

FACULTY OF ECONOMICS & BUSINESS

SYLLABUS

FOR

M.A. (BUSINESS ECONOMICS)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

(SEMESTER: I –IV)

SESSION: 2019-20



GURU NANAK DEV UNIVERSITY

AMRITSAR

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**M.A. (BUSINESS ECONOMICS) (SEMESTER SYSTEM)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)**

SCHEME OF STUDIES

SEMESTER-I

Paper	Title	Credits	Mid Sem. Marks	End Sem. Marks	Practical Marks	Total Marks
EOL 451	Economic Analysis for Business Decisions – I	04	20	80	-	100
EOL 452	Quantitative Techniques for Business	04	20	80	-	100
EOL 453	Computer Applications for Business	4(3+0 +2)	20	60	20	100
EOL 454	Business Finance & Accounting	04	20	80	-	100
EOL 455	Organizational Principles and Behaviour	04	20	80	-	100
EOL 456	Seminar (on a topic based on any paper in Ist semester)	01				100

SEMESTER-II

Paper	Title	Credits	Mid Sem. Marks	End Sem. Marks	Practical Marks	Total Marks
EOL 461	Economic Analysis for Business Decisions – II	04	20	80	-	100
EOL 462	Operations Research	04	20	80	-	100
EOL 463	Banking and Foreign Exchange Management	04	20	80	-	100
EOL 464	Indian and Global Economic Environment	04	20	80	-	100
EOL 465	Consumer Behaviour and Marketing Management	04	20	80	-	100
EOP 466	Comprehensive Viva-Voce (based on Semester I & II)	01				100

Note.

- PSL -053 ID Course Human Rights & Constitutional Duties (Compulsory ID Course)**
Students can opt. this paper in any semester except the 1st Semester. This ID Course is one of the total ID Course of this course.

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SEMESTER – III

Paper	Title	Credits	Mid Sem. Marks	End Sem. Marks	Practical Marks	Total Marks
EOL 471	International Trade and Business Procedures	04	20	80	-	100
EOL 472	Advertising and Sales Management	04	20	80	-	100
EOL 473	Investment Theory and Portfolio Management	04	20	80	-	100
EOL 474	Industrial Structure, Organization and Policy	04	20	80	-	100
	Any one of the following:-					
EOL 475	Management Information System	4 (3+0+2)	20	60	20	100
EOL 476	Econometric Techniques	04	20	80		100

Semester - IV

Paper	Title	Credits	Mid Sem. Marks	End Sem. Marks	Practical Marks	Total Marks
EOL 481	Project Appraisal and Investment Planning	04	20	80	-	100
EOL 482	Labour Economics and Industrial Relations	04	20	80	-	100
EOL 483	Business Policy and Strategy	04	20	80	-	100
	Any one of the following two (EOL:484 and EOL:485):-					
EOL 484	Information Technology (for those who opted for EOL 475 in Semester-III)	04	20	60	20	100
EOL 485	Forecasting and Business Planning (for those who opted for EOL 476 in Semester-IV)	04	20	80	-	100
EOL 486	Industrial Case Studies	04	20	80	-	100
EOL 487	Project Report (Based under summer training)	02	20	80	-	100
EOL 488	Comprehensive viva-voce (based on papers taught in Semester III and IV)	01				100

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EOL 451 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS – I

Time: 3 Hrs.

Credits: 4–0–0

Total Marks: 100

Mid Semester Marks: 20

End Semester Marks 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

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. Cardinal utility, Indifference curves & revealed preference approaches, Recent developments in theory of demand.

SECTION B

Input Output Decisions – Production function, isoquants, producer equilibrium and optimum factor combination, return to a factor, law of variable proportion, returns to scale, technical progress and production function, elasticity of factor substitution in Cobb-Douglas and CES production function.

SECTION C

Costs – concepts, traditional and modern theories of costs – a comparison, derivation of cost function from production function. Revenue analysis and equilibrium of the firm, price and output determination under perfect competition.

SECTION D

Monopoly and discriminating monopoly, monopolistic competition and oligopoly – An elementary view. Critique of managerial theories: Baumol, Marris and Williamson model. Factor Pricing – marginal productivity theory and modern productivity theory – a comparison.

Note: - Applications of economic analysis to business decisions may also be asked.

Suggested Readings:

1. Koutsoyiannis A., Modern Micro Economics, Macmillan, 1979.
2. Dean, J., Managerial Economics, Prentice Hall, 1976.
3. Mote, Paul & Gupta, Managerial Economics, Tata McGraw Hill, 1977.
4. Thompson, Arthur, A., Economics of firm, theory and practice, Prentice Hall, 1977.
5. Wildsmith, J.R., Managerial Theories of the Firm, Marti, 1972.
6. Deo, K.K., Managerial Economics, Richard D. Irwin, (Indian Reprint, Surjeet Publications, 1988).
7. Brigham, E.F. and J.L. Papas, Managerial Economics, Dryden Press, 1976.
8. Walker, E.W., Essentials of Financial Management, Prentice Hall, 1978.
9. Adhikary, M., Managerial Economics, Khosla Publications, 1987.

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EOL 452 : QUANTITATIVE TECHNIQUES FOR BUSINESS

Time: 3 Hrs.

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

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.

SECTION B

Differential Calculus: Concept of a derivative, rules of differentiation; maxima and minima of a function.

Simple Correlation: Properties of correlation. Pearsons product moment and Spearman’s rank correlation method.

SECTION C

Regression Analysis: Least squares technique; 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 trend and seasonal fluctuations.

