Entrepreneurial Mind-set, Traits/Qualities of Entrepreneurs, Entrepreneurship process; Theories of entrepreneurship; Factors affecting the emergence of entrepreneurship; Role of an entrepreneur in economic growth as an innovator; Generation of employment opportunities; complementing and supplementing economic growth; Bringing about social stability and balanced regional development of industries.

Unit 2: Types of Entrepreneurs

09 Hours

Classification and Types of Entrepreneurs; Women Entrepreneurs; Social Entrepreneurship; Corporate Entrepreneurs, Family Business: Concept, structure, and kinds of family firms; Culture and evolution of family firm; Managing Business.

Unit 3: Business plan

09 Hours

Creating Entrepreneurial Venture: Generating Business ideas, Team building, Sources of Innovation, Creativity, and Entrepreneurship; Challenges in managing innovation; Entrepreneurial strategy and Scaling up, Business planning process; Drawing business plans; Failure of the business plan.

Unit 4: Mobilizing Resources

09 Hours

Resource Mobilization for entrepreneurship: Resources mobilization, types of resources, Process of resource mobilization, Arrangement of funds; writing a Funding Proposal, Traditional sources of financing, Venture capital, Angel investors, Business Incubators.

Unit 5: Managerial Aspects of Business and Government Initiatives

09 Hours

Managing finance; Understanding capital structure; organisation structure and management of human resources of a new enterprise; Marketing-mix; Management of cash; Relationship management; Cost management, Government initiatives for promoting entrepreneurship.

Practical Exercises:

The learners are required to:

1. discuss various cases of entrepreneurship and distinguish between different entrepreneurial traits.
2. prepare a business plan for a start-up venture in a rural setting after analyzing the various facets of the rural economy.
3. analyse and present the key initiatives of the Government of India for promoting entrepreneurship in the country.
4. analyse and interpret case study on business philosophy of Tata Group, Aditya Birla Group, Reliance Industries Limited, and similar organisations.
5. participate in Business Plan Competition-designing a business plan proposal and identifying alternative sources of raising finance for the start-ups.

Suggested Readings:

- Barringer, B.R. and R. Duane Ireland, Entrepreneurship, (latest edition) Pearson Prentice Hall
- Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
- Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill
- Kuratko, D.F., and Rao, T. V., Entrepreneurship: A South-Asian Perspective, (latest edition) Cengage
- M.B. Shukla. Entrepreneurship and Small Business Management: Kitab Mahal Publishers
- Nicholls, A. (Ed.). (2006). Social entrepreneurship new models of sustainable social change. Oxford University Press.
- R.D. Hishrich., Peters, M., Entrepreneurship: Irwin, (latest edition)
- Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston: Pearson
- Shankar, R., Entrepreneurship Theory and Practice, (latest edition) Tata McGraw Hill

Note:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) TOURISM MANAGEMENT

DSC-2.3 – : DESTINATION IN TOURISM: CITIES, ROUTES, AND HERITAGE

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		
DESTINATION IN TOURISM: CITIES, ROUTES, AND HERITAGE (DSC- 2.3)	4	3	1	0	Pass in class XII	NIL

Learning Objective:

This paper intends to introduce students of vocational courses to the process of city making, the emergence of trade routes and establishment of the popular destinations in India, from ancient to contemporary times. Upon completion of this course, students will be equipped to implement the conceptual tools and case studies to further their professional and educational goals. This paper will impart a holistic understanding of urbanism in India and will provide students with vocational courses like Tourism to identify new destinations, places to visit and attractions in their professional work. To students in general, the course will be informative and helpful in expanding their general knowledge or understanding of Indian cities. Finally, students will be able to locate their own experience of living in urban centres in the more extensive timeline of urbanization.

Learning Outcomes:

Upon completion of this course the student shall be able to:

1. Discuss urban centres and their types as well as urban centres as a destination.
2. Explain urban centres in ancient India, trade routes and their importance.
3. Analyze processes of urbanization in Medieval India.

