FACULTY OF ECONOMICS & BUSINESS

SYLLABUS

FOR

M.A. BUSINESS ECONOMICS & IT

(SEMESTER I – IV)

Session: 2019-20

GURU NANAK DEV UNIVERSITY
AMRITSAR

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# SCHEME

## SEMESTER–I:

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## SEMESTER–II:

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<th>Paper</th>
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## M.A. BUSINESS ECONOMICS & IT (SEMESTER SYSTEM)

### SEMESTER–III:

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<tr>
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<tr>
<td>MBEIT 401</td>
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<tr>
<td>MBEIT 405</td>
<td>Project Report</td>
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</table>
MBEIT 101: FINANCIAL MANAGEMENT

Time: 3 Hours
Max. Marks: 100

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

SECTION B

SECTION C

SECTION D
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:

2. Jawaharlal, Management Accounting, Himalya, 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
MBEIT 102: MARKETING MANAGEMENT

Time: 3 Hours  Max. Marks: 100

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
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.

SECTION B

SECTION C
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

SECTION D
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:

Journals:
Journal of Marketing.
Journal of Marketing Research.
Harvard Business Review.
Indian Management.
A & M
Business Today.
M.A. BUSINESS ECONOMICS & IT (SEMESTER-I)

MBEIT–103: ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

Time: 3 Hours  Max. Marks 100

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
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.

SECTION B
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.

SECTION C
National Income – Concept, components and measurement.
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)

SECTION D
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:
MBEIT 104: QUANTITATIVE TECHNIQUES FOR BUSINESS

Time: 3 Hours Max. Marks: 100

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
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)

SECTION B
Measures of Central Tendency and Dispersion.
Simple Correlation and Regression Analysis: Assumptions; Persons product moment and Spearmen’s rank correlation method; least squares technique ; properties of correlations and regression coefficients ;estimation of semi–log and double –log equations.

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

SECTION D
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:
4. Hien, L.W; Quantitative Approach to Managerial Decisions, Prentice Hall, New Jesery,
6. Levin, Richard t, and David S Rubin: Statistics for Management
MBEIT 105: INTRODUCTION TO COMPUTER AND INFORMATION TECHNOLOGY

Time: 3 Hours
Max. Marks: 100
Theory: 80
Practical: 20

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
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.

SECTION B
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).

SECTION C

SECTION D


Suggested Readings:
MBEIT 201: HUMAN RESOURCE MANAGEMENT

Time: 3 Hours

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

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

SECTION B

Leadership: Meaning, approaches, leadership styles.

SECTION C

Communication: Meaning, importance, process, channels of communication, communication networks, barriers to communication, enhancing communication effectiveness.
Workgroups: Meaning, group dynamics, group behaviour, group cohesiveness.

SECTION D

Compensation Management: Concepts and components, Job Evaluation – Incentives and methods
Industrial Relations: Grievance procedure, Collective bargaining, Settlements of disputes.

Suggested Readings:
MBAEIT 202: BANKING AND FOREIGN EXCHANGE MANAGEMENT

Time: 3 Hours
Max. Marks: 100

Instructions for the Paper Setters:

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SECTION A

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.

SECTION B

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.

SECTION C


SECTION D

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:

4. Bedi, H.L. and V.K. Hrikas, Practical Banking Advances, UBS, New Delhi, 1993, (Selected Chapters only).
5. Indian Bank’s Association, IBA Bulletin.
MBEIT 203  FINANCIAL INSTITUTIONS AND FINANCIAL SERVICES

Time: 3 Hours  Max Marks: 100

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
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.

SECTION B
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.

SECTION C
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.

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

References:
MBEIT 204: INDIAN ECONOMY, ENVIRONMENT AND POLICY

Time: 3 Hours
Max. Marks: 100

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A


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

SECTION B

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

SECTION C

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.

SECTION D

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:


MBEIT 205: MANAGEMENT INFORMATION SYSTEM

Time: 3 Hours
Max. Marks: 100

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

SECTION B

SECTION C

SECTION D

Suggested Readings:

MBEIT 301: PRODUCTION AND OPERATION MANAGEMENT

Time: 3 Hours

Max. Marks: 100

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

SECTION-B
Facility Location – Importance, Factors in Location Analysis: Location analysis techniques. Facility Layout – Objectives, Advantages: basic Types of Layouts
Capacity Planning – Concepts: Factors affecting capacity planning, capacity planning decisions
Production planning and control (PPC) – concepts, objectives, Functions.
Work Study – Productivity, Method Study ; Work Measurement

SECTION-C
Introduction to modern productivity techniques– just in time, kanban system, total quality management and six sigma.

