

# **FACULTY OF ECONOMICS & BUSINESS**

## **SYLLABUS**

### **FOR**

## **M. A. (BUSINESS ECONOMICS & IT) (SEMESTER I & II)**

**Session: 2014–15**



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**GURU NANAK DEV UNIVERSITY  
AMRITSAR**

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**Eligibility Criteria**

Bachelor's degree in Economics / Commerce / Business Administration / Computer Science / Computer Application / IT as one of the elective subjects with 50% marks in aggregate from Guru Nanak Dev University or any other recognized University.

**Scheme for M. A. Business Economics and Information Technology****Semester I**

<b>Paper</b>	<b>Paper name</b>	<b>Theory</b>	<b>Practical</b>
MBEIT 101	Financial Management	100	--
MBEIT 102	Marketing Management	100	--
MBEIT 103	Economic Analysis for Business Decisions	100	--
MBEIT 104	Quantitative Techniques for Business	100	--
MBEIT 105	Introduction to Computer and Information Technology	80	20

**Semester II**

<b>Paper</b>	<b>Paper name</b>	<b>Theory</b>	<b>Practical</b>
MBEIT 201	Human Resource Management	100	--
MBEIT 202	Banking and Foreign Exchange Management	100	--
MBEIT 203	Financial Institutions and Financial Services	100	--
MBEIT 204	Indian Economy, Environment and Policy	100	--
MBEIT 205	Management Information System	100	--

**MBEIT 101: Financial Management****Time: 3 Hours****Max. Marks: 100**

**Note: The question paper covering the entire course shall be divided into three sections as follows:**

**Section A:** It will consist of 12 very short answer type questions from the entire syllabus with answer to each question upto ten lines in length. Students will attempt 10 questions. Each question will carry 2 marks; total weightage being 20 marks.

**Section B:** It will consist of essay type/ numerical questions with answer to each question upto five pages in length. 4 questions will be set by the examiner from part I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks; total weightage being 40 marks.

**Section C:** It will consist of essay type/ numerical questions with answer to each question upto five pages in length. 4 questions will be set by the examiner from part II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks; total weightage being 40 marks.

**Part – I**

**Accounting as Information System:** Concepts, conventions and principles of accounting, recording of transactions, Ledger, Trial Balance, Introduction to Income and Position Statement.

**Financial Analysis:** Concepts and Objectives: Tools of Financial Analysis- Ratio Analysis, Trend Analysis, Common size Financial statements, cash flow statements.

**Part – II**

**Scope and Objectives of Business Finance.** Sources of Business Finance – long term and short term sources of finance. Capital structure Planning, designing the optimum capital structure. Analysis of operating and financial leverage.

**Capital Budgeting:** Concept and Techniques, Concept and measurement of cost of capital of different sources of Finance. Assessment of working capital requirements. Determinants of Dividend policy.

**Suggested Readings:**

1. Bhattacharys, S.K. & Dearden, Accounting for Management, Vikas, New Delhi.
2. Jawaharlal, Management Accounting, Himalya, New Delhi.
3. Pandey, I.M., Financial Management, Vikas, New Delhi.
4. Van Harne, James C., Financial Management & Policy, Prentice Hall of India, New Delhi.
5. Pandey, I.M., Management Accounting, Vikas, New Delhi.
6. Chandra Parsanna, Financial Management, THM
7. Tulsian, Financial Management, S. Chand
8. Rustagi, Financial Management, Taxman
9. Jain & Khan, Financial Management

**MBEIT 102: Marketing Management****Time: 3 Hours****Max. Marks: 100**

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**Section B:** It will consist of essay type/ numerical questions with answer to each question upto five pages in length. 4 questions will be set by the examiner from part I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks; total weightage being 40 marks.

**Section C:** It will consist of essay type/ numerical questions with answer to each question upto five pages in length. 4 questions will be set by the examiner from part II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks; total weightage being 40 marks.

**Part – I**

**Marketing concepts**, tasks, philosophies and functions. Marketing in Modern context, its relevance to developing countries. Marketing system and environment, concept of marketing mix, market segmentation-Bases of Segmenting the Markets.

