

SCHEME AND SYLLABUS OF B.A CORPORATE ECONOMICS (C.B.C.S.S)**MODEL – III****SEMESTER –I**

Sl.No.	Paper	Title of the paper	Instructional hours	Credits
1.	Common - I	Language – English- I	5	4
2.	Core-1	Micro- Economics- I	4	4
3.	Core-2	Elementary Statistics for Economists-I	4	3
4.	Core-3	Mathematics for Economics- I	4	3
5.	Core -4	Financial Accounting- I	4	3
6.	Core-5	Perspectives and Methodology of Economics	4	4
			25	21

SEMESTER –II

Sl.No.	Paper	Title of the paper	Instructional hours	Credits
1.	Common - I	Language – English- II- Critical Thinking	5	4
2.	Core-1	Micro- Economics- II	4	4
3.	Core-2	Elementary Statistics for Economists-II	4	3
4.	Core-3	Mathematics for Economics- II	4	3
5.	Core -4	Financial Accounting- II	4	3
6.	Core-5	Financial Administration	4	4
			25	21

SEMESTER –III

Sl.No.	Paper	Title of the paper	Instructional hours	Credits
1.	Core-1	Indian Economy and Reform	5	4
2.	Core-2	Monetary Economics- I	4	3
3.	Core-3	Managerial Economics- I	4	3
4.	Core-4	Cost- Accounting	4	3
5.	Core -5	Marketing Management	4	3
6.	Core-6	International Economics-I	4	4
			25	20

SEMESTER –IV

Sl.No.	Paper	Title of the paper	Instructional hours	Credits
1.	Core-1	Development Issues of the Indian Economy	4	4
2.	Core-2	Monetary Economics- II	4	3
3.	Core-3	Managerial Economics-II	4	3
4.	Core-4	Economics of financial markets	4	3
5.	Core -5	Computer Applications in Corporate Environment-I	5	4
6.	Core-6	International Economics -II	4	3
			25	20

SEMESTER –V

Sl.No.	Paper	Title of the paper	Instructional hours	Credits
1.	Core-1	Macro – Economics- I	4	3
2.	Core-2	Fiscal Economics – I	4	3
3.	Core-3	Principles and Practice of Management	4	3
4.	Core-4	Environmental Economics (Common to Model I)	4	3
5.	Core -5	Computer Applications in Corporate Environment- Theory and Practical-II	5 (3+2)	4 (2+2)
6.		Open course	4	3
			25	19

SEMESTER –VI

Sl.No.	Paper	Title of the paper	Instructional hours	Credits
1.	Core-1	Macro – Economics- II	5	4
2.	Core-2	Fiscal Economics – II	5	4
3.	Core-3	Entrepreneurship Development and Strategic Management	5	4
4.	Core-4	Business Communication	5	3
5.	Core -5	Economics of Human Resource Management	5	3
6.	Core-6	Project and Viva- voce examination		1
			25	19

Total Credits: 120

SEMESTER- I

**CORE PAPER - 1
MICRO ECONOMICS - I**

Learning Objectives

This course is designed to provide basic understanding of micro economic concepts, behavior of economic agents – consumer, producer, factor owner – price fluctuations in the market. The modules included in this course deal with the concepts of consumer behaviour, production, market, factor pricing and Welfare Economics.

UNIT - I

Definition and scope of Economics - Difference between Micro and Macro Economics - Inductive and Deductive Methods - Positive and Normative - Statics and Dynamics - Partial and General Equilibrium.

UNIT - II

Utility analysis-cardinal utility- consumer equilibrium-law of demand-determinants of demand-individual demand and market demand curves - Elasticity of Demand–different types of elasticity-measurement of elasticity-its significance -Consumer's Surplus.

UNIT - III

Ordinal utility-Indifference Curve Analysis-consumer equilibrium using ordinal utility - Giffen goods-weak ordering and strong ordering-Revealed Preference Theory.

UNIT - IV

Cost analysis- AC and MC curves-various concepts of short and long run cost curves and their significance-law of supply-determinants- Production Function - Law of Variable Proportions - Returns to scale.

UNIT - V

Revenue Analysis-various concepts- AR and MR curves - Theories of price determination in perfect competition and monopoly.

REFERENCES :

1. Ahuja H.L.: Advanced Economic Theory-S.Chand & Co.,
2. Ashimakopoulos.A. : An Introduction to Economic Theory: Micro Economics.
3. Bell & Todaro : Economic Theory - Oxford University Press.
4. Dewett.K.K. : Modern Economic Theory
5. Dwivedi : Micro Economics, Pearson Education.
6. Hutchinson : Economics - ACCA Series, London.
7. Joan Robinson & Eatwell : Introduction to Economic Theory
8. Koutsoyiannis, A : Modern Micro Economics – ELBS
9. Leftwich : Price System and Resource Allocation
10. Lipsey : An Intorduction to Positive Economics – ELBS
11. Lipsey & Steiner : Economics
12. Maddala :Micro Economics : Theory and Applications – Mc Graw Hill
13. Maurice Dobb :Theories of Value and Distribution since Adam Smith- Vikas Publishing House, New Delhi.
14. Pindyck & Rubinfeld : Micro Economics - Pearson Education.
15. Salvatore Diulio : Principles of Economics - Schaum Series
16. Salvatore, Dominick : Micro Economics - Schaum Series.
17. Samuelson, Paul : Economics - McGraw Hill, London.
18. Sankaran, S : Micro Economics - Margham Publication.
19. Stonier & Hague : Text Book of Economic Theory
20. Watson, D.S : Price Theory and its uses

CORE PAPER - 2
ELEMENTARY STATISTICS FOR ECONOMISTS- I

Learning Objectives:

This paper aims at providing the students an understanding about the significance of statistical analysis through graphical presentation and through measures of averages, dispersion, skewness and kurtosis.

UNIT - I

Nature - Significance and Limitations of Statistics - Collection, Classification and Tabulation of Data.

UNIT - II

Diagrammatic and Graphic representation - Bar Diagrams - Pie Diagrams - Histograms - Pictograms - Cartograms - Frequency Distribution - Frequency Graphs - Ogives - Lorenz curve.

UNIT - III

Measures of Central Tendency - Arithmetic Mean - Median - Mode.

UNIT - IV

Measures of Dispersion - Range - Quartile Deviation - Mean Deviation - Standard Deviation - Coefficient of variation - Percentiles and Deciles.

UNIT - V

Skewness and Kurtosis' - Pearsanain and Bowley measures of skewness - kurtosis.