SECTION D

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, moments generating function.

Characteristic and properties of binomial, Poisson and normal distributions. Concept of sampling and sampling distribution of a statistic; statistical hypothesis null and alternative hypothesis; two types of errors.

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Suggested Readings:

1. Chiang A.C., Fundamental Methods of Mathematical Economics, McGraw Hill, Kogakusha, 1974.
2. Hopfe, M.M., Mathematics – Foundations for Business Science, Research Association, Inc. 1980.
3. Mizrahi, A. and Sullivan M., Mathematics for Business and Social Sciences, John Wiley and Sons, Inc. 1976.
4. Raghawachari, M., Mathematics for Management – An Introduction, Tata McGraw Hill, New Delhi.
5. Webber, J.E., Mathematical Analysis: Business and Economic Applications, Harper & Row, 1982.
6. Yamuna, T., Mathematics for Economics – An Elements Survey, Prentice Hall of India Pvt. Ltd., New Delhi, 1995.
7. Chou, Y. Statistical Analysis : Holt, Rinehart and Winston, New York, 1975.
8. Croxton, F.E., Cowden, D.J. and Klien, S., Applied General Statistics, Prentice Hall of India Pvt. Ltd., 1973.
9. Karmel, P.H. and Polar, K.M., Applied Statistics for Economists, Pitman London, 1970.
10. Wetherill, G.B., Elementary Statistical Methods, Chapman and Hall, London.
11. Wannacott, T.H. and Wonnacott, R.J., Introductory Statistics for Business and Economics, 2nd ed., John Wiley and Sons, New York.

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EOL 453: COMPUTER APPLICATIONS FOR BUSINESS

Credits : 3-0-2

Time: 3 Hrs.

Total Marks: 100
Mid Semester Marks: 20
Practical Marks:20
End Semester Marks 60

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

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.

Objective : The objective of this course is to acquaint the management students about the computing resources of an organisation and their usage to enhance their personal efficiency so that they can contribute efficiently towards the organisational effectiveness.

SECTION A

- 1. Introduction to Computers:** Purpose and meaning of data, information and knowledge for business organisations. Information technology, its definition, scope and related technologies. Relationship of information technology with management.
- 2. Types of Computers:** Digital, Analog and Hybrid computers, general model of computers, size-wise organisation of computers - Mini, Micro, Desktop, Workstation and Supercomputers.
- 3. Computing Resources of the Organisation:**
 - (a) Hardware:** General model of a digital computer - concepts of motherboard, bus, microprocessor, Purpose of different types of memory - Primary memory (RAM, ROM) and Secondary memory devices (Floppy Disk, Hard Disk & CDRoms), adaptor cards and basic I/O devices. Disk concepts - formatting, booting, partitioning, FAT and directory. Latest trends in hardware.
 - (b) Software:** Classification of software - Systems & Application software, System software- Operating System, assembler, compiler and interpreter, drivers and communication software, Application software - General purpose, integrated and special purpose application packages for business, DBMS & RDBMS and ERP packages. Latest trends in software.

SECTION B

- 4. Introduction to Database Concepts:** Data, information, knowledge, Data Systems, RDBMS Terminologies - Relation, Records, Fields, Key Attributes and Constraints.
- 5. Computing Environment for Business:** Organising computing resources of an organisation- centralisation versus decentralisation. Singer user, multiprogramming & timesharing concepts. Organising transaction processing - batch and real time processing. Enterprise-wide Computing - fundamentals of networking, client-server environment.

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SECTION C

6. **Basic Networking Concepts:** Fundamentals of networking - its terminology and topology. Basics of LAN, MAN & WAN; and Intranet, Extranet and Internet.
7. **Various Network Components:** Repeaters, Bridges, Routers, Gateways, ISDN services and their characteristics.
8. **Internet as a Business Resource:** Structure of Internet. Connecting methods. Internet services - E-mail, www, Mailing List, Search Engines, Usenet, Chatting, Conferencing, Telephony; their applications in business.

SECTION D

9. **Computer Security:** Physical and logical security of data at individual PC level – virus management, Cryptography.
10. **Hands on Practice:** Internet, Windows 10 and Office 2010.
11. **Lab. Would be Based on Following MS Office Components :**

MS Word: Overview, creating, saving, opening, importing, exporing and inserting files
Formatting pages, paragraphs and section. Creating lists and numbering. Headings, styles, font and font size. Finding, Editing and Replacing texts. Using tables, header, footer and printing. Mail merging.

MS Excel: Worksheet overview, entering and editing information, formula writing, formatting numbers and texts. Copying and protecting cells, producing charts and graphs.

MS Power Point: Overview of power point, using various slide layouts, creating slide shows, adding animation effects. Preparing a power point presentation.

MS Access: Introduction, understanding database, creating tables, queries, forms, reports and filtering records.

Suggested Readings:

1. Gurvinder Singh, PC Computing.
2. Peter Norton, Introduction to Computers, Tata McGraw Hill.
3. Peter Norton, Inside the JPC, Techmedia
4. Young, Internet Complete Reference, Tata McGraw Hill.
5. Henry, F.Korth, Database System Concepts, McGraw Hill.
6. Tannenbaum, A.S., Computer Networks, PHI.
7. Korth, H.F. & Abraham S., Database System concepts, McGraw Hill.
8. Alex Leon and Mathew Leon, Introduction to computers with MS Office 2000, Tata McGraw Hill.