**Product Decisions** – Product differentiation, product line decisions; new product development, Product life cycle. Positioning and diversification. Branding and Packaging decisions.

**Part – II**

**Distribution Decisions** - Channels of Distribution, selection of channels, Distribution policies and strategies and their management. Physical distribution and its components.

**Pricing Decisions** – Significance and objectives of pricing factors affecting the pricing decisions, pricing methods, Pricing Policies and strategies.

**Promotion and its components** – Advertising, Sales Promotion and Personal Selling

**Marketing Information system** – concept and components of a marketing information system.

**Marketing Research:** Meaning, nature, scope, applications and techniques. Process of marketing research. Role of research agencies,

**Suggested Readings:**

1. Kotler, Philip, Marketing Management: Analysis, Planning and Control, Prentice Hall of India, New Delhi.
2. Stanton , W. J., Fundamentals of Marketing, Tata McGraw Hill, New Delhi.
3. Ramaswamy and Nama Kumari , Marketing Management, MacMillan, New Delhi.
4. Gandhi J.C., Marketing – A Managerial Introduction, Tata McGraw Hill, New Delhi.
5. Boyd Harper, W. Jr., Ralph Westfall and Standoy P. Starch, Marketing Research – Text and Cases, All Indian Travellers Booksellers, Delhi.
6. Majumdar Ramanuj, Marketing Research – Text Applications and Case Studies, Wiley Eastern Ltd., New Delhi.

**Journals:**

Journal of Marketing.

Journal of Marketing Research.

Harvard Business Review.

Indian Management.

A & M

Business Today.



**MBEIT-103: Economic Analysis for Business Decisions****Time: 3 Hours****Max. Marks 100**

**Note: The question paper covering the entire course shall be divided into three sections as follows:**

**Section A:** It will consist of 12 very short answer questions from the entire syllabus with answer to each question up to ten lines in length. Students will attempt 10 questions. Each question will carry 2 marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions will be set by the examiner from Part–I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions will be set by the examiner from Part–II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part- I**

Introduction to economic analysis and business decisions

**Demand decisions-** Concept of Demand and types , Elasticity of demand –types, measurement and empirical estimation ,Demand forecasting methods, Cardinal utility , Indifference curves &revealed preference approaches.

**Input Output Decisions-** Production function, isoquants, law of variable proportions, returns to scale, economies of scale, elasticity of factor substitution, and estimation of production functions. Costs- concepts, traditional and modern theories of costs, cost functions and their estimation, derivation of cost function from production function .Equilibrium of the firm-revenue curves and marginal analysis.

**Price output decision -** Market environment, price determination under perfect competition, monopoly and discriminating monopoly, monopolistic competition, oligopoly and bilateral monopoly.

**Critique of economic theory-** Managerial theories (Baumol, Marris & Williamson), Behavioral theory, Limit pricing, mark-up pricing.

**Part –II**

**National Income** - Concept, components and measurement.

**National Income in India**- Measurement and problems. Social Accounting and its uses.

**Determination of Income and Employment**- Classical and Keynesian Views.

Consumption – Consumption Function, Various approaches to secular and cyclical consumption function –Absolute, relative, permanent income and life cycle hypothesis.

**Theories of Investment:** Neo-classical (Jorgenson) and Keynesian .Objectives of macro – economic policy, Macro Economic stabilization policies and their co-ordination (Swan-model approach)

**Money**- Definition, Mechanics of Money supply Determination .

Interest rate Determination (Classical, loanable funds). Keynesian approaches.

**Inflation**– Causes, consequences and cures, its Theories and Inflation unemployment Trade-off.

**Suggested Readings –**

1. Koutsoyiannis A., Modern Micro Economics, Macmillan, 1979.
2. Dean, JJ., Managerial Economics, Prentice Hall, 1976.
3. Mote ,Paul & Gupta ,Managerial Economics ,Tata McGraw Hill ,1977.
4. Deo, K.K., Managerial Economics ,Richard d.Irwin, (Indian Reprint, Surjeet Publications, 1988).
5. Brigham, E.F and J.I Papas, Managerial Economics, Dryden Press, 1976.
6. Beckman, W., An Introduction to National Income Analysis, ELBS, London, 1976.