REFERENCES :

1. Agrawal : Basic Statistics, New Age International
2. Gupta, S.P. : Statistical Methods
3. Hooda, R.P. : Statistics for Economics, Macmillan
4. Paden, D.W., & Lindquist, E.L : Statistics for Economics and Business
5. Pillai, R.S.N. & Bagavathi, V : Statistics
6. Sweeney, Anderson Statistics for Economics and Business, Williams : Thomson Publication.
7. Schaum Series : Statistics

CORE PAPER 3
MATHEMATICS FOR ECONOMICS- I

Learning Objectives:

Economics has increasingly become the most scientific of all social sciences these days. An important reason for this is that most economic analysis and theorizing are easily amenable to mathematical tools and techniques. The student is exposed to economic concepts in mathematical format through simple illustration and prepares the ground for more scientific study.

UNIT - I

Vector and matrices - Addition and multiplication of Matrices - Linear independence and rank.

UNIT - II

Determinant of a Matrix - Solving a system of linear equations by Cramer's Rule and Matrix inversion.

UNIT - III

Input Output Analysis.

UNIT - IV

Linear programming -problems involving two choice variable - Graphical and algebraic solutions, relationship between primal and dual.

UNIT - V

Equation

Equations, identities, simplex, quadratic equation, solution by factorization, simultaneous equations.

References :

1. Allen, R.G.D (1974) Mathematical Analysis for Economics, McMillan Press, London. (reprint edition)
2. Chiang, A.C., Fundamental Methods of Mathematical Economics, McGraw Hill, New Delhi (recent edition).
3. Henderson, J. and R.E. Quandt (1980) Micro Economic Theory: A Mathematical Approach, McGraw Hill, New Delhi
4. Handy, S.T (1997) Operations Research: Prentice-Hall of Indian, New Delhi.
5. Jeffrey Baldani et al. (2009), An Introduction to Mathematical Economics, Cengage Learning, Delhi.

CORE PAPER – 4
FINANCIAL ACCOUNTING- I

Learning objectives:

To provide wide options for Economics students to enter into the fields like M.A. (Eco.) M.B.E., C.A., I.C.W.A., M.Com., M.B.F., M.I.B., and M.B.A. successfully. As per the University norms students who have studied two Accounts Papers alone are eligible to get admission in M.Com., During the present regime of Globalization to succeed in the business, trade and in entrepreneurial activities knowledge in Accounts are very much essential. To create manpower to cater to the needs of the emerging corporate sector.

UNIT - I Introduction:

Basic Accounting Concepts and Conventions - Groups interested in accounting - Accounting Equation - Journal - Ledger - Subsidiary Books

Unit II-Trial balance

Errors - Types - Rectification of Errors - Bank Reconciliation Statement.

Unit III- Final accounts

Meaning - Preparation of Final Accounts - Trading Account - Profit and loss a/c

Manufacturing a/c- Balance Sheet - Distinction between Trial Balance and Balance Sheet - Adjustment Entries.

UNIT - IV Single Entry System:

Definition - Salient features - Limitations - Differences between Single Entry System and Double Entry System - Methods.

UNIT – V- Depreciation Accounting:

Meaning of Depreciation - Methods of Providing Depreciation - Fixed Percentage on

Original Cost - Fixed Percentage on Diminishing Balance (including change in the method of depreciation).

REFERENCES:

1. Grewal, T.S. : Principles of Accountancy, S.Chand & Co.,
2. Gupta R.L.& : Financial Accounting, Sultan Chand & Sons.Gupta, V.K.
- 3.Gupta, R.L.& : Advanced Accountancy, Sultan Chand & Sons
4. Jain & Naurang : Advanced Accounts, Kalyani Publishers.
5. Shukla & Grewal : Advanced Accounts Vol.I, S.Chand & Co.,

CORE PAPER – 5
Perspectives and Methodology of Economics
(As common to Model I)

SEMESTER-II

CORE PAPER- 1

MICRO ECONOMICS-II

Learning objectives:

This paper enables the students to study about pricing under various market situations and theories of distribution.

UNIT - I

Pricing under various markets-

Perfect Competition, Monopoly, and Discriminating Monopoly - Pricing policies of Public Sector Undertakings- break even analysis, price skimming and penetration pricing-full cost pricing.

UNIT - II

Imperfect Competition - Monopolistic Competition –wastes of monopolistic competition- Oligopoly – kinked demand curve and price rigidity under oligopoly.

UNIT - III

Distinction between Personal and Functional distribution - Theories of Distribution - Distribution shares - Marginal Productivity Theory - Wage Theories - Real and Money wages - Trade Union and Wages.

UNIT - IV

Rent - Ricardian Theory - Scarcity and differential rent - Modern theory of rent - Quasi and transfer earnings - Profits-Distinction between gross and net profits - Theories of Profits-innovation theory, risk and uncertainty bearing.

UNIT - V

Interest - Classical theories of interest - Keynesian Criticism - Liquidity Preference theory - Loanable funds theory.

References:

1. A. Koutsoyiannis (1978), Modern Micro Economics, Palgrave Macmillan
2. Dominick Salvatore, Micro Economics – Theory and Application 4th ed., Oxford University Press, New Delhi.
3. Robert S. Pindyck, et al., (recent edition) Micro Economics – Pearson Education.
4. G.S. Maddala and Ellen Miller (2004), Micro Economic Theory and Applications, Tata McGraw Hill.

CORE PAPER-2
ELEMENTARY STATISTICS FOR ECONOMISTS- II

Learning objectives:

This paper familiarizes students with various sampling techniques, correlation, regression and time- series analysis.

UNIT - I

Sampling – population, sample. Types of sampling - Simple - Random and stratified Random sampling- Design of questionnaire - Sampling Errors - Sampling Design.

UNIT - II

Correlation - Limits of Co-efficient of correlation - calculation of co-efficient of correlation - Rank correlation - co-efficient.

UNIT - III

Regression - Two valuable linear regression - Meaning - Regression lines and regression co-efficient.

UNIT - IV

Index Number - Methods - Unweighted indices and Weighted indices - Value Index Numbers.

UNIT - V

Analysis of Time Series - Four Components - Measurement of Secular Trend - Moving Average Methods and Methods of Least squares - Uses of Time series Analysis.

REFERENCES :

1. Agrawal : Basic Statistics, New Age International
2. Gupta, S.P. : Statistical Methods
3. Hooda, R.P. : Statistics for Economics, Macmillan
4. Paden, D.W., & Lindquist,E.L : Statistics for Economics and Business
5. Pillai, R.S.N. & Bagavathi,V : Statistics
- 6.Sweeney, Anderson and Statistics for Economics and Business, Williams : Thomson Publication.
7. Schaum Series : Statistics

CORE PAPER- 3
MATHEMATICS FOR ECONOMICS - II

Learning Objectives:

This course is designed to equip the students to understand the economic concepts and theories which use mathematical tools and techniques to refine the verbal logic.

UNIT - I

Derivatives-logarithmic differentiation, higher order derivatives.

UNIT - II

Assignment Problems- solving methods for assignment problems-maximization in assignment problems-unbalanced assignment problems

UNIT - III

Transportation problems-Transportation model-solution by simplex method-north west corner, lowest cost entry, Vogel's and MODI method

UNIT -IV

Matrices- rank of a matrix, non singular and singular matrices, elementary transformations, inverse of a non singular matrix, canonical form.

