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**

<table>
<thead>
<tr>
<th>Paper</th>
<th>Title</th>
<th>Credits</th>
<th>Mid Sem. Marks</th>
<th>End Sem. Marks</th>
<th>Practical Marks</th>
<th>Total Marks</th>
</tr>
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<tbody>
<tr>
<td>EOL 101</td>
<td>Economic Analysis for Business Decisions – I</td>
<td>04</td>
<td>20</td>
<td>80</td>
<td>-</td>
<td>100</td>
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<tr>
<td>EOL 102</td>
<td>Quantitative Techniques for Business</td>
<td>04</td>
<td>20</td>
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<tr>
<td>EOL 103</td>
<td>Computer Applications for Business</td>
<td>4(3+0 +2)</td>
<td>20</td>
<td>60</td>
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<tr>
<td>EOL 104</td>
<td>Business Finance &amp; Accounting</td>
<td>04</td>
<td>20</td>
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<tr>
<td>EOL 105</td>
<td>Organizational Principles and Behaviour</td>
<td>04</td>
<td>20</td>
<td>80</td>
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<td>100</td>
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<tr>
<td>EOL 106</td>
<td>Seminar (on a topic based on any paper in Ist semester)</td>
<td>01</td>
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**SEMESTER-II**

<table>
<thead>
<tr>
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<th>Mid Sem. Marks</th>
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<tbody>
<tr>
<td>EOL 201</td>
<td>Economic Analysis for Business Decisions – II</td>
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<td>20</td>
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<td>EOL 202</td>
<td>Operations Research</td>
<td>04</td>
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<td>EOL 203</td>
<td>Banking and Foreign Exchange Management</td>
<td>04</td>
<td>20</td>
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<td>EOL 204</td>
<td>Indian and Global Economic Environment</td>
<td>04</td>
<td>20</td>
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<tr>
<td>EOL 205</td>
<td>Consumer Behaviour and Marketing Management</td>
<td>04</td>
<td>20</td>
<td>80</td>
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<tr>
<td>EOL 206</td>
<td>Comprehensive Viva-Voce (based on Semester I &amp; II)</td>
<td>01</td>
<td>-</td>
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**Note.**

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

<table>
<thead>
<tr>
<th>Paper</th>
<th>Title</th>
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<th>Practical Marks</th>
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<tbody>
<tr>
<td>EOL 301</td>
<td>International Trade and Business Procedures</td>
<td>04</td>
<td>20</td>
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<td>EOL 302</td>
<td>Advertising and Sales Management</td>
<td>04</td>
<td>20</td>
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<tr>
<td>EOL 303</td>
<td>Investment Theory and Portfolio Management</td>
<td>04</td>
<td>20</td>
<td>80</td>
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<tr>
<td>EOL 304</td>
<td>Industrial Structure, Organization and Policy</td>
<td>04</td>
<td>20</td>
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<td>EOL 305</td>
<td>Management Information System</td>
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<td>Econometric Techniques</td>
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<td>20</td>
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### Semester - IV

<table>
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<tr>
<th>Paper</th>
<th>Title</th>
<th>Credits</th>
<th>Mid Sem. Marks</th>
<th>End Sem. Marks</th>
<th>Practical Marks</th>
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<tbody>
<tr>
<td>EOL 401</td>
<td>Project Appraisal and Investment Planning</td>
<td>04</td>
<td>20</td>
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<tr>
<td>EOL 402</td>
<td>Labour Economics and Industrial Relations</td>
<td>04</td>
<td>20</td>
<td>80</td>
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<tr>
<td>EOL 403</td>
<td>Business Policy and Strategy</td>
<td>04</td>
<td>20</td>
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<td><strong>Any one of the following two (MAB404 and MAB405):</strong></td>
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<tr>
<td>EOL 404</td>
<td>Information Technology (for those who opted for MAB305 in Semester-III)</td>
<td>04</td>
<td>20</td>
<td>60</td>
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<tr>
<td>EOL 405</td>
<td>Forecasting and Business Planning (for those who opted for MAB306 in Semester-IV)</td>
<td>04</td>
<td>20</td>
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<td>EOL 406</td>
<td>Industrial Case Studies</td>
<td>04</td>
<td>20</td>
<td>80</td>
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<tr>
<td>EOL 407</td>
<td>Project Report (Based under summer training)</td>
<td>02</td>
<td>20</td>
<td>80</td>
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<tr>
<td>EOL 408</td>
<td>Comprehensive viva-voce (based on papers taught in Semester III and IV)</td>
<td>01</td>
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</table>
EOL 101 : 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.