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EOL 454: BUSINESS FINANCE AND ACCOUNTING

Time: 3 Hrs.

Credits: 4–0–0

Total Marks: 100

Mid Semester Marks: 20

End Semester Marks 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

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

Accounting as Information System : Concepts, conventions and principles of accounting. Branches of Accounting Financial, Cost and Management accounting and their inter relationship. Accounting cycle, understanding the financial statements of an organization with special reference to companies (requirements of schedule VI of Companies Act.)

SECTION B

Financial Analysis: Concept and Objectives: Tools of financial analysis – Ratio Analysis, Trend Analysis, Common size Financial statements, Funds Flow and cash flow statements.

SECTION C

Scope and Objectives of Business Finance. Sources of Business Finance – long term and short term sources of finance. Lease financing.

Capital structure Planning designing the optimum capital structure. Analysis of operating and financial leverage.

SECTION D

Capital Budgeting: Concept and techniques, analysis of risk and uncertainty. Concept and measurement of cost of capital of different sources of finance. Assessment of working capital requirements and lending norms. 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.

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EOL 455: ORGANIZATIONAL PRINCIPLES AND BEHAVIOUR

Time: 3 Hrs.

Credits: 4-0-0

Total Marks: 100

Mid Semester Marks: 20

End Semester Marks 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

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

Management: Meaning, importance, functions, Evolution of Management - Scientific Management, Administrative Management and Human Relations Approach.

Planning: Nature of Planning; types of plans, importance of planning; steps in planning.

Management by Objectives: meaning, importance, process, Weakness of MBO.

Decision Making: meaning, process.

SECTION B

Organizing : Nature and purpose of organizing. Formal and informal organization, Various Organization levels, basis of departmentation and Span of Management, Line and staff authority relationship.

Human Resource Management: Meaning, objectives, scope and Importance.

Human resource planning process, Recruitment, Selection, training methods, performance appraisal – concept and methods.

SECTION C

Motivation : Need & motivation theories with special reference to Maslow's need hierarchy and Herzberg's two factor theory.

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

Leadership : Meaning, Trait theory, Approaches of leadership Styles – Power orientation, Managerial grid, Fielder's Contingency Model.

SECTION D

Organization Behavior: Concept, Nature, foundations of OB and its importance.

Workgroups: Meaning, group dynamics, group behavior, group cohesiveness.

Perception: Meaning, process, failure of perception, managing the perception process.

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Suggested Readings:

1. Koutz – Harold & Heinz Weirich, Essentials of Management, McGraw Hill, New Delhi.
2. Luthans, Frennd, Organizational Behaviour, McGraw Hill, New Delhi.
3. Gene Burton & Manab Thakur, Management Today: Principles and Practice, McGraw Hill, New Delhi.
4. Flippo, Edwin Personnel Management, McGraw Hill, New Delhi.
5. Sekaran, Uma. Organizational Behaviour, Text and cases, Tata McGraw Hill, New Delhi.
6. Hersy, Paul, Bolanchard Kenneth, H., Management of Organizational Behaviour, Prentice Hall, New Delhi.
7. Lyman W. Porter, Edward E. Lawler III and J. Richard Harkman, Behaviour on Organizations, McGraw Hill, New Delhi.
8. Drucker, Peter, F., Management, Allied Publishers Pvt. Ltd., New Delhi.

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EOL 456 – SEMINAR

(ON A TOPIC BASED ON ANY PAPER IN 1st SEMESTER) Credit : 01

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EOL 461: ECONOMIC ANALYSIS FOR BUSINESS DECISIONS – II

Time: 3 Hrs.

Credits: 4-0-0

Total Marks: 100

Mid Semester Marks: 20

End Semester Marks 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

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

National Income : Concept, components and measurement.

National Income in India : Measurement and problems.

Social Accounting and its uses.

SECTION B

Determination of Income and Employment: Classical and Keynesian Views.

Multiplier, Balanced Budget Multiplier, Foreign Trade Multiplier, Super Multiplier.

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

SECTION C

Investment: Theories of Investment. Neo-classical (Jorgenson) and Keynesian, accelerator and financial theories. Inventory Investment.

Objectives of macro-economics policy, Macro Economic stabilization policies and their coordination (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, Inflation unemployment trade – off.

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Suggested Readings:

1. Beckman, W., An Introduction to National Income Analysis, ELBS, London, 1976.
2. Studenski, Paul, A., The Income of Nations: Part – 2, Theory and Methodology, New York University Press, New York, 1958 (Khosla & Co., Delhi – 1977).
3. Choudhary, Uma Datta Roy, National Income Accounting, Macmillan, New Delhi.
4. Ackley, G., Macro economic theory, collier – Macmillan, New York.
5. Dernberg, T.F. & D.M. McDougall, Macro economics, McGraw Hill, Koga Kusha Ltd., Tokyo, 1972.
6. Branson, W.H., Macro Economic Theory and Policy, Harper & Row, New York, 1972.
7. Evans, M.K., Macro Economic Activity, Harper & Row Publishers, New York, 1969.
8. Derbbusch, R.L. & S. Fisher, Macro Economic McGraw Hill Book Co., New York, 1970.
9. Shapiro, E., Macro Economics Harcourt Brace Jovanovich – Inc. New York, 1972.
10. Grooch, R.L., Macro Economics Harcourt Brace Jovanovich – Inc. New York, 1972.
11. Sayer, S. An Introduction to Macro Economic Policy Butterworth Scientific, London, 1982.
12. Books, J. and Evans R.W. Macro Economic Policy in Theory and Practice George Allen & Unwin, London, 1978.