UNIT - V

Set theory, meaning, union, intersection, subset, universe, Venn diagram

Readings

1. Allen, R.G.D (1974) Mathematical Analysis for Economics, McMillan Press, London. (reprint edition)
2. Chiang, A.C., Fundamental Methods of Mathematical Economics, McGraw Hill, New Delhi (recent edition).
3. Kanthi Swaroop: Operations Research
4. Handy, S.T (1997) Operations Research: Prentice-Hall of Indian, New Delhi.
5. Premkumar Gupta and D S Hira: Operations Research
5. Shanti Narayan, Matrices, S. Chand & Company

CORE PAPER 4
FINANCIAL ACCOUNTING- II

Learning objectives:

To give an understanding about branch accounts, departmental accounts, hire purchase arrangement, partnership accounts and modern systems of accounting

UNIT - I

Branch Accounts: Objectives, features and types-dependent branches-debtor system, stock and debtor system, independent branch-incorporation of branch trial balance-adjustments for goods in transit, cash in transit (excluding foreign branches)

Dependent Branches

UNIT – II

Departmental Accounts:

Basis for allocation of expenses - Inter Departmental Transfer at cost or selling price - Treatment of expenses which cannot be allocated.

UNIT –III

Introduction of a partnership firm

Meaning and definition, partnership deed, partner's capital account-fixed and fluctuating capital, methods, goodwill-valuation of goodwill

UNIT – IV

Reconstitution of a Partnership firm

Meaning, change in profit sharing ratio, sacrificing ratio, gaining ratio, admission of a partner, retirement of a partner, death of partner-revaluation account.

UNIT - V

Dissolution of a partnership firm

Meaning and definition, modes of dissolution, realization account.

REFERENCES :

1. Grewal, T.S. : Principles of Accountancy, S.Chand & Co.,
2. Gupta R.L.& : Financial Accounting, Cultan Chand & Sons.Gupta, V.K.
- 3.Gupta, R.L.& : Advance Accountancy, Sultan Chand & Sons. Radhaswamy
4. Jain & Naurang : Advance Accounts, kalyani Publishers.
5. Shukla & Grewal : Advance Accounts Vol.I, S.Chand & Co.,

CORE PAPER -5
FINANCIAL ADMINISTRATION

Learning objectives:

To give an understanding about budgetary control , making of budget, government accounting and public debt management

UNIT - I

Budget and budgetary control - Meaning and objectives - Fiscal federalism in India - Budget and plan coordination.

UNIT - II

Budget making - Its process - Pre budget exercise - Execution of Budget.

UNIT - III

Legislative approval of the budget - Estimates committee - Public Accounts committee - Controller and Auditor General of India - Appointment - Powers.

UNIT - IV

System of Government accounting - Standardized system of budget classification - Fiscal machinery in developing Countries.

UNIT - V

Public debt management - Debt of Union Government and State Government - Public debt and budget financing.

References :

1. Van Horne James, Financial Management Policy, Prentice Hall India
2. I M Panday, Financial Management, Vikas Publications, New Delhi.
3. Prasanna Chandra, Financial Management, Tata Mc Graw Hill, New Delhi.
4. Khan M Y& Jain P K, Financial Management, Tata Mc Graw Hill, New Delhi.
5. Lawrence J Gitman, Principles of Managerial Finance, Pearson Education limited. New Delhi.
6. James C Vanhorne, John M Wachowicz Jr, Fundamentals of Financial Management, Pearson Education Limited, New Delhi.

SEMESTER-III

CORE – PAPER -1

INDIAN ECONOMY AND REFORMS- I

Learning Objectives:

The objective of the course is to equip the students with the theoretical, empirical and policy issues relating to the society, polity and economy of India. The course, in particular, has been prepared in the background of the globalization process and its diverse ramifications on the knowledge economy.

UNIT - I

Features of less developed and developing Economics - Economic and non - Economic factors impeding economic development - Concept of growth and development - Indicators - Factors in economic development - Role of NGO's in Economic development.

UNIT - II

Capital formation - Human and Physical, Savings and investment Pattern during the Plans - National Income - Methods, trends, limitation - Distribution - Recent trends in National Income.

UNIT - III

Human resources - Population growth as a retarding factor - Population Policy.

UNIT - IV

Agriculture - Its Contribution to Economic development - Food problems - Methods of solving - Measures to increase agricultural Productivity - Land reforms - Green revolution - Agricultural Inputs and Agricultural Credit - Evaluation of Agricultural Policy during the plan period - Reforms in Agricultural sector.

UNIT - V

Role of industries in Economic development - Cottage, small scale and large scale (cotton, Iron and steel, Jute, Sugar and Tea) - Assessment of industrial Policy during the plan period - Public Sector - Privatization - Industrial Reforms.

References :

1. Gaurav Datt & Ashwani Mahajan (recent edition) 2.Uma Kapila (recent edition), Indian Economy since Independence, Academic Foundation, New Delhi.
3. Misra and Puri (recent edition), Indian Economy- Himalaya Publishing House, Mumbai
4. Dhingra I.C (recent edition), Indian Economy, Sultan Chand & Co., New Delhi.
5. A.N Agrawal (recent edition), Indian Economy, New Age International, New Delhi.

6. Datt & Sundharam Indian Economy, S. Chand & Co., New Delhi

CORE PAPER-2
MONETARY ECONOMICS –I

Learning objectives:

This paper intends to make the students aware about the role of money , monetary standards and factors affecting value of money and inflation.

UNIT - I

Money - Functions and Classification- Gresham's Law - Role of Money in Capitalist Socialist - and Mixed Economies

UNIT - II

Monetary Standards - Paper currency -Systems of note issue - Indian Currency System- Decimalization of Indian currency in 1957-Development and Problems.

UNIT - III

Value of Money- Quantity of Money - Fisher's Equation - Cambridge Equations – Keynesian Liquidity Preference theory

UNIT - IV

Factors influencing money supply - money supply and price level –Mechanistic and behavioural models of money supply determination

UNIT - V

Inflation - Cost push and demand pull- Causes and Remedies - Effects of Inflation on Different sections of the Economy – Deflation-Stagflation and its effects on developing countries.

References:

1. Gurley John and Shaw Edmund, Money in a Theory of Finance, Brooking Institutions
2. Seth ML, Monetary Economics
3. Gupta, S.B. (1994), *Monetary Economics*, S. Chand and Co., Delhi.
4. Don Patinkin, Money, Interest and Prices
4. Levacic Rosalind and Rebbman Alexander : Macro Economics: An Introduction to Keynesian-Neoclassical Controversies

CORE PAPER- 3
MANAGERIAL ECONOMICS- I

Learning Objectives:

To acquaint the students with the basic micro and macroeconomic concepts relevant for business decisions.