SECTION-D

Suggested Readings:
1. Operations Management Theory and Practice: B. Mahadevan, Pearson Education
3. Productions and Operations Management, Kanishka Bedi, Oxford Higher Education
4. Production Operation Management, B.S. Goel
MBEIT 302: BUSINESS COMMUNICATION

Time: 3 Hours

Max .Marks:100

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Nature and scope of communication–need for effective communication–process and components of communication–barriers of communication – significance of listening in effective communication–different types and forms of communication.

SECTION-B
Oral communication – different forms of and occasions of oral communication–role of non verbal components in verbal communication–public speaking–business presentations–interviewing–conducting of meetings and conferences – telephoning–tone of courtesy–audience analysis

SECTION-C
Written communication–need for and principles of persuasive writing– forms of written communication–letters and circulars – salutations and complimentary clauses – designing and drafting of letters and circulars.

SECTION-D

Suggested Readings:
1. Louis E. Boone and Others: Business Communication
2. Herta A. Murphy and Others: Effective Business Communication
5. Bovee C. L., Thill J. V. And Barbara E. S. Business Communication Today
6. Kitty O. Locke: Business and Administrative Communication
   Hatch Richard: Communicating in Business.
M.B.EIT 303: FOREIGN TRADE MANAGEMENT

Time: 3 Hours
Max. Marks: 100

Instructions for the Paper Setters:
Eight questions of equal marks (specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

SECTION-B

SECTION-C
The Pure Theory of International Trade–Theories of Absolute Advantage, Comparative Advantage and opportunity costs, Modern theory of International trade, Theorem of factor price equalization Empirical testing of theory of absolute and comparative cost–Heckscher–Ohlin theory of trade, Kravis and Linder theory of trade, Role of dynamic factors i.e. changes in tastes, technology and factor endowments in explaining the emergence of trade.

SECTION-D
The Rybnszynski theorem–Concept and policy implications of immersing growth; Causes of emergence and measurement of intra–industry trade and its impact of developing economies. The theory of interventions (Tariffs, Quotas and Non–Tariff barriers); Economics effects of tariffs and quotas on national income, output employment, terms of trade, Income distribution, balance of payments on trade partners both in partial and general equilibrium analysis.
Suggested Readings:

MBEIT 304: PUBLIC FINANCE AND BUDGETARY POLICY

Time: 3 Hours  Max. Marks: 100

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Public Finance: Meaning and scope of Public Finance, Role of Public Finance in developing countries.
Distinction between public, private and merit goods.
Public revenue: Sources, taxation, tax elasticity and buoyancy, taxable capacity and tax effort;
Theory of incidence and shifting of taxation; equity in taxation; principles of taxation; direct and indirect taxes; effect of taxation on production and distribution; major taxes in India; tax reforms in India.

SECTION-B
Theory of public expenditure: structure and growth of public expenditure, reasons for growth in public expenditure; Wagner’s law; Effects of public expenditure on production and distribution.
Role of public expenditure in developing countries.

SECTION-C
Public budgets: kinds of budget, programme budgeting and Zero–base budgeting; different concepts of budget deficits, budget of Union Government in India.
Public Debt: classification, significance and burden of public debt, principles of debt management, external debt servicing, Public debt in India.

SECTION-D
Centre–State financial relations in India, recommendations of the latest Finance Commission.
Fiscal Policy – objectives, interdependence of monetary and fiscal policies.

Suggested Readings:
M.A. BUSINESS ECONOMICS & IT (SEMESTER-III)

MBEIT 305: COMPUTER NETWORK CONCEPTS AND DBMS

Time: 3 Hours

Max .Marks: 100
Theory : 80
Practical : 20

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

SECTION-B

SECTION-C
Oracle 10g
SQL * PLUS: Introduction to Oracle 10 g, SQL – DDL, DML, DCL, Join methods & Sub query, Union, Intersection, Tree Walking, Built in Functions, View Security amongst users, Sequences, Indexing, Object Oriented Features of Oracle 10 g.