**MBEIT 104: Quantitative Techniques for Business****Time: 3 Hours****Max. Marks: 100**

**Note: The question paper covering the entire course shall be divided into three sections as follows:**

**Section A:** It will consist of 12 very short answer questions from the entire syllabus with answer to each question up to ten lines in length. Students will attempt 10 questions. Each question will carry 2 marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part–I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part–II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part- I**

**Matrix Algebra:** Types of matrices; basic operations of matrices; determinant of a matrix and its properties; rank and inverse of a matrix; solution of simultaneous linear equations- Cramer's rule and matrix inversion, method, application of matrices– National Income Model, input-output analysis (Introductory Treatment)

**Measures of Central Tendency and Dispersion.**

**Simple Correlation and Regression Analysis:** Assumptions; Pearson's product moment and Spearman's rank correlation method; least squares technique ; properties of correlations and regression coefficients ;estimation of semi-log and double –log equations.

**Time Series Analysis:** Meaning and components of Time series; Models used for isolating components; methods of estimating trends and seasonal fluctuations, concept of stationary.

**Part-II**

**Elementary Probability Theory-** Deterministic and non-deterministic experiments; different types of events; a priori and empirical definition of probability, conditional probability, laws of addition and multiplication of probability. Meaning and types of random variables; probability density and mass functions; mathematical expectation, moments generating function.

**Characteristics properties of binomial Poisson and normal distributions.** Elements of Statistical inference : Concept of sampling distribution of a statistic; statistical hypothesis null and alternative hypothesis; two types of errors; large and small sampling, tests of significance for means and proportions-z test, t tests and f-tests (ANOVA one –way and two-way, chi-square test)

**Practical Through SPSS:**

The students will be trained in the following techniques of data analysis using latest version of SPSS software. At the end of the semester, external examiner will be appointed by the University to conduct the practical by examining the students in the lab and award marks.

Topics: Z tests, T tests, and F tests. (ANOVA one–way and two–way), Chi–square test, correlation.

**Suggested Readings:**

1. Sharma, J.K., Business Statistics.
2. Hooda, R.P: Statistics for Business and Economics. Macmillan, New Delhi.
3. Heinz, Kohler; Statistics for Business & Economics, Harper Collins, New York.
4. Hien, L.W; Quantitative Approach to Managerial Decisions, Prentice Hall, New Jersey,
5. Lawrence B, Morse: Statistics for Business & Economics, Harper Collins, NY.
6. Levin, Richard t, and David S Rubin: Statistics for Management
7. Ching A.C., Fund mental Methods of Mathematical Economics, Mc Graw Hill,  
Kogakusha , 1974

**MBEIT 105: Introduction to Computer and Information Technology****Time: 3 Hours****Max. Marks: 100****Theory: 80****Practical: 20**

**Note: The question paper covering the entire course shall be divided into three sections as follows:**

**Section A:** It will consist of 12 very short answer questions from the entire syllabus with answer to each question upto ten lines in length. Students will attempt 10 questions. Each question will carry 2 marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part–I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 15 marks. The total weightage of the section shall be 30 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part–II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 15 marks. The total weightage of the section shall be 30 marks.

**Part – I**

**Computer Fundamentals:** Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers.

**Internal and External Memory Storage:** RAM, ROM, PROM, EPROM. Commonly used Input/Output/Memory storage devices: Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software. Interpreter.

**Operating System:** Definition, Introduction to windows (Overview of working of windows using Mouse and Manipulation of Icons. Menus and Opening different applications simultaneously). Basic Commands of windows (Creating, moving, renaming, deleting files/folders).

**Part – II**

**MS-Word:** Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting pages, paragraphs and sections. Indents and outdents. Creating lists and numbering. Heading Styles, Fonts and size editing, positioning & viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Using tabs and tables Header, Footer & Printings.

**MS-Excel:** Worksheet overview. Entering information. Worksheet creating. Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charges and printing operations graphs.