4. Discuss rise of modern cities - Colonial Urbanism: Factory & Fortress towns, Presidencies, Hill-stations, Port Towns and Planned Cities, Urbanization in successor and princely states.

SYLLABUS OF DSE-2.3

Unit 1- Introduction to Urban Centres, Routes and Destinations

11 Hours

Definition and Concepts: Cities as centres; Routes, Circulation and Communication; Role of Surplus, Types of Urban Centres: Religious centres, Commercial centres (guild system), Political capitals and Pilgrimage towns, Urban centres as the Destination, Attractions and places of leisure, Significance of Traveller's account: Megasthenes, Fa-Hien, Hiuen Tsang, Ibn Batuta, Marco Polo, Manucci, Tavernier etc.

Unit 2- Urban Centres in Ancient India

11 Hours

Nature of Harappan Towns and Cities. - Second Phase of Urbanization: Emergence of Urban centres and trade routes in the Gangetic plain, Deccan and Tamilakam, Rise of administrative, trade and religious centres: A case study of Taxila, Kausambi, Patliputra, Mathura or Ujjain, Kondapur, Arikamedu, Kanchipuram etc.

Unit 3- Urban Centres in Medieval India

12 Hours

Delhi sultanate and its urban centres: Metropolitan towns (Delhi and Qannauj), Planned cities (Deogir/Daulatabad), Garrison Towns (Ucch and Multan), Qasbahs, Sarais and Khanqahs, Regional cities and Temple Towns: Ahmadabad, Jaunpur and Kanchipuram, Vijayanagar Kingdom: Case study of Hampi. - Mughals: Capital cities (Agra, Fatehpur Sikri and Shahjahanabad), Sacred City Centres (Ajmer and Benaras) and Port towns (Surat and Musalipatnam).

Unit 4- Urban Centres in Modern India

11 Hours

Colonial encounter: Rise of modern cities, the impact of the European Industrial Revolution on India, Mercantilism and Migration, Colonial Urbanism: Factory & Fortress towns, Presidencies, Hill-stations, Port Towns and Planned Cities, Urbanization in successor and princely states: Jaipur, Lucknow and Hyderabad, Cities of Colonial India: Mumbai, Chennai, Kolkata and New Delhi,

The emergence Of New Urban centres in Post- Colonial India: Case studies of Chandigarh and Bengaluru.

Practical Exercises:

1. Interactive sessions through group discussions or group presentations shall be used to enable learning of Urban Centres, Routes and Destinations, Urban Centres in Ancient India, Urban Centres in Medieval India and Urban Centres in Modern India as well as to facilitate revision of issues outlined in the lectures.
2. Supporting audio-visual aids like documentaries and power point presentations, and an appropriate field-visit will be used where necessary.
3. Assess the understanding of theory and practical by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz).

Essential Readings:

- Mumford, L., (1961) *The City in History* (New York: Harcourt, Brace and World).
- Sjoberg, Gideon. "The preindustrial city." *American Journal of Sociology* 60.5 (1955): 438-445.
- Childe, V. Gordon. "The urban revolution." *The town planning review* 21.1 (1950): 3-17.
- Farooqui, Amar (2012). *Early Social Formations*. Manak Publication.
- Menon, A.G.K (2007) *The Complexity of Indian Urbanism*. *Seminar*.
- Ramachandran, R., 1989. *Urbanization and Urban Systems in India*, OUP, Delhi.
- Mishra, R. P., 1998.
- Chattopadhyaya, B., (2003) 'The City in Early India: Perspectives from Texts', in B. Chattopadhyaya, *Studying Early India: Archaeology, Texts, and Historical Issues* (Delhi: Permanent Black), pp. 105-34
- Sharma, R. S., (1974) 'Iron and Urbanisation in the Ganga Basin', *Indian Historical Review*, Volume 1, Number 1, pp. 98-103.
- Kaul, S., (2010) *Imagining the Urban: Sanskrit and the City in Early India* (Delhi: Permanent Black).

- Singh, Upinder. *A History of ancient and early medieval india: from the stone age to the 12th century (PB)*. Pearson Education India, 2009.
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Note:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**



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