SECTION-D

Suggested Readings:
5. Hussain & Hussain, Computer Technology, Applications & Social Implications, PHI.
6. Database Concept by Korth.
7. Simplified Approach to DBMS– Kalyani Publishers
MBEIT 401: STRATEGIC MANAGEMENT

Time: 3 Hours  
Max. Marks: 100

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Socio Economic set up of business in India; Internal and External perceptions.  
**Enterprise of Objective:** Multiple objectives, Managerial Objectives. Interaction of Government and Enterprise Objective. Enterprise Ethos and management Styles.

SECTION-B

**Strategic Management Decisions:** Nature Characteristics  
Process of strategic management decisions.  
**Strategy Formulation:** Defining Company mission and goals. Assessing external environment, Industry analysis, Internal analysis of the firm.

SECTION-C

**Policy Alternatives and Grand Strategies:** Concentration, market development, product development, innovation, interpretation joint ventures, Diversification, Retrenchment, Divestiture and Liquidation

SECTION-D

**Strategic Analysis and Control Corporate Level:** BCG growth/ Share matrix. The GE nine cell Planning Grid, Swot analysis, Behavioural characteristics affecting strategic choice.  
**Strategy Interpretation:** Operationalising and Institutionalising the strategy, Strategic Central.

Suggested Readings:

4. Ansaf M.I., Dedrek and Hayes, R.I., From Strategic Planning to Strategic Management, Wiley New York
Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Nature and Scope of Investment analysis, Elements of analysis, Avenues of Investment, Approaches to investment analysis, Concept of Risk and Return, Security return and risk analysis, Measurement of return and risk.

Financial Assets – Type and their characteristics, Sources of financial information.

SECTION-B
Capital Market, Importance, primary market, Procedure for floating public issues, Broad contents of offer document, Listing of securities.

Stock Exchanges: Mechanism of Trading
Evaluation of Securities: Bonds, Debentures, Preference Shares and equity shares.

SECTION-C
Investment Analysis: Fundamental analysis – economic analysis, industry analysis and company analysis. Financial and non financial parameters, trend analysis, ratio analysis, cash flow analysis, SWOT analysis.


SECTION-D
Derivatives: distinction between options and futures, mechanics of option trading, determinants of option values.


Suggested Readings:
1. Bhalla V. K., Investment Management, Sultan Chand and Co, New Delhi
4. Fischer & Jordan: Security Analysis & Portfolio Management
5. Robert Haughen: Modern Investment Theory
7. Fischer, Donald E. and Ronald J. Jordan, Security Analysis and Portfolio Management, Prentice Hall of India, New Delhi
MBEIT 403: RESEARCH METHODOLOGY

Time: 3 Hours
Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

- Goals of a Literature Review
- Types of Reviews
- Sources of Research Literature
- Writing of Review

SECTION-B
Research designs: Exploratory, Descriptive and Causal Designs (Basic Designs–After only, Before After, After along with control group, Before after with control group, Timeseries Designs).

SECTION-C
Measurement concept, Levels of measurement– Nominal, Ordinal, Interval and Ratio. Attitude Measurement: Comparative and Non–Comparative scaling techniques, Tabulation and Cross–tabulation of data.

Data Preparation, Analysis and Interpretation

- Data preparation
- Data screening
- Transforming data
- Data Analysis and Interpretation

SECTION-D
Data analysis techniques: Multiple regression analysis, Discriminant analysis and factor analysis.
PRACTICALS 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: Data preparation, Data screening, Transforming data, Data Analysis and Interpretation, multiple regression analysis, discriminant analysis and factor analysis.

Suggested Readings:

MBEIT 404: INDUSTRIAL STRUCTURE, ORGANIZATION AND POLICY

Time: 3 Hours

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

SECTION-B
Industrial Policy in India –evolution and paradigm shift; Recent trends in Indian Industrial growth; MNCs, transfer of technology and issues related with TRIMS; Privatization: Forms and global and Indian evidence; Regional industrial growth and concentration in India and dispersal policy; economic and remedial measures ;Issues in Industrial proliferation and environmental preservation.

SECTION-C

SECTION-D

Suggested Readings:

MBEIT 405: Project Report

Max. Marks: 100

Student will undertake one project on any area being covered in the syllabi.