UNIT - I

Definition, Meaning, Nature and Scope of Managerial Economics - Economics & Managerial Economics - Role and Responsibilities of Managerial Economics.

UNIT - II

Demand Analysis Meaning, Demand Determinants, Law of Demand - Individual Demand & Market Demand, Demand Distinctions- Elasticity of Demand: Types and Importance of Elasticity of Demand - Advertising Elasticity of Demand.

UNIT - III

Demand Forecasting- Meaning - Purpose of Demand Forecasting - Methods of Demand Forecasting - Demand Forecasting Methods for new products - Criteria for good forecasting method.

UNIT - IV

Production Analysis - Production Functions - Law of variable proportions - Cobb - Douglas - Producers equilibrium - economics of scale - Cost concepts - Cost & Output relationship - Cost Control & Cost Reduction.

UNIT - V

Break - Even Analysis - Meaning, determination of Break - Even Point - Usefulness & limitations of Break - Even Analysis - Linear Programming - Graphical methods.

References :

1. Dominick Salvatore (2008), *Managerial Economics: Worldwide Application*, Oxford University Press, New Delhi.
2. Nellis and Parker (2006), *Principles of Business Economics*, Pearson Education, New Delhi.
3. H.L. Ahuja (2008), *Business Economics*, S. Chand & Co., New Delhi.
4. P.L. Mehta (2008), *Managerial Economics*, Sultan Chand & Sons, New Delhi.
5. Varshney and Maheswari (2007) *Managerial Economics*, Sultan Chand & Sons, New Delhi

CORE – PAPER – 4
COST ACCOUNTING

Learning objectives:

To familiarize students with the difference between cost accounting and financial accounting, material and labour cost , overheads and the different methods of costing.

UNIT - I

Cost Accounting: Introduction - Objectives - Elements of cost accounting - Classification of Cost - Distinction between Cost Accounting and Financial Accounting

UNIT - II

Material Cost: - Meaning of Material - Methods of Pricing issue of materials-Methods - FIFO - LIFO - Simple average Methods and Weighted average Methods.

UNIT - III

Labour Cost : Meaning of labour- Casual workers and out workers - Methods of wage payment - Labour Turnover - Calculation of normal time and overtime wages - Time rate system - piece rate system - Deferential piece rate system - Taylor system and Merrick's multiple piece rate system - Halsey plan-Rowan plan.

UNIT - IV

Overhead: Classification of overheads - primary Distribution Overhead - secondary Distribution overhead - Direct distribution and continued distribution methods.

UNIT - V

Methods of Costing: Preparation of Cost sheet and profit- Job costing - Contract Costing - Batch costing - Process costing-Techniques of costing Theory 25% problem 75%

References:

1. Cost accounting – Reddy and Hariprasad Reddy- Margham publication.
2. Cost and Management Accounting – S.N. Maheswari - Sulthan Chand
3. Cost and Management Accounting - Reddy and Hariprasad Reddy- Margham publication.

CORE- PAPER- 5
MARKETING MANAGEMENT

Learning Objectives

To impart knowledge in various aspects of marketing and acquaint the students with the applied problems of marketing with special reference to India. To familiarize the students the different channels of distribution and the promotion mix.

UNIT - I

Nature, scope and significance of marketing - Evolution of marketing - Basic concepts of marketing Different types of market - Modern marketing - Marketing environment.

UNIT - II

Functions of marketing - Function of exchange - Functions of physical distribution - Storage and warehousing - Transportation - Facilitating function - Grading and standardization

UNIT - III

Branding packaging and labelling - Marketing information system - Marketing research - Marketing risk

UNIT - IV

Marketing Mix-Product - New product - Product planning and development - Product life cycle – Marketing segmentation-Marketing of manufactured goods - Manufactured consumer goods - Manufactured industrial goods - Their classification.

UNIT - V

Marketing of agricultural products – structure and organization of agricultural marketing – types-problems- regulated and organized market - Co-operative marketing bodies.

References :

1. Kotler, Kevin, Jha & Koshi (2009), *Marketing Management*, Pearson Education, Delhi
2. William J Stanton et al (2007), *Marketing*, McGraw Hill Publishing Company Pvt. Ltd, Delhi
3. Pillai RSN and Bagavati (2005), S Chand & co. Ltd, New Delhi.
4. Ramaswamy & Namakumari (2009), *Marketing Management*, Macmillan India Ltd, Delhi
5. Hajela TN(2000), *Co-operation: Principles, Problems and Practice*, Konark Pub.(p) Ltd. Delhi

CORE- PAPER -6

INTERNATIONAL ECONOMICS- I

Learning Objectives

The objective of this course is to arrive at an understanding of theories of international trade and to examine the impact of the trade policies on the world economy.

UNIT - I

I. Definition and scope of International Economics

International Economics- Meaning and significance- basic tools of IT- Production Possibility Curves- Community Indifference Curves- Price Ratio Curves- Offer curves- Isoquants

UNIT - II

The Classical Theory of International Trade-Mercantilism- Flaws of mercantilism- Absolute cost theory- comparative cost theory- Elaborations and the refinements of the classical theory

UNIT - III

Modern theory of International trade-Opportunity cost theory- H.O theory- Leontieff paradox- Stolper Samuelson theorem- Metzler paradox- Intra-Industry trade- Economies of scale- Technological gaps and product cycles

UNIT - IV

Gains from International trade-Gains from trade- static and dynamic- Distribution of gains- Special gains to small countries- Disadvantages/Problems of trade

UNIT - V

Terms of trade-Terms of trade- types of terms of trade- Factors influencing terms of trade- Mill's doctrine.

References :

1. Sodersten, Bo. and Geoffry Reed, International Economics, Palgrave Macmillan
2. Dominic Salvatore, (recent edition) International Economics. John Wiley and Sons, Delhi.
3. Francis Cherunilam (2008), International Economics, Tata McGraw Hill, Delhi.
4. Paul Krugman and Maurice Obstfeld (recent edition), International Economics: Theory and Policy, Pearson Education, Delhi.
5. Dominic Salvatore, Schaum's Outlines, Theory and Problems of International Economics. Tata McGraw Hill, Delhi.

SEMESTER-IV

CORE PAPER -1

DEVELOPMENT ISSUES OF THE INDIAN ECONOMY

Learning Objective:

The objective of the course is to equip the students with the theoretical, empirical and policy issues relating to the economic underdevelopment and economic development of the world economy in general and economy of India in particular.