**MS-Power Point:** Presentation Basics, Menus & Toolbars. Opening & Saving & existing presentation creating & Saving a presentation using auto content wizard. Design Template Blank Presentation. The slides sorter view. Insert slides from another presentation. Inserting pictures and graphics. Slide show, printing, slides.

**Suggested Readings:**

1. Peter Norton (2010), “Introduction to Computers”, 7th Edition, McGraw-Hill, New Delhi.
2. Sanjay Sexana, (2003) “A First Course in Computers”, Vikas Publishing House, New Delhi.
3. Rajaraman, V. (2006), “Fundamental of Computers”, 4th Edition, Prentice Hall India, New Delhi.
4. Srivastava, S.S. (2008), “MS-Office”, Firewall Media, New Delhi.
5. Alexis Loeon and Matheus Leon (2001), “Introduction to Computers with MS-Office 2000”, 1st Edition, Tata McGraw-Hill, New Delhi.

**MBEIT 201: Human Resource Management****Time: 3 Hours****Max. Marks: 100**

**Note: The question paper covering the entire course shall be divided into three sections as follows:**

**Section A:** It will consist of 12 very short answer type questions from the entire syllabus with answer to each question upto ten lines in length. Students will attempt 10 questions. Each question will carry 2 marks; total weightage being 20 marks.

**Section B:** It will consist of essay type/ numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks; total weightage being 40 marks.

**Section C:** It will consist of essay type/ numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks; total weightage being 40 marks.

**Part – I**

**Human Resource Management:** Meaning, objectives, scope, Importance and functions. Human resource planning, recruitment, selection, training and performance appraisal, Role of HR Manager.

**Motivation:** Needs & motivation theories of motivation with special reference to Maslow's need hierarchy, Herzberg's two factor theory, Varoom's Expectancy theory, Porter and Lawler's model of motivation.

**Leadership:** Meaning, approaches, leadership styles.

**Part – II**

**Communication:** Meaning, importance, process, channels of communication, communication networks, barriers to communication, enhancing communication effectiveness.

**Workgroups:** Meaning, group dynamics, group behaviour, group cohesiveness.

**Compensation Management:** Concepts and components, Job Evaluation – Incentives and methods

**Industrial Relations:** Grievance procedure, Collective bargaining, Settlements of disputes.

**Suggested Readings:**

Koutz – Harlod & Heinz Weirich, Essentials of Management, McGraw Hill, New Delhi.

Luthans, Frennd, Organizational Behaviour, McGraw Hill, New Delhi.

Gene Burton & Manab Thakur, Management Today: Principles and Practice, McGraw Hill, New Delhi.

Flippo, Edwin Personnel Management, McGraw Hill, New Delhi.

Sekaran, Uma. Organizational Behaviour, Text and Cases, Tata McGraw Hill, New Delhi.

Hersy, Paul, Bolanchard Kenneth, H., Management of Organizational Behaviour, Prentice Hall, New Delhi.

Lyman W. Porter, Edward E. Lawler III and J. Richard Harkman, Behaviour on Organizations, McGraw Hill, New Delhi.

Drucker, Peter, F., Management, Allied Publishers Pvt. Ltd., New Delhi.



**MBEIT 202: Banking and Foreign Exchange Management****Time: 3 Hours****Max. Marks: 100**

**Note: The question paper covering the entire course shall be divided into three sections as follows:**

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**Section B:** It will consist of essay type/ numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from part I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks; total weightage being 40 marks.

**Section C:** It will consist of essay type/ numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from part II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks; total weightage being 40 marks.

**Part – I**

**Commercial Bank:** Meaning and function – primary functions; agency services; general utility services, credit creation process by banks, Asset and liability management by banks. Productivity and Profitability of banks. Banking Reforms in India.

**Secured and Unsecured Advances:** Modes of security advance; lien pledge, leasing, hypothecation and mortgage.

**Money Market Instruments:** Money at call and short notice; treasury bills, bill of exchange, promisory notes, letters of credits, certificate of deposits (CDs), commercial papers (CPs), inter bank participation certificates (IBPCs); insurance of bank deposits with reference to Indian Economy.

