

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

GENERIC ELECTIVES (GE-1): PRINCIPLES OF ECONOMICS

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Principles of Economics (GEC 1)	4	3	1	0	Enrolled in regular UG at DU	None

Learning Objectives

This course aims to offer basic understanding of the principles of economics. Specifically, this course intends to expose the student to the basic principles and concepts in Microeconomics and in Macroeconomics. In this course the students are introduced to the problem of scarcity and choice, demand and supply, elasticity, basic consumer theory, production and costs, definition, measurement of the macroeconomic variables -- GDP, consumption, savings, investment, money and credit etc.

Learning outcomes

By studying this course, students will be able to:

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

SYLLABUS OF GEC-1**Unit 1: Introduction****(8 hours)**

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

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

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

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

Unit 2: Consumer Theory (12 hours)

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

Unit 3: Production and Costs (12 hours)

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

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

Unit 4: Introduction to Macroeconomics (8 hours)

What is macroeconomics? Macroeconomic issues in an economy.

Unit 5: National Income Accounting (8 hours)

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

Unit 6: Determination of GDP (8 hours)

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

Unit 7: Money and Credit (4 hours)

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

Essential/recommended readings

1. Case, K.E., Fair, R. C., and Oster, S. E. (2017). Principles of Economics (12th Ed.). Pearson.
2. Dornbusch, R., Fischer, S. and Startz. R. Macroeconomics (11th Edition). McGraw-Hill.
3. Mankiw, N.G. (2021). Principles of Economics, (9th Edition). Cengage Learning.
4. Acemoglu, D., Laibson, D., List J.A. (2016), Economics, Pearson

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

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Legal Environment of Business (GEC 3)	4	3	1	0	Enrolled in regular UG at DU	None

Learning Objectives

The course intends to familiarize the student with the legal environment which govern business for its efficient conduct and to apply them in real life situations. The purpose is to widen their scope of knowledge by appreciating the different branches of law covering some important legislations from Indian Contract Act, Companies Act, LLP Act, Consumer Protection Act, Sale of Goods Act and IT Act including the relevant cases and amendments.

Learning outcomes

By studying this course, students will be able to:

- To understand the basic rules and provisions of Contract and Agreements.
- To know the provisions to Formation and functioning of company and LLP.

- To understand the significance and role of law of sale of goods act
- To have in- depth knowledge of Information Technology Act And legal framework of right to Privacy, Data Security and Data Protection.
- Apply the law correctly to different facts and in different contexts

SYLLABUS OF GEC-3

Unit 1: Indian Contract Act (16 hours)

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

Unit 2: Companies Act (16 hours)

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

Unit 3: Sale of Goods Act and Consumer Protection Act (16 hours)

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

Unit 4: Limited Liability Partnership Act and IT Act (12 hours)

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

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

Essential/recommended readings

1. Bansal, V & Arora, A. Corporate Laws. Vikas Publishing, House (P) Ltd. New Delhi.
2. Kuchhal M.C & Vivek K. Business Legislation for Management. VIKAS Publishing House (P) Ltd.

3. Kumar, A. Corporate Laws. International Book House (P) Ltd.
4. Bare Acts relating to the laws.

Suggestive readings

1. Chadha, R., Chadha, S. Corporate Laws. Mayur Paperbacks. New Delhi.
2. Maheshwari & Maheshwari. Business Law. National Publishing House. New Delhi.
3. Singh, Avtar. The Principles of Mercantile Law. Eastern Book Company. Lucknow.
4. Tulsian, P.C. Business Law. Tata McGraw Hill. New Delhi.

GENERIC ELECTIVES (GE-5) : QUANTITATIVE TECHNIQUES IN MANAGEMENT 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		
Quantitative Techniques in Management (GEC 5)	4	3	1	0	Enrolled in regular UG at DU	None

Learning Objectives

To apprise students with the construction of mathematical models for managerial decision making. The emphasis is on understanding the concepts, formulation and interpretation of linear programming methods and its application in diverse problems. An introduction to game theory and network analysis forms part of the course.

Learning outcomes

By studying this course, students will be able to:

- Identify and develop operational research models from the verbal description of the real system.
- Understand the mathematical tools that are needed to solve optimization problems.

- Develop critical thinking and use PERT and CPM techniques to improve decision making.

SYLLABUS OF GEC-5

UNIT – I: Introduction - Operations Research, Linear Programming (20 hours)

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

UNIT – II: Transportation and Assignment Problem (16 hours)

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

UNIT – III: Network Analysis (12 hours)

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

UNIT – IV: Decision Theory (12 hours)

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

Essential/recommended readings

1. Vohra, N.D., Quantitative Techniques in Management (5th ed.). Tata McGraw Hill
2. Swarup, K., Gupta, P.K. and Mohan, Man, Introduction to Management Science Operations Research (19th ed.). Sultan Chand & Sons.
3. Sharma, J.K., Operations Research: Theory and Applications (6th ed.). Trinity.
4. Taha, H.A., Operations Research: An Introduction (9th ed.). Pearson.

GENERIC ELECTIVES (GE-7) : ECONOMICS OF STARTUPS

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Economics of Startups (GEC 7)	4	3	1	0	Enrolled in regular UG at DU	None

Learning Objectives

To give an overview of startups and its types that would help students to understand basics of starting up new ventures. The challenges they could face while starting up with new business. To enable students to explore, launch entrepreneurial ventures in their own areas of interest.

Learning outcomes

By studying this course, students will be able to:

- Understand the process and working of a startup.
- Identify the different ways in which entrepreneurs manifest in start-ups.
- Know how to create one's own business venture and the various factors that influence successful set-up and sustainable operations.
- Explore the funding and other institutions supporting small business units.