UNIT 1-

Approaches to Economic Development Distinction between economic growth and economic development-characteristics of underdevelopment- stages of economic growth- The Vicious circle of poverty- Low level equilibrium trap- Critical Minimum Effort thesis- Big Push theory- Technological and financial dualism- Balanced versus Unbalanced growth strategy- Cost benefit analysis

UNIT –II Environment and Economic Development

Environment as a public good and as a luxury- Tragedy of commons- Market failure for environmental goods- Property rights approach to environmental damages- Valuation of environmental damages- Pollution- Control of pollution policy instruments and legislations- environmental accounting

UNIT - III

Transport - Importance of transport (Road, Railways, Shipping and Civil Aviation) to Economic growth - Evaluation of Government Policy - Transport Co-ordination - Reforms of the Infrastructure sector.

UNIT - IV

Planning in India - Strategy of Indian Planning - Resources for Financing Plan - Agriculture and Industrial Development - Planning Techniques - Investment Priorities - Fiscal Reforms, Monetary Reforms.

UNIT - V

Poverty in India - Poverty Eradication Programmes - Role of Micro Credit - Regional Development disparities - Economic Development and Social changes - India's Foreign Trade and Balance of Payments.

References:

- 1.Higgins, Benjamin, Economic Development: Principles, Problems and Policies
- 2.Meir Gerald M. & Baldwin Richard E, Economic Development, International Edition.
3. Zuvekas Clarence (1979), Economic Development: An Introduction, Macmillan
4. Misra and Puri (2014), Indian Economy, Himalaya Publishing House, Mumbai.
5. Gaurav Datt & Ashwani Mahajan (2014), Indian Economy
6. Datt & Sundharam Indian Economy, S. Chand & Co., New Delhi
7. B.A Prakash (2009), The Indian Economy since 1991: Economic Reforms and Performance, Pearson Education.

CORE PAPER -2
MONETARY ECONOMICS -II

Learning objectives:

This paper aims to familiarize the monetary system, various theories of demand for money, factors affecting liquidity etc.

UNIT - I

Theories of demand for money:

Classical theory of demand for money- Irving Fisher -Cambridge versions-- Keynesian version of liquidity preference- Friedman's restatement of the quantity theory-Post-Keynesian theories-James Tobin and William J.Baumol.

UNIT-2

The Income theory of money

Income in relation to value of money- Saving investment approach- Inequality between saving and investment-commodity theory of money-rational expectations

UNIT - III

Classical dichotomy-Real – balance effect-The Pigou effect- Patinkin's integration of monetary theory and value theory- Keynesian effect and wealth effect

UNIT - IV

Liquidity theory of money

Radcliff committee-Radcliffe – Sayer's version of the liquidity theory-Gurley and Shaw version of the liquidity theory

UNIT - V

Monetary policy:

Objectives- instruments – quantitative and qualitative- repo and reverse repo operations- effectiveness of monetary measures- its effectiveness to fight out inflation- Gurley and Shaw view on non- banking financial intermediaries.

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References:

- 1.Money in a theory of Finance: Gurley and Shaw
- 2.Monetary Economics: M.L Seth
- 3.Money, Interest and Prices: Don Patinkin
- 4.Modern Banking: R.S Sayers
- 5.Central Banking: De Cock

CORE PAPER -3

MANAGERIAL ECONOMICS-II

Learning objectives:

To give an understanding about pricing policies, profit management, capital budgeting, decision making and game theory strategies

UNIT - I

Pricing Methods - Full cost pricing, target Pricing, Going rate pricing - Customary pricing, differential pricing - specific pricing methods - pricing a new product - pricing over the life cycle of a product - product line pricing - mark up & mark down pricing by retailers - resale price maintenance - dual pricing.

UNIT - II

Profit & Profit Management - Accounting profit and economic profit - Theories of Profit.

UNIT - III

Capital Budgeting- Need for capital budgeting - forms and process of capital budgeting - Nature of capital budgeting problem - project profitability: Methods of Appraising Project Profitability.-pay back method, Accounting Rate of Return, Internal Rate of Return and Net Present Value Index.

UNIT - IV

Managerial Decision Making: Risk & Uncertainty - Elements of Decision Theory - Classification of Managerial Problems - Decision taking under certainty & uncertainty.

UNIT - V

Game Theory- Definition - Zero Sum two persons game - Maximini & Minimax Strategies - Equilibrium (Saddle Point), Prisoner's dilemma.

Readings

1. Dominick Salvatore (2008), *Managerial Economics: Worldwide Application*, Oxford University Press, New Delhi.
2. Nellis and Parker (2006), *Principles of Business Economics*, Pearson Education, New Delhi.
3. H.L. Ahuja (2008), *Business Economics*, S. Chand & Co., New Delhi.
4. P.L. Mehta (2008), *Managerial Economics*, Sultan Chand & Sons, New Delhi.
5. Varshney, (recent edition) *Managerial Economics*, Sultan Chand & Sons, New Delhi
3. S. Sankaran, *Managerial Economics* (2011), Margham Publications, Chennai.

CORE PAPER-4
ECONOMICS OF FINANCIAL MARKETS

Learning objectives:

Financial institutions and markets play a significant role in all the modern economies of the world. The study of this area is significant especially after the financial sector reforms in most of the countries. The present course is designed to acquaint the students with the changing role of the financial sector of the economy. The stake holders are to familiarize with the basic concepts, the financial institutions and markets.

Module I – Financial Institutions and Securities

Financial Institutions - Monetary and Non-monetary (banking and non-banking) financial intermediaries - insurance companies (life and general insurance), pension funds and provident funds, mutual funds, investment banks, venture capital funds - primary security and secondary security - gilt-edged securities-treasury bill and bonds.

Module II – Money Market

Financial markets-money and capital markets; Money market-meaning and structure-developed and underdeveloped money markets- advantages of developed money market - London and New York money markets - major financial instruments in the money markets - Money market in India.

Module III – Capital Market

Capital market-meaning and composition-primary and secondary markets-major financial instruments-equity shares and preference shares, debentures and bonds - G.D.Rs and A.D.Rs-IDRs -DFIs and FIIs-QIBs - Primary market-institutions in the primary market-underwriters, merchant bankers and managers to issue-public issue

Module-IV-Transactions relating to public issues-

Methods of public issue, IPO and FPO-book building-private placement, ESOP, blue chip shares, rights shares and bonus shares-listing of securities - physical shares and demat shares, depository participants-NSDL and CSDL-SEBI and capital market in India (only an overview).

Module V – Stock Exchanges and Trading (Overview only)

Stock exchanges - stock exchanges in India - BSE and NSE -auction trading and screen based trading system - BOLT-Stock indices in India and abroad - BSE Sensitive index and Nifty indices; Dow Jones, NASDAQ, FTSE, Nikkei-kerb trading – stock split-

derivatives-option trading-stock futures - exchange traded funds (ETF) - Credit ratings - credit rating institutions in India – CRISIL, ICRA and CARE.