**Part – II**

**Banker Customer Relationship:** Debtor and creditor law of limitation. Banker's right of set – off. Banker's rights and obligations – banker's obligation to honour cheques; Furnished order, order nisi. Banker's clients - general and particular, secrecy of accounts.

**Foreign Exchange:** Exchange banks, exchange rate: theories of determination; spot and forward rates. India's exchange arrangements; management of exchange reserves in India;

FERA: FEMA, convertibility of rupee – current account and capital account.

**Suggested Readings:**

Radhaswamy, M., Practical Banking, S. Chand & Co., New Delhi, 1980.

Srivastva, P.K., Banking Theory and Practice, Himalya, Bombay, 1981.

Ghosh, A. and B. Maitra, Studies in the Fundamentals of Practical Banking, World Press, Calcutta.

Bedi, H.L. and V.K. Hrikas, Practical Banking Advances, UBS, New Delhi, 1993, (Selected Chapters only).

Indian Bank's Association, IBA Bulletin.

Indian Institute of Banker's Mumbai, Journal of the Indian Institute of Banker's.

Government of India, Economic Survey.

Kane, David.R., Principles of International Finance, Croom Helm, London.

Avadhani, V.A., International Finance – Theory and Practice, Himalya, Bombay.

**MBEIT 203 Financial Institutions and Financial Services****Time: 3 Hours****Max Marks: 100**

**Note: The question paper covering the entire course shall be divided into three sections as follows:**

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**Section B:** It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions will be set by the examiner from Part-I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions will be set by the examiner from Part-II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks total weightage of the section shall be 40 marks.

**Part-I**

**The Basic Theoretical Framework:** The financial system and its technology; the factors affecting the stability of the financial system: Development finance vs universal banking; financial intermediaries and financial innovation: RBI- Central Banking.

**The Financial Institutions:** The brief historical perspective, An update on the performance of IDBI, ICICI, IFCI, SFCS, LIC & GIC.

**The Banking Institutions:** Commercial Banks the public and the private sectors structure and comparative performance. The problems of competition; internet rates, spreads and NPA's Bank Capital market support.

**The Non-Banking Financial Intuitions:** Evolution, control by RBI and SEBI. A perspective on future role. Unit Trust of India and Mutual Funds. Reserve Bank of India. Framework for regulation of Bank Credit: Commercial Paper: Features and Advantages, Framework of Indian CP Market, Effective Cost/Interest Yield.

**Part -II**

**Financial Services:** Asset /fund based financial services –lease finance, consumer credit and hire purchase finance, functions advantages and evolution forgetting , bills discounting , housing finance , venture capital financing .Fee-Based advisory services :Stock broking, credit rating.

**Insurance:** The Economics of Insurance: Life Insurance; Reinsurance; The Insurance Industry and its regulation .Efficiency and the Structure of the Insurance Industry ; Pension Plans today.

**Merchant Banking:** Functions and activities, underwriting, bankers to an issue, debenture, trustees, portfolio managers.

**Operations:** Financial Assets/Instruments Right Issues, Issue of Debentures ,Issue of Equity shares-pre-issue activity ,Post –issue activities . The Regulatory Framework : SEBI and Regulation of Primary and Secondary Markets , Company Law provisions.

**References:**

M. Y. Khan , Financial Services ,Tata Mcgraw-Hill ,New Delhi,2004

Harsh v. Verma ,Marketing of services , Global Business Press ,2002

Sames L. Heskett, Managing In The Services Economy ,Harvard Business Scholl Press, Boston 2001.

M.Y Khan Indian Financial System 4/e Mc Graw –Hill ,New Delhi.2004

**MBEIT 204: Indian Economy, Environment and Policy****Time: 3 Hours****Max .Marks:100**

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**Section B:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part–I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part–II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part I**

**Aspects of Human development** - Education, unemployment, poverty and inequalities of income distribution. Infrastructural development.

Issues in agriculture and rural development, agricultural price policy, agrarian reforms.

Problems of manufacturing industries and service sector, Industrial policy and attitude towards foreign capital. Public enterprises – problems, policies and privatization.

**Part II**

**Financial environment** - Problems of money and capital markets, financial policies.

Balance of Payment, Foreign exchange and external debt. Import and export policies.