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EOL 462: OPERATIONS RESEARCH

Time: 3 Hrs.

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

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

Operations Research: Definition, Scope, limitations.
Transportation Model.

SECTION B

Assignment problem.

Sequencing Models: 'n'job'2' machines, 'n'jobs'3' machines, '2' jobs 'm' machine, 'n'jobs 'm' machines.

SECTION C

Project Scheduling by PERT and CPM.

Game Theory: Competitive games, Pure strategy, by dominance, Mixed Strategy (2x2, 2xn, mx2), Two persons zero sum game.

SECTION D

Queuing Models: Characteristics, single channel queuing theory, Model I MM/I : /FIFO)
Inventory Models with Deterministic Demand.

Suggested Readings

1. Wanger, H.M., Principles of Operation Research with Applications to Managerial Decision, Prentice Hall of India, New Delhi, 1989, Second ed.
2. Levin, R. I. and Kirkpatrick, C.A., Quantitative Research, A Managerial Emphasis.
3. Hardy, A. Taha, Operations Research – An Introduction, Macmillan Publishing Co. , New York.
4. Harper, W.M., Operations Research ELBS, London, 1979.
5. Hilier, F.S. & Lieberman, G.J., Introduction to Operations Research Holden Day Inc. San Francisco, 1981.
6. Hartley, R.V., Operation Research : A Managerial Emphasis.

EOL 463: BANKING AND FOREIGN EXCHANGE MANAGEMENT

Time: 3 Hrs.

Credits: 4-0-0

Total Marks: 100

Mid Semester Marks: 20

End Semester Marks 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

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

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

SECTION B

Money Market Instruments: Money at call and short notice; treasury bills, bill of exchange, certificate of deposits (CDs), commercial papers (CPs), inter bank participation certificates (IBPCs).

SECTION C

Banker customer relationship: Banker's rights and obligations. Banker's clients - general and particular.

Secured and Unsecured Advances: Modes of secured advance; pledge, hypothecation and mortgage.

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:

1. Avadhani, V.A., International Finance – Theory and Practice, Himalya, Bombay.
2. Bedi, H.L. and V.K. Hrikas, Practical Banking Advances, UBS, New Delhi, 1993, (Selected Chapters only).
3. Ghosh, A. and B. Maitra, Studies in the Fundamentals of Practical Banking, World Press, Calcutta.
4. Government of India, Economic Survey.
5. Indian Bank's Association, IBA Bulletin.
6. Indian Institute of Banker's Mumbai, Journal of the Indian Institute of Banker's.
7. Kane, David.R., Principles of International Finance, Croom Helm, London.
8. Radhaswamy, M., Practical Banking, S. Chand & Co., New Delhi, 1980.
9. Srivastva, P.K., Banking Theory and Practice, Himalya, Bombay, 1981

EOL 464: INDIAN AND GLOBAL ECONOMIC ENVIRONMENT

Time: 3 Hrs.

Credits: 4-0-0

Total Marks: 100

Mid Semester Marks: 20

End Semester Marks 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

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

Aspects of human development – Unemployment, poverty and inequalities of income distribution. Infrastructural development.

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

SECTION B

Manufacturing sector, performance and policy. Public enterprises – problems, policies and issues relating private sector.

Balance of payment, foreign exchange and external debt. Import and export policies.

SECTION C

Structural trends in Indian economy. Balance of Payment, Latest Import and Export Policy, MNC's Role and Performance.

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.

Suggested Readings:

1. Ahluwalia, I.J. & I.M.D. Little, Indian Economic Reforms and Development (Essays for Manmohan Singh, Oxford, 1998).
2. Ahluwalia, I.J., Productivity and Growth in Indian Manufacturing, Oxford, 1991.
3. Sau, R.K., Indian's Economic Development, Orient Longman, 1981.
4. Ghosh, A., Planning for the Nineties, Sage, 1992.
5. Swamy, D.S., Political Economy of Industrialisation in India: from self – reliance to Globalization, Sage, 1992.
6. World Bank, India: An Industrialising Economy in Transition, Washington, 1989.
7. Ramachandran, K.S., Ruddar Datt & Sundram, Global Trade Challenges & Opportunities, Indian Economy.
8. Chakrawarty, S., Development Planning in India, Oxford, 1989.

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EOL 465: CONSUMER BEHAVIOUR & MARKETING MANAGEMENT

Time: 3 Hrs.

Credits: 4-0-0

Total Marks: 100

Mid Semester Marks: 20

End Semester Marks 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

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.

Developing marketing strategies and planning marketing programme.

SECTION B

Consumer Behaviour: Meaning and importance, buying motives, buying process. Individual, social cultural and economic factors influencing consumer behaviour.

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

SECTION C

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

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

SECTION D

Market organizations. Marketing control. Consumerism and consumer behaviour.

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.

M.A. (BUSINESS ECONOMICS) (SEMESTER-II)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

EOL 466: COMPREHENSIVE VIVA-VOCE

(BASED ON SEMESTER-I AND SEMESTER-II) Credit : 01

M.A. (BUSINESS ECONOMICS) (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

EOL 471: INTERNATIONAL TRADE AND BUSINESS PROCEDURE

Time: 3 Hrs.

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

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

Classical theory of comparative Cost Advantage, Factor Endowment Theory of Trade, Linder Trade Hypothesis; Imperfect Markets and Trade Theory; Gains from Trade; Terms of Trade.