References :

1. S.B. Gupta (2001). Monetary Economics: Institutions, Theory and Policy, S. Chand & Co, New Delhi, Part I
2. L.M. Bhole (recent edition). Financial Institutions and Markets, Tata McGraw Hill, New Delhi
3. V.A. Avadhani, Investment and Securities Market in India, Himalaya Publishing House, Bombay (recent edition)
4. Shashi K. Gupta et al(2011), Economics of Financial Markets, Kalyani Publishers, Ludhiana
5. Zuvi Bodie, Robert C Merton et al. (2009), Financial Economics, Pearson Education (Ch.1 (1.1, 1.2), Ch.2 (2.1, 2.5, 2.7) only.
- 6.. M.Y. Khan (recent edition) Indian Financial System, Tata McGraw Hill, New Delhi.

CORE PAPER-5

COMPUTER APPLICATIONS IN CORPORATE ENVIRONMENT (THEORY AND PRACTICAL)-I

Learning Objectives:

To make the students aware about computers, their accessories, micro computers, and software packages such as MS Word,MS Excel etc.

UNIT - I

Introduction to Computers - History of Computers - Characteristics of Computer - Applications- Classification of Computers - Basic anatomy of the Computer - Arithmetic and Logic unit - Memory unit - Control Unit.

UNIT - II

Computer Accessories : Hardware - Software - System Software , Application Software - Storage Device - Input Device - Output Device, Data Representation : Number System - Computer Languages : Low / Machine level language - Assembly Language - High Level language

UNIT - III

Microcomputer - Basic Structure - Microprocessor Unit - Memory - RAM - ROM - PROM - EPROM - Human / Computer interface, Data Communication - Computer Networks - Types of Networks : Local Area Networks, Metropolitan Area Networks, Wide Area Networks

UNIT - IV

MS - Word : Introduction to MS - Word - Features - Components of MS - Word - Word Basics : Creating, Opening, Saving and Closing document - Formatting tool Bar - Font, Bullets and Numbering - Border Shading - Text Manipulation - Text Formatting - Creating Table - Table Manipulation - Mail Merge Concepts

UNIT - V

MS - Excel : Introduction to MS - Excel - Features - Components of MS - Excel - Excel Basics :Working with worksheet - inserting and deleting of cells, rows and columns - switching between worksheet - moving, copying, inserting and deleting worksheets - charts - Types of charts - Functions in excel : Sum - Average - Abs - Sqrt - Count - Max - Min - Round - Now - Upper - Lower.

PRACTICAL - I

MS – WORD

1. Text Manipulation
2. Usage of Numbering, Bullets, Headers and Footers
3. Usage of Spell Check and Find and Replace
4. Text Formatting
5. Picture Insertion
6. Mail Merge Concept
7. Creation of Table and Formatting tables.

MS – EXCEL

1. Creation of worksheet and Entering Information
2. Aligning , Editing data in Cell
3. Excel Functions
4. Changing column width and row height
5. Moving, Copying, Inserting and Deleting Rows and Columns
6. Drawing borders around cells
7. Creation of Charts

Reference

1. Roger Hunt, John Shelley : Computers and Commonsense, Fourth Edition – Prentice Hall of India. (Unit – I & II)
2. Sanjay Saxena, MS – Office 2000 for every one, Vikhas Publishing Hosue Pvt Ltd, New Delhi. (Unit – IV & V)
3. R.Kalakota and A.B Whinston, Readings in Electronic Commerce, Addison Wesley, 1997 (Unit – III)

CORE PAPER-6

INTERNATIONAL ECONOMICS-II

Learning Objectives

The objective of this course is to arrive at an understanding of theories of international trade and to examine the impact of the trade policies on the world economy.

UNIT - I

The Rate of Exchange- Equilibrium rate of Exchange- theories of Exchange rate determination- BOP theory- PPP theory-Mint parity theory- fixed and flexible exchange rate- forward rate- spot rate- nominal-real and effective rate of exchange- foreign exchange risks- hedging and speculation- currency derivatives- future options- currency swaps

UNIT - II

The Balance of Payments – distinction between balance of trade and balance of payments- Meaning and structure of BOP- Equilibrium and disequilibrium of BOP- measures to correct disequilibrium- monetary and non monetary measures- devaluation and BOP- Marshall-Lerner condition

UNIT - III

International Capital Movements-hot money, portfolio investment, direct foreign investment- international capital movements through Mauritius.

UNIT - IV

Tariffs, Import Quotas, Exchange control –

Tariffs, Import Quotas, Exchange Control

Commercial policy- free trade- protection and protectionism- Tariff- Effects of Tariff-

Quota- Effects of Quota

UNIT - V

Bretton Woods Agreement of 1944 – IBRD and International Monetary Fund-GATT and WTO.

References :

1. Sodersten, Bo. and Geoffry Reed, International Economics, Palgrave Macmillan
2. Dominic Salvatore, (recent edition) International Economics. John Wiley and Sons, Delhi.
3. Francis Cherunilam (2008), International Economics, Tata McGraw Hill, Delhi.
4. Paul Krugman and Maurice Obstfeld (recent edition), International Economics: Theory and Policy, Pearson Education, Delhi.
5. Dominic Salvatore, Schaum's Outlines, Theory and Problems of International Economics. Tata McGraw Hill, Delhi.

SEMESTER- V
CORE- PAPER-1
MACRO-ECONOMICS- I

Learning Objectives:

This course is designed to make the students aware of the theoretical aspects of Macro Economics.

UNIT - I

Nature of Macro Economics - Circular flow model- basic, two sector, three sector and four sector models.

UNIT - II

National Income –various concepts of national income-Measurement and uses of National Income analysis-difficulties in the measurement in the developing countries.

UNIT - III

Macro Economic Techniques and Instruments- fiscal policy, monetary policy-Philips curve- short run and long run-contributions of Phelps and Friedman.

UNIT - IV

Classical Theory of Output and Employment - Say's Law- Keynesian criticism-

UNIT - V

Keynesian Macro Analysis - Consumption function and its attributes - Investment function and M.E.C. - Simple Keynesian model of income and employment determination-concepts of aggregate demand, aggregate supply and effective demand-unemployment, under employment and full employment-deflationary gap and inflationary gap.

References:

1. Ahuja, H.L., : Macro Economics, Theory and Policy, S.Chand & Co.,
2. Amit Bhaduri : Macro Economics, Macmillan Co,
3. Barro, Robert .J. : Macro Economics, John Wiley and Sons, New York
4. Brooman : Macro Economics
5. Crouch : Macro Economics
6. Dernberg & McDougal : Macro Economics
7. Dillard, D : Economics of J.M.Keynes
8. Duesen berry, James.S : Business Cycles and Economic Growth, McGraw Hill
9. Eugene A Diulio : Macro Economic Theory - Schaum Series, McGraw Hill Book Company
10. George Leland Bach : Macro Economics: Analysis, Decision Making and Policy, Prentice Hall
11. John Evans & Pritchard : Macro economics, Macmillan
12. Lindaver : Macro Economics
13. Michl : Macro economics Theory, Prentice Hall
14. Raghbendra JHa : Contemporary Macro Economic Theory & Policy Wiley Eastern Ltd.,
15. Sankaran, S : Macro Economics, Margham Publications.
16. Shapiro, E : Macro Economic Analysis
17. Turnovsky : Methods of Macro Economic Dynamics, Prentice Hall
18. Levacic Rosalind and Rebbman Alexander : Macro Economics: An Introduction to Keynesian-Neoclassical Controversies

CORE- PAPER-2
FISCAL ECONOMICS- I

Learning Objectives:

The purpose of this course is to give an understanding of the role of state in fostering the economic activities via budget and fiscal policies. This course enables the students to understand the various issues between Central and State Governments

UNIT - I

Meaning and scope of Public Finance - Distinction between Private and Public Finance - Public goods, Private Goods - Principle of Maximum Social Advantage - Modern theory of public Finance.