SYLLABUS OF GEC-7

UNIT – I: Startup, Generation & Experimentation (12 hours)

Concept of Startup, Role of digital technologies, Startup ecosystems, the startup movement in India; Generating a value proposition, how valuable are new ideas, Design thinking principles; Experimenting with the prototype, Introduction to lean start-ups, Lean startup principles, Learning and failing fast.

UNIT – II: Building the Business Plan (20 hours)

Beginning Considerations: Building a competitive advantage. The strategic management processes. Conducting a feasibility analysis. Forms of Business ownership. Franchising and entrepreneurship. Buying an existing business, marketing and financial considerations: Building a powerful marketing plan. E-commerce and Entrepreneur.

Pricing strategies. Creating a successful financial plan. Choosing the right location and layout.

UNIT – III: Crafting business models and Lean Start-ups (16 hours)

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

UNIT – IV: Institutions Supporting Small Business Enterprises and Ethics (12 hours)

Central level institutions. State level institutions. Other agencies. Industry Associations. Class exercise- discussions on current government schemes supporting entrepreneurship and finding out which scheme will most suit the business plan devised by the student. Importance of Ethical Entrepreneurship, value of ethics to an entrepreneur.

Essential/recommended readings

1. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston. Pearson Publications.
2. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A., Entrepreneurship, Tata McGraw Hill.
3. Shukla, M.B., Entrepreneurship and Small Business Management. Kitab Mahal Publishers.

Suggestive readings

1. Hisrich, R.D. and Peters, M. Entrepreneurship. Irwin Publications.
2. Barringer, B.R. and Ireland, R. Duane. Entrepreneurship: Successfully launching new ventures. (6th Edition) Pearson
3. Kuratko, D.F., and Rao, T.V., Entrepreneurship: A South-Asian Perspective. Cengage Publications.
4. Shankar, R., Entrepreneurship: Theory and Practice. Tata McGraw Hill.
5. Kathleen, R Allen. Launching New Ventures: An Entrepreneurial Approach. Cengage Learning.
6. Fisher, Steve and Duane, Ja-Nae. The Startup Equation - A Visual Guidebook for Building Your Startup. Mc Graw Hill Education India Pvt. Ltd.

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

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Income Tax Law and Practice (DSE 1)	4	3	1	0	First year of BA(H) Bus. Eco.	None

Learning Objectives

The course aims at providing basic knowledge of the principles and provisions of Income-tax Act, 1961 and their application in the calculation of taxable income and tax liability.

Learning outcomes

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

- To Understand the Process of determination of taxable income
- To apply the deductions to taxable income as per the latest provisions of Income-tax Act, 1961
- To Acquire the skill of Filling Basic Returns of Income Tax

SYLLABUS OF DSE-1

Unit 1: Introductory Concepts

(4 hours)

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

Unit 2: Computation for “Salaries” and “Income from House Property” (20 hours)

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

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

Unit 3: Computation for ‘Profits and Gains of Business or Profession’, ‘Capital Gains’ and ‘Income from other sources’

(20 hours)

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

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

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

Unit 4: Computation of Total Income and Tax Liability (16 hours)

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

Essential/recommended readings

1. Ahuja, G. and Gupta, R. Simplified Approach to Income Tax. Flair Publications (P) Ltd.
2. Singhania, V.K. and Singhania, M. Students Guide to Income Tax. Taxmann Publications (P) Ltd.

Software to be used for teaching are:

1. 'Excel Utility' available at incometaxindiaefiling.gov.in
2. Vinod Kumar Singhania, e-filing of Income Tax Returns and Computation of Tax Taxmann Publication (P) Ltd, New Delhi. (Latest version)

DISCIPLINE SPECIFIC ELECTIVE COURSE 2 (DSE-3): ENTREPRENEURSHIP

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Entrepreneurship (DSE 3)	4	3	1	0	First year of B.A.(H) Bus. Eco.	None

Learning Objectives

To develop entrepreneurial mind set and capabilities among students for self-employment and creation of employment opportunities for others by seizing a business idea, creating an organization and sustaining and scaling up the business.

Learning outcomes

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

- To develop critical thinking, problem solving skills and entrepreneurial mind-set in students.
- To enhance the understanding of the entrepreneurial process from idea generation, to concept development and creation of the venture.
- To enable the understanding of the business models, legal aspects of enterprise and writing a business plan.
- To apprise students with ways to finance and scale up the business.

SYLLABUS OF DSE-2

Unit 1: Introduction to Entrepreneurship (12 hours)

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

Unit 2: Launching Entrepreneurial Venture (16 hours)

Identification of opportunities and Idea generation and screening methods- Brainstorming, mind-mapping, story-telling, SCAMPER, attribute listing, focus group interviews, customer feedback; Feasibility studies- Marketing, Financial, Technical, Socio-economic Feasibility; Writing Business Plan

Unit 3: Legal and Financial Aspects (16 hours)

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

Unit 4: Sustaining and Scaling Up (16 hours)

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

Essential/recommended readings

1. Harvard Business Review Entrepreneur's Handbook: Everything You Need to Launch and Grow Your New Business
2. Hisrich, R. D. International entrepreneurship: starting, developing, and managing a global venture. Sage Publications.
3. Sharma, S., Starik, M., & Wuebker, R. Sustainability, innovation and entrepreneurship: introduction to the volume.

Additional References:

1. Blank, S., Andreessen, M., Hoffman, R., & Sahlman, W. A. (2018). HBR's 10 Must Reads on Entrepreneurship and Startups (featuring Bonus Article "Why the Lean Startup Changes Everything" by Steve Blank). Harvard Business Press.
2. Drucker, P. (2014). Innovation and entrepreneurship. Routledge.
3. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill.
4. Kuratko, D.F., and Rao, T. V., Entrepreneurship: A South-Asian Perspective, Cengage.