SECTION B

Balance of payments – Meaning, concepts. Causes of Disequilibrium in balance of payments; correcting the Disequilibrium in Balance of Payments, Devaluation, Elasticity and Adsorption Approach to Balance of Payments.

SECTION C

International Monetary Systems and International Institutions: Problems of International Liquidity I.M.F., Special Drawing Rights, Trade Liberalization – meaning and effects.

SECTION D

Export – Import Policy in recent years since 1991.

World Bank, Multinational Corporations and G-20, The New GATT Agreement (W.T.O.).

Suggested Readings:

1. Bhagwati, J. (ed.), The New International Economic order, The North – South Debate, MIT, 1977.
2. Bhagwati, J. and Srinivasan, T.N. (ed.), Foreign Exchange Regime and Economic Development: India, MacMillan, 1974.
3. Caves, R. and Jones, J., World Trade and Payments, Little Brown Series, Borton, 1973.
4. Chowdhary, N.K. and Aggarwal, T.C., Dunkek Proposals, Implications for India and the Third World, Shipra Publications, 1994.
5. Gomes, Leonard, International Economics Problems, Macmillan, 1980.
6. Govt. of India, Hand Book of Procedures, Import and Export Promotion, 1992–1997.
7. Heller, Robert, International Trade: Theory and Empirical Evidence.
8. Jitendra, M.D. : Export Procedures and Documentation, Rajat Publications, New Delhi.
9. Kumari, Anita, Export Incentives, Delhi, Anupam Publishers, 1994.
10. Mahajan, M.I. Export Procedures and Documentation.
11. Meier G.M., International Economics of Developed Theory and Policy, Harper, 1968.
12. Ministry of Commerce.
13. Mittal, A.C., Export Management in India, Delhi, Omsons Publications, 1991.
14. Salvatore, D., International Economics (latest edition).
15. Sanjay, Lall, Developing Countries in the International Economy, MacMillan, 1981.
16. Soderstern, B.O., International Economics (Latest edition)
17. Stern, R.M., Balance of Payments: Theory & Policy MacMillan, 1973.

EOL 472: ADVERTISING AND SALES MANAGEMENT

Time: 3 Hrs.

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

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

Advertising – Meaning, nature, scope and classification, role of advertising and its importance. Advertising as an element of Marketing Mix. Process of marketing communication. Setting advertising objectives and contribution of DAGMAR to setting objectives. Role of advertising in India's Economic Development. Social aspect, Economic aspect and ethics in advertising.

SECTION B

Planning and Managing advertising campaigns. Building Advertising Programme: Message, Theme, Copy and Advertising Appeals. Advertising Media; Different media of advertising, media selection; Media Scheduling; media plan and strategy. **Measuring Advertising Effectiveness:** Pre – testing and Post – testing copy. Advertising Budgets – nature and methods. Advertising agencies, their role and importance.

SECTION C

Nature and objectives of Sales Management. Sales functions and its relationship with other marketing functions. Sales Organization: purpose and basic types of sales organization structures.

SECTION D

Sales forecasting methods, Sales Budget, Sales territories and Quotas. Sales force management: Recruitment, Selection, Training, motivation and compensation. The evaluation and control of sales force.

Suggested Readings:

1. Aaker, David, A, Rajeev Barra and J.G. Myers: Advertising Management.
2. John S. Wright et al: Advertising
3. Richard R. Still et al: Sales Management: Decisions Strategies and Cases.
4. Manendra Mohan: Advertising Management.
5. Jackson & Hisrich: Sales and Sales Management.

EOL 473: INVESTMENT THEORY AND PORTFOLIO MANAGEMENT

Time: 3 Hrs.

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

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

Investment Management: Nature, Scope & Significance. Features of an investment programme. Information available to an investor.

Investment Alternatives available to an investor: Equity shares, preference shares; Non voting shares. Debentures – convertible and non – convertible. Fixed deposits: Mutual funds; Provident Fund.

SECTION B

Risk Return Framework: Types of risks, risk evaluation, risk reduction, hedging and speculation. Evaluation of different investment avenues in terms of risk and return.

Valuation of Investment: Valuation of equity shares, preference shares and debentures.

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.

Technical analysis – tools of technical analysis. Efficient Market Theory – forms and tests.

SECTION D

Derivatives; distinction between options and futures, mechanics of options trading, determinants of option values.

Portfolio Management: Objectives of portfolio management.

Portfolio analysis and selection – Markovitz theory, Sharpe's Model, Capital Asset Pricing model; Arbitrage – pricing theory.

Suggested Readings:

1. Fischer, Donald E. and Ronald J. Jordan, Security analysis and portfolio Management, Prentice Hall of India, New Delhi
2. Bhalla, V.K., Investment Management, Sultan Chand & Co., New Delhi.
3. Singh, Preeti, Investment Management, Himalya Publishers, Bombay.
4. Barua, Raghunathan Verma, Portfolio Management. Tata McGraw, New Delhi.
5. Schwart G. William and Clifford W. Smith, Empirical Research in Capital Markets, McGraw Hill, New York.
6. Gupta, O.P., Stock Market Efficiency and Price Behaviour – The Indian Experience Anmol Publishers, New Delhi.

M.A. (BUSINESS ECONOMICS) (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

EOL 474: INDUSTRIAL STRUCTURE, ORGANIZATION AND POLICY

Time: 3 Hrs.

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

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

Scope and methods of Industrial Economics; Structure - conduct performance paradigm; the firm and its objectives.