UNIT - II

Public Expenditure - Classification - Wagner's Law - Causes and Effects of Public Expenditure with reference to India.

UNIT - III

Public Revenue - Sources - Distinction between Tax Revenue and Non-Tax Revenue - Taxation - Classification - Canons - Theories of Taxation - Impact and incidence of Taxation - Effects of Taxation.

UNIT - IV

Individual Taxes - (with reference to India) Income Tax - Expenditure Tax - Wealth Tax - Property Tax Customs duty - Excise Duty - Sales Tax - Value added Tax- Service tax-GST and GST Council.

UNIT - V

Characteristics of a good tax system - Taxable Capacity - Factors determining taxable capacity - Limits - Measurement of Taxable capacity.

References :

1. Harvey Rosen, (2008) Public Finance, McGraw Hill, New York.
2. Bernard P. Harbar, Modern Public Finance (Richard Irvin Inc)
3. H.L. Bhatia., Public Finance, Vikas Publishing House Pvt Ltd., New Delhi (recent edition)
4. B.P. Tyagi., Public Finance, Jai Prakash Nath & Co., Meerut (recent edition)
5. Musgrave and Musgrave (1984), Public Finance in Theory and Practice, McGraw Hill, New Delhi (reprint edition)
6. Joseph Stiglitz, Economics of Public sector, Norton, New York (recent edition)

CORE- PAPER-3
PRINCIPLES AND PRACTICE OF MANAGEMENT

Learning objectives:

This paper deals with various business concepts, management, its principles, business organization etc.

UNIT - I

Business concepts and Different Forms of Business organization - The Society - Economics of Business - Business and Management - Role of Business and its concern of Society.

UNIT - II

Management- Meaning - Nature and Scope of Management Process - Management Art or Science - Management and Administration Development of Scientific Management - Schools of Thought - Taylor, Payroll, Drucker and others- Principles of Management

UNIT - III

Planning -The meaning and purpose of planning - Steps in Planning - Goal Setting - Types of Plan- Concept of MBO - Policies - Procedures and Methods - Evaluating of Success of plans.

UNIT - IV

Organization- Fundamentals of organization - Types of Organization structure - Line. Functional, Line as staff - committee organization- span of control - Authority and responsibility - Delegation of Authority – Departmentation- Decentralization - Formal and Informal.

UNIT - V

Staffing and controlling. Nature and Importance –Recruitment-meaning – sources and procedure. Training –steps in training- Formal and Informal leaders - Leadership styles - Controlling Process - Effect of control on employee behavior

Reference

1. Bhusan Y.K – Business Organization
2. Prakash Jagadeesh – Business Organization management
3. Reddy P.N & Gulshan – Principles of Business Organization and Management
4. Shukla M. C – Business Organization and Management.
5. J. Jayashankar – Principles of Management – Margham Publication
6. Prasad L.M - Principles and Practice of Management
7. Tripathy .P.C – Principles of Management – TMH

CORE PAPER 4

ENVIRONMENTAL ECONOMICS (COMMON TO MODEL I)

CORE PAPER- 5

COMPUTER APPLICATIONS IN CORPORATE ENVIRONMENT-II

Learning objectives:

To give an understanding to students about computer applications in business, medicine, use of modems, applications of MS Power Point, MS Access etc.

UNIT - I

Computer Application in Business - payroll and personnel records - Office automation - word processing - Desktop publishing - Electronic Office - Stock control and sales - Banking - Insurance and stock broking

UNIT - II

- Medicine - Law and order - Libraries and museums - Education - Application in different fields : Electricity - Steel - Printing and paper Engineering design - Local Authorities - Central Government - Public Utilities-Telephones Information System

UNIT - III

Modem - (EDI) - Electronic Payment System - Cyber Crime - Cyber Internet - Advantages - Web Browsers - Search Engine - URL - Web pages- Web site - World Wide Web(WWW) - E - mail - Functions E - Commerce - Introduction - Definition - Classification of E-Commerce - Electronic Data Interchange Resource

UNIT - IV

MS - Power Point : Introduction to Power Point - Features - Basic Power point - Creating new presentation - Inserting, Copying and Deleting a Slide - Inserting pictures -Organization Charts - Usage of design template - Using headers and footers - Inserting sound from file - Inserting movies from file

UNIT - V

MS - Access - Introduction To Access - Features - Parts of an Access window : Starting Microsoft Access - Creating Tables - Creating Queries - Creating Forms - Creating Reports - Exporting data into excel.

Reference

1. Roger Hunt, John Shelley : Computers and Commonsense, Fourth Edition – Prentice Hall of India. (Unit – I & II)
2. Sanjay Saxena, MS – Office 2000 for every one, Vikas Publishing Hosue Pvt Ltd, New Delhi. (Unit – IV & V)
3. R.Kalakota and A.B Whinston, Readings in Electronic Commerce, Addison Wesley, 1997 (Unit – III)

PAPER VI-OPEN COURSE

SEMESTER – VI

CORE PAPER- 1

MACRO ECONOMICS - II

Learning Objectives:

This course equips the students to understand systemic facts and the latest theoretical developments in Macro Economics.

Module - I

Theory underlying the multiplier - Induced investment and Accelerator - The interaction Principle and modern approaches to business cycle theory.

Module - II

Money in the Keynesian model - Demand for money in the Keynesian Theory-Theories of inflation-cot push demand pull-stagflation-impact of stagflation on developing countries.

Module - III

Monetary Theory in Relation to under employment and full employment –Great depression of 1930's and Great Recession of 2007-9

Module - IV

Post Keynesian Macro Analysis - General Equilibrium of Monetary and real sector - Contribution of Hicks-Hansen, ISLM - Diagram.