Structural trends in Indian Economy. Policy of structural adjustment and its evaluation.

WTO and the new international trading regime . Globalization and agricultural, trade in services ,intellectual property rights, environment and labour standards. Regional economic groupings . Implications for India.

**Consumer Rights and consumer:** Role of consumer groups with special reference to India : consumer protection act 1986 with latest amendments.

**Suggested Readings:**

- Ahluwalia, I.J. and I.M.D. Little (Eds.) (1999), *India's Economic Reforms and Development* (Essay in honour of Manmohan Singh, Oxford University Press, New Delhi.
- Bardhan, P.K. (9th Edition) (1999), *The Political Economy of Development in India*, Oxford University Press, New Delhi.
- Bawa, R.S. and P.S. Raikhy (Ed.) (1997), *Structural Changes in Indian Economy*, Guru Nanak Dev University Press, Amritsar.
- Brahmananda, P.R. and V.R. Panchmukhi (Eds.) (2001), *Development Experience in the Indian Economy : Inter-State Perspectives*, Bookwell, Delhi.
- Chakravarty, S. (1987), *Development Planning : The Indian Experience*, Oxford University Press, New Delhi.
- Dantwala, M.L. (1996), *Dilemmas of Growth : The Indian Experience*, Sage Publications, New Delhi.
- Datt, R. (Ed.) (2001), *Second Generation Economic Reforms in India*, Deep & Deep Publications, New Delhi.
- Government of India, *Economic Survey*, (Annual), Ministry of Finance, New Delhi.
- Jain, A.K. (1986), *Economic Planning in India*, Ashish Publishing House, New Delhi.
- Jalan, B. (1992), *The Indian Economy – Problems and Prospects*, New Delhi.
- Francis Cherunilam, *Business Environment*: Himalya Publishing House, New Delhi.
- K Asvathappa, *Legal Environment of Business*, Himalya Publishing House, New Delhi.
- M. Adhikary, *Economic Environment for Business*, Sultan Chand & Sons, New Delhi.
- K. Asvathappa, *Essentials of Business Environment* Himalya Publishing House.
- Ruddar Dutt and KPM Sundaram, *Indian Economy (Fifty-third ed.)*, S. Chand and Company Ltd., New Delhi, 2006.

**MBEIT 205: Management Information System****Time: 3 Hours****Max. Marks: 100**

**Note: The question paper covering the entire course shall be divided into three sections as follows:**

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**Section B:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part–I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part–II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part I**

Introduction to system theory, Types of systems, Concepts of Information, Attributes of Information, Evolution of Information Systems, Categories of Information Systems, System Development Life cycle.

An overview of Management Information System, Fundamental types of Management Information System, Role of Information System in an organization.

Introduction to E-Commerce, Perspective of E-Commerce, Conceptual Framework of E-Commerce, How E-Commerce Works.

**Part II**

Decision Support Systems (DSS), Conceptual Foundations of DSS, Concepts of DSS, DSS Software, Strategies for DSS, GDSS, and Executive Support System (ESS), Fundamentals of Knowledge Management systems, Knowledge Based Decision Support; Artificial Intelligence and Expert systems, Expert System & its integration with DSS.

Advanced Concepts in Information Systems: Enterprise Resources Management(ERP), SupplyChain Management, C R M, Procurement Management System, Pitfalls in MIS development.

**Suggested Readings:**

1. Ashok Arora, Akshaya Bhatia : Information System for Managers, Excel Books, 1999.
2. Laudon C. Kenneth & Laudon P. Janes : Management Information Systems, Pearson Education, 2002.
3. Turban Ejraini & Aronson E. Jay : Decision Support Systems & Intelligent Systems, Pearson Education, 2001.
4. Mudrick R.G., Ross, J.E. & Glegge, J.R. : Information Systems for Modern Management, 3rd Edition, Prentice Hall of India, 1987.
5. Alter Steven : Information Systems , 3rd Edition, Pearson Education,2000.
6. McNurlin C.Barbara & Spargue H. Ralph: Information Systems Management in Practice, 5<sup>TH</sup> Edition, Pearson Education, 2003.