SECTION B

Market structure and its determinants: Market concentration; buyers' concentration; scale economies; product differentiation and entry barriers.

SECTION C

Locational decisions and regional dispersal of industries; pricing in practice.
Financial structure and capital gearing; Merger and diversification; Advertising decisions.

SECTION D

Firm's growth and constraints.
Industrial growth and structural change in Indian industries; Industrial policy – recent initiatives.

Suggested Readings:

1. P.J. Devine, et.al., An Introduction to Industrial Economics, George Allen & Unwin Ltd. London, 1974.
2. Donald, A.Hay & Darek J. Merris, Industrial Economics: Theory and Evidence, Oxford University Press Delhi, 1991.
3. Malcolm C. Sawyer, The Economics of Industries and Firms, Croom Helm, London, 1987.
4. G.H. Kirkpatrick, et. al., Industrial Structure and Policy in Less Developed Countries, Heritage Publishers, 1985.
5. R.B. Sutcliffe, Industry and Underdevelopment, Addison Wesley, London, 1971.
6. J.C. Sandersara, Industrial Policy and Planning, 1947 – 91, Sage Publications, New Delhi, 1992.

M.A. (BUSINESS ECONOMICS) (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

7. Laxmi Narain, Principles and Practice of Public Enterprise Management, S. Chand & Co., New Delhi, 1986.
8. A.K. Bagchi and N. Banerjee, Changes and Choice in Indian Industry Bagchi, New Delhi, 1981.
9. I.M. Scherer, Industrial Market Structure and Economic Performance, Rand McNally, Chicago.
10. Isher J. Ahluwalia, Productivity and Growth in Indian Manufacturing, Oxford University Press, New Delhi, 1991.
11. J. Tirole, The Theory of Industrial Organization, M.I. T. Press Cambridge, 1988.

M.A. (BUSINESS ECONOMICS) (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

EOL 475: MANAGEMENT INFORMATION SYSTEM

Time: 3 Hrs.

Credits: 3-0-2
Total Marks: 100
Mid Semester Marks: 20
Practical Marks: 20
End Semester Marks 60

Mid Semester Examination: 20% weightage
Practical : 20% weightage
End Semester Examination: 60% weightage

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

Information and its role in management. Introduction to Database technology: relational databases, Object – relational database systems.

Objectives of Database Management. Introduction to DBMS software ORACLE. SQL Development of adhoc queries using ORACLE SQL.

SECTION B

Definition of Codd's Rules, Normalization of Database, SQL data types, Operators, Functions, Data Definition Language, Data Manipulation Language and Data Control Language. Clauses in SQL : Order by, where, having, Group by.

SECTION C

Introduction to PL/SQL, Advantages of PL/SQL. PL/SQL Block, Declaration of variables, Conditional Statements and Iterative Control.

SECTION D

Introduction to MIS meaning and role, MIS concepts, Management science structure.

Information flow in management, Operations support system and management support system.

MIS for management support, Planning with MIS, control with MIS. Problem solving & decision making. Strategic and project planning for MIS, Implementation, Maintenance, Evaluation and security of information system.

Suggested Readings:

1. MIS Concepts & Design by Robert C. Murdik. PHI 2nd Ed.
2. Information Systems for Management by Robert C. Murdik. PHI. 2nd ed.
3. Korth, H.F. & Abraham, S., Database System Concepts, McGraw
4. ORACLE Manuals by Oracle Corporation.

NOTE : Credits has for 2 Practicals is equal to one (01) Lecture

M.A. (BUSINESS ECONOMICS) (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

EOL 476: ECONOMETRIC TECHNIQUES

Time: 3 Hrs.

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

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 meaning of econometric. Two variables linear regression model: assumption and estimation.

SECTION B

Multiple regression analysis. General Linear Regression Model; assumptions and estimation through least squares technique; Gauss-Markov Theorem.
Testing of significance of the GLRM.

SECTION C

Problems of regression analysis: Heteroscedasticity; Autocorrelation and Multicollinearity.
Pooling of time series – cross-sectional data.
Dummy variables and their uses. Introduction to probit analysis and logit analysis.

SECTION D

Simultaneous equations model: Identification problem, rank and order conditions. Indirect least squared (ILS) and two stage least squared (TSLS) methods of estimation. Method of maximum likelihood.

Suggested Readings:

1. Johnston, J. : Econometric Methods – (1972)
2. Koutsoyiannis, A. : Theory of Econometrics (1978)
3. Gujarati, D. : Basic Econometric (1978)
4. Chow, G.C. : Econometrics, McGraw Hill.
5. Madala, G.S. : Econometrics.
6. Plolock, Beg : The Algebra of Econometrics.
7. Judge, G.G. et al : Theory and Practice of Econometrics.
8. Intrilligator, M.D. : Econometric Models, techniques and Applications (1978).

M.A. (BUSINESS ECONOMICS) (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

EOL 481: PROJECT APPRAISAL AND INVESTMENT PLANNING

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

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

Project identification and analysis – Concept, screening and identification and project idea; market and demand analysis; technical analysis and financial analysis.

Project selection criteria – The net present value and the internal rate of return criterion.

SECTION B

Risk Analysis.

Project Planning; implementation and control – Organization, Planning and control management through network techniques. Management information system for control of projects.

SECTION C

Social cost benefit Analysis – Concept of shadow pricing, UNIDO guidelines for practical project appraisal, Little – Mirrlae's approach, Social Cost Benefit analysis, Public Sector investment decisions in India.