Module - V

Theories of International Trade-foreign trade multiplier- foreign trade as an engine of growth-spread effect and backwash effect (Gunnar Myrdal), Secular deterioration in the terms of trade (Singer-Prebisch)-Indian and International trade

References :

1. N. Gregory Mankiw (recent edition), Macro Economics, Worth Publications, New York.
2. Richard T. Froyen (recent edition), Macro Economics, Pearson Education, Delhi.
3. Macro Economics – Schaum's Outlines, Tata McGraw Hill, Delhi.
4. Shapiro, Edward (1982), Macro Economic Analysis, Galgotia Publications, New Delhi (reprint edition).
5. Sampat Mukerjee (2008), Analytical Macro Economics: From Keynes to Mankiw, New Central Book Depot, Calcutta.
6. Andrew B. Abel (2011), Macro Economics, Pearson, Delhi.
7. I C Dingara (2014), The Indian Economy: Environment and Policy, Sultan Chand & Sons, New Delhi.
8. Dominick Salvatore(2014): International Economics, 11th edition, Wiley.

CORE PAPER - 2
FISCAL ECONOMICS II

Learning Objectives :

The purpose of this course is to give an understanding of the role of state in fostering the economic activities via budget and fiscal policies. This course enables the students to understand the various issues between Central and State Governments

Module - I

Public Debt - Sources - Effects of Public debt - Public Debt in India. Redemption and Management of Public Debt.

Module- II

Deficit financing - Meaning – objectives- Role of deficit Financing in India - Its effects.

Module - III

Federal Finance - Principles - Center and state Financial Relationship - Finance Commissions - Analysis of latest Finance - Commission - Recommendations.

Module- IV

Local Finance - Sources of finance - Financial Administration of Local bodies.

Module - V

Fiscal Policy - objectives and instruments of fiscal policy in a developing economy with reference to India- Budgeting in India.

References :

1. Harvey Rosen, (2008) Public Finance, McGraw Hill, New York.
2. Bernard P. Harbar, Modern Public Finance (Richard Irvin Inc)
3. H.L. Bhatia., Public Finance, Vikas Publishing House Pvt Ltd., New Delhi (recent edition)
4. B.P. Tyagi., Public Finance, Jai Prakash Nath & Co., Meerut (recent edition)
5. Musgrave and Musgrave (1984), Public Finance in Theory and Practice, McGraw Hill, New Delhi (reprint edition)
6. Joseph Stiglitz, Economics of Public sector, Norton, New York (recent edition)

CORE PAPER- 3

ENTREPRENEURIAL DEVELOPMENT AND STRATEGIC MANAGEMENT

Learning objectives:

To enable the students to create a ground where the students view entrepreneurship as a desirable and feasible career option.

UNIT - I

Introduction Meaning - Types of entrepreneurs - characteristics and qualities of an Entrepreneur - Functions of Entrepreneurs - View: Peter Drucker - Schumpeter - Walker - Factors influencing Entrepreneurship.

UNIT - II

Women Entrepreneurs - Concepts - Problems - Prospects and Empowerment - Functions - Role - Characteristics of Rural Entrepreneurs - Development of Women Entrepreneurs- Types of Business/Industries and Women Entrepreneurs.

UNIT - III

Entrepreneurial Growth - Role Played by Government and Non-Government agencies - EDP's - TIIC - SIDBI, PIPDIC - IDBI - IFCI etc.

UNIT - IV

How to enter into Market? Business Idea Generation Techniques - Marketing Feasibility - Financial Feasibility - Technical Legal - Managerial and Location Feasibility.

UNIT - V

Meaning of Strategy - Corporate Strategy - Missions - Goals – Factors, Objectives and Goals - strategic Management process - Corporate planning - Competitive analysis - Competitive advantages - Internal Corporate Analysis.

References :

1. Kasmi – Business Policy and Strategic Management – TMH
2. AzharKasmi – Business Policy
3. Batachariya S T – Strategic Management and Cases – S.Chand
4. Dr. Sankaran – Strategic Management – Margham Publication
5. Jayashree Suresh - Entrepreneurial Development – Margham Pub.
6. Gupta C. B – Entrepreneurial Development

CORE PAPER- 4
BUSINESS COMMUNICATION

Learning objectives:

To enable the students to know about the principles, objectives and importance of Communication in Commerce and Trade.

UNIT - I

Features of Business Communication - Importance of effective communication in Business - Classification of communication - Characteristics (7cs) and Guidelines of effective Business Communication.

UNIT - II

Analysis of Business Letters - Basic Principles in drafting - Appearance, Structure and Layout - Letter Styles.

UNIT - III

Various types of Business Letters - Letters of Enquiry - Offers, Quotations, Orders, Complaints and Settlement, Circular Letters, Status enquiry, Collection Letters, Application for jobs, CV, Resumes, Reference Letters.

UNIT - IV

Company correspondence - Correspondence with share Holders, Debenture & fixed Deposit Holders.

UNIT - V

Bank and Insurance Correspondence - Import & Export correspondence - Correspondence with Govt. Departments. Report Writing Format and Style. [Problems: 80%, Theory: 20%]

References:

1. Communication for Business – Shirley Taylor. Pearson Publication, New Delhi.
2. Business Communication Today – Bovee, Thill, Schatzman 7th Edition Pearson Publication, New Delhi.
3. Essentials of Business Communication – Rajendra Pal, J.S.Korlahalli.

CORE PAPER- 5
ECONOMICS OF HUMAN RESOURCES MANAGEMENT

Learning objectives:

To give an understanding about scope of human resource management

Module - I

Introduction to HRM-personnel management - objectives-scope & importance-Process of Human Resource of Management-Emerging trends in HRM – Manpower planning.

Module- II

Performance Appraisal: Meaning - Need - Importance - Objectives - Problems - Factors Influencing Performance Appraisal. Techniques of Performance Appraisal - Traditional Techniques - Modern Techniques of Performance Appraisal.

Module- III

Transfer: Objective - Policy - Types. Promotion: Purpose - Promotion Policy - demotion. Discipline: Meaning - Positive And Negative Aspects Of Discipline - Causes Of Indiscipline - Disciplinary Procedure - Maintaining Discipline.

Module – IV

Compensation: Objective - Principles - Factors - Influencing Wage And Salary - Executive Compensation Plans - Benefits And Employee Services - Fringe Benefits.

Module- V

Motivation: Meaning - Features - Techniques - Importance - Theories of Motivation.

References:

- I. Dessler, *Human Resource Management*, 11th edition, Pearson Education, Delhi
2. Biswanath Ghosh, *Human Resource Development and Management*, Vikas Publishing House, Delhi
3. Anuradha Sharma & Aradhana Khandekar (2006), *Strategic Human Resource Management*, Response Books, New Delhi
4. Bohlander and Shell (2007), *Human Resource Management*, Cengage Learning, Delhi.
5. Aswathappa, *Human Resource and Personnel Management*, 3rd edition, Tata McGraw Hill, Delhi

CORE PAPER-6

PROJECT AND VIVA -VOCE EXAMINATION

**(GROUP WISE PROJECT- THE NUMBER OF STUDENTS IN THE GROUP
SHOULD NOT EXCEED FOUR).**