SECTION D

Project Financing in India – Financial Institutions, Norms and policies of financial institutions. SEBI guidelines regarding capital market.

Suggested Readings:

1. Little, IM.D. and Merrless, J.A., Project Appraisal and Planning for Development Countries, Heineman, 1974.
2. Das Gupta, Marglin S. and Sen, A.K., Guidelines for Project Evaluation, United Nations, 1972.
3. Yotopolus, Pan. A. and Nugent, Jeffery, B., Economics of Development – Empirical Investigations, Harper & Row Publishers, 1980, Chapter, 7.
4. Meier, G.M., Leading Issues in Economic Development (Latest Edition).
5. United Nations Industrial Development Organization (UNIDO), Guide to Practical Project Appraisal Social Cost – Benefit Analysis and IBH publishing company, Chs 2,3,4.
6. Nishan, E.J., Cost Benefit Analysis, George Allen and Unwin Ltd., 1985, Chapters 13,16–19.
7. Sen, A.K., Choice of Techniques.
8. Bhatia, R. and Sinha, B., Economic Appraisal of Irrigation Projects in India, Social Cost– Benefit Analysis of Aurngabab project in Agrical, New Delhi, 1982.
9. Chandra, Prassana, Project Planning, Analysis Selection, Implementation and Review, Tata McGraw Hill, New Delhi, 1995.
10. Chandra, Prassana, Project Preparation, Appraisal and Implementation, Tata McGraw Hill, 1980.
11. Choudhary, S. Project Management, Tata McGraw Hill, New Delhi, 1995.
12. Harrison, F.L., Advance Project Management, Gower Publishing Company, London, 1981.
13. Taylor, W.T. and Walting, T.F., Practical Project Management, Business Books, London, 1973.

EOL 482: LABOUR ECONOMICS AND INDUSTRIAL RELATIONS

Time: 3 Hrs.

Credits: 4-0-0

Total Marks: 100

Mid Semester Marks: 20

End Semester Marks 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

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

Labour Market: Concept and characteristics, Labour Markets in India.

Theories of Labour Market : Classical, Neo-Classical and Theories of Dual Labour Markets.

SECTION B

Functions and Role of Trade Unions, Problems of Trade Unions in India, Measures to strengthen trade union movement in India.

SECTION C

The Concept of Wages : Theories of Wages - Classical, Neo-Classical, Bargaining; Minimum, Fair and Living Wages; Wage differentials.

Industrial Disputes : Causes and consequences, Industrial Disputes act 1947, various provisions; Work Committees conciliation, Court of Enquiry, Adjudication and Voluntary arbitration.

SECTION D

Collective Bargaining : Concept and salient features; Labour welfare : statutory and voluntary welfare measures; social security: aims of social security. Factories Act 1948, Workmen Compensation Act 1923, Employees State Insurance Act, 1948.

Suggested Readings:

1. Charles, A. Mayers & Kanappan, S., Industrial Relations in India.
2. Dobb, Marrirs, Wages.
3. Dunlop, J.T., The Theory of Wage Determination.
4. Dunlop, J.T., Industrial Relations System.
5. Reynolds, L.G., Labour Economics and Labour Relations.
6. Srivastava, S.C., Industrial Relations and Labour Law.
7. G.A. Ramaswamy and Uma Ramaswamy : Industry and Labour
8. S.D.Tripathi and P.P.Aryas : Trade Union Management Relations in India.
9. ILO : Collective Bargaining - A Worker's Education Manual, Geneva.
10. Allen Flanders : Collective Bargaining.
11. Papola, T.S., P.P.Ghosh and A.N.Sharma (eds) (1993) : Labour Employment and Industrial Relations in India, B.R.Publishing Corp., New Delhi.

M.A. (BUSINESS ECONOMICS) (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

EOL 483: BUSINESS POLICY AND STRATEGY

Time: 3 Hrs.

Credits: 4-0-0

Total Marks: 100

Mid Semester Marks: 20

End Semester Marks 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

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

Enterprise objectives: Multiple objectives. Managerial objectives. Interaction of Government and Enterprise objectives. Enterprise Ethos and Management styles.

Strategic Management Decisions : Nature characteristics.

Process of strategic management decisions.

SECTION B

Strategy Formulation: Defining company mission and goals. Assessing external environment, Industry analysis, Internal Analysis of the firm.

SECTION C

Policy Alternatives and Grand Strategies: Market development; product development, innovation. Interpretation Joint Ventures. Retrenchment. Divestiture and Liquidation.

SECTION D

Strategic Analysis and Control Corporate Level: BCG Growth / Share Matrix. The GE Nine Cell Planning Grid, Swot analysis.

Strategy Interpretation: Operationalising and Institutionalising the strategy. Strategic central.

Suggested Readings

1. Glirock, William, F., Business Policy and Strategic Management, McGraw Hill, New York.
2. John, A. Pearce II, Richard B. Robinson, J.R., Strategic Management: Strategy Formulation and Implementation, Richard D. Irwin Inc.
3. Ansaff, M.I., Dedrek and Hayes, R.I., From Strategic Planning to Strategic Management, Wiley, New York.
4. Davidson, W.H., Global Strategic Management, John Wiley, New York.
5. Roger David, Business Policy and Planning, Prentice Hall, New York.

M.A. (BUSINESS ECONOMICS) (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

EOL 484: INFORMATION TECHNOLOGY

Time: 3 Hrs.

Credits: 3-0-2
Total Marks: 100
Mid Semester Marks: 20
Practical Marks: 20
End Semester Marks 60
Mid Semester Examination: 20% weightage
Practical : 20% weightage
End Semester Examination: 60% weightage

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 system architecture, Types of Computers, Bus Architectures. Components of digital computers; Main Board, Main memory, FDDs, HDD, add on cards, controller cards and power supply equipments.

SECTION B

Introduction to Networking: Network goals; application networks, network structure; ISO Model, TCP/IP Model, LAN, MAN & WAN networks and their objectives. Transmission mediums, network topologies.

SECTION C

Internetworking: Repeaters, Bridges, Routers, Gateways, Hub, Brouter, ATM and ISDN services and their characteristics. Introduction to Internet ; Internet Services, IP Addresses, DNS, DHCP, Data representation and compression..

SECTION D

HTML: Introduction to HTML and page designing in HTML.
Introduction to Internet Access tools like MS Internet Explorer, Firefox, Google chrome.

Suggested Readings

1. Tanenbaum, A.S., Computer Networks, PHI.
2. Tanenbaum, A.S., Structured Computer Networks, PHI.
3. Campbell, Teach Yourself Dynamic HTML in a week. Techmedia.
4. Estrabrook, Teach Yourself Internet Explorer in 24 hours, Techmedia.

NOTE: Credits has for 2 Practicals is equal to one (01) Lecture.

M.A. (BUSINESS ECONOMICS) (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

EOL 485: FORECASTING AND BUSINESS PLANNING

Time: 3 Hrs.

Credits: 4-0-0

Total Marks: 100

Mid Semester Marks: 20

End Semester Marks 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

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

Estimation of distributed lag and autoregressive models; Forecasting: concept, types – long – term and short – term; Forecasting based on regression model.

SECTION B

Time series forecasting methods – based on moving averages, exponential smoothing, Box – jenkins approach (for autoaggressive, moving average and mixed autoaggressive – moving average models).

SECTION C

Measures of forecast errors.

Business applications of forecasting techniques.

Multivariate methods: Mahalanobis– D^2 .

SECTION D

Fisher's linear determinant and principal component analysis and their applications in Business. Estimation of production functions, demand functions; demand forecasting.

Suggested Readings

1. Makridakis, S. and Wheelright, S.C., Forecasting and Applications, 1978.
2. Holden, K., Peel, D.A. and Thompson, J.L., Economics Forecasts: An Introduction, 1991.
3. Dovan, Short Term Forecasts: An Introduction to the Box – Jenkins Approach.
4. Pinlyck, R.S. and Bubinfeld, D.L., Econometric Models and Economic Forecasts, 1985.
5. Heathfield, D.F. and Wibe, S., An Introduction to Cost and Prodn. Functions, 1987.
6. Hanke, E.J. and Arthur, G.R., Business Forecasting, Allyn and Balon, 1984.
7. Kmenta, J., Elements of Econometrics, Macmillan, 1971.

EOL 486: INDUSTRIAL CASE STUDIES

Time: 3 Hrs.

Credits: 4-0-0

Total Marks: 100

Mid Semester Marks: 20

End Semester Marks 80

Mid Semester Examination: 20% weightage

End Semester Examination: 80% weightage

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

Cases on Core Dimensions of Accounting and Finance:

Case Studies on the application of accounting principles, practices and tools; Case Studies relating to finance functions (financing, investment and dividend decisions); Case Studies on capital budgeting practices in the corporate sector. Case Studies pertaining to the financial statement analysis.

SECTION B

Cases on Core Dimensions of Project Management:

Case Studies on Social Cost Benefit Analysis. Case Studies on project identification, planning, analysis, implementation and control. Case Studies on project analysis : market, demand, technical and financial analysis.

SECTION C

Cases on Core Dimensions of Organisational Behaviour

Leadership Case 1 Moving from colleague to supervisor; Case 2 the kinder, Gentler leader; Case 3 Do the ends justify the means. Training- Case A unique training program at ups; Organisation – Case on can a structure be too flat? Case 2, No Bosses at W.L. Gore & associates Motivation – Case on Thanks for Nothing

SECTION D

Cases on Core Dimensions of Marketing and Strategic Management

Marketing and Strategic Management: Case study of Psion, marketing environment: Case study of Indian Automobiles Industry turning competitive. Market segmentation: Case study of Internet Exchange, Product Development: Case study of Gillette, Strategy implementation: Case study of British Airways.

Suggested Readings

1. Stephen P. Robbins, Organisational Behaviour, Pearson Prentice Hall, New Delhi.
2. Pandey, I.M., Management Accounting, Vikas, New Delhi.
3. Bhattacharys, S.K. & Dearden, Accounting for Management, Vikas, New Delhi.
4. Musadiq A. Sahaf, Strategic Marketing: - Making Decisions for Strategic Advantage, Pearson Prentice Hall, New Delhi.
5. Joel R. Evans, Barry Berman, Marketing Management, Cengage Learning India Pvt Ltd, New Delhi.
6. Van Harne, James C., Financial Management & Policy, Prentice Hall of India, New Delhi.
7. Jawaharlal, Management Accounting, Himalya, New Delhi.
8. Luthans, Frennd, Organizational Behaviour, McGraw Hill, New Delhi.
9. Flippo, Edwin Personnel Management, McGraw Hill, New Delhi.

M.A. (BUSINESS ECONOMICS) (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

EOL 488: COMPREHENSIVE VIVA-VOCE

(BASED ON PAPERS TAUGHT IN SEMESTER-III AND SEMESTER-IV) Credit : 01