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

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

Suggested Readings:
M.A. (BUSINESS ECONOMICS) (SEMESTER-I)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

EOL 102 : 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.


SECTION C

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.
Suggested Readings:

EOL 103: COMPUTER APPLICATIONS FOR BUSINESS

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.


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.

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

SECTION C


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 **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:**
3. Peter Norton, Inside the JPC, Techmedia
4. Young, Internet Complete Reference, Tata McGraw Hill.
6. Tannenbaum, A.S., Computer Networks, PHI.
M.A. (BUSINESS ECONOMICS) (SEMESTER-I)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

EOL 104 : 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

SECTION C

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

SECTION D

Suggested Readings:
2. Jawaharlal, Management Accounting, Himalya, New Delhi.  
5. Pandey, I.M., Management Accounting, Vikas, New Delhi.
EOL 105 : 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
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
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
Workgroups: Meaning, group dynamics, goup behavior, group cohesiveness.
Perception: Meaning, process, failure of perception, managing the perception process.
Suggested Readings:

EOL 106 – SEMINAR

(ON A TOPIC BASED ON ANY PAPER IN 1st SEMESTER) Credit : 01
EOL 201 : 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.
Social Accounting and its uses.

SECTION B
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.
Suggested Readings:
EOL 202 : 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.

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

EOL 203 : 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:
2. Bedi, H.L. and V.K. Hrikas, Practical Banking Advances, UBS, New Delhi, 1993, (Selected Chapters only).
5. Indian Bank’s Association, IBA Bulletin.
EOL 204: 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
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:
7. Ramachandran, K.S., Ruddar Datt & Sundram, Global Trade Challenges & Opportunities, Indian Economy.
EOL 205 : 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. 

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

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

Suggested Readings:
5. Boyd Harper, W. Jr., Ralph Westfall and Standoy P. Starch, Marketing Research – Text and cases, All Indian Travellers Booksellers, Delhi.
M.A. (BUSINESS ECONOMICS) (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)  

EOL 206 : 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 301 : 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

SECTION C

SECTION D
Export – Import Policy in recent years since 1991.

Suggested Readings:
EOL 302 : 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
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.

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:
5. Jackson & Hisrich: Sales and Sales Management.
EOL 303: 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 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.

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

EOL 304: 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:
EOL 305 : 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.
4. ORACLE Manuals by Oracle Corporation.

NOTE : Credits has for 2 Practicals is equal to one (01) Lecture
EOL 306 : 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

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

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 liklihood.

Suggested Readings:
EOL 401 : 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:
EOL 402 : 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

Suggested Readings:
2. Dobb, Marrirs, Wages.
4. Dunlop, J.T., Industrial Relations System.
7. G.A. Ramaswamy and Uma Ramaswamy : Industry and Labour
EOL 403 : BUSINESS POLICY AND STRATEGY

Time: 3 Hrs.                                                                                                             Credits: 4–0–0
Total Marks: 100                                                                                                        Total Marks: 100
Mid Semester Marks: 20                                                                                                   Mid Semester Marks: 20
End Semester Marks 80                                                                                                    End Semester Marks 80
Mid Semester Examination: 20% weightage                                                                              Mid Semester Examination: 20% weightage
End Semester Examination: 80% 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,

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
   and Implementation, Richard D. Irwin Inc.
3. Ansaff, M.I., Dedrek and Hayes, R.I., From Strategic Planning to Strategic Management,
   Wiley, New York.
EOL 404 : 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

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 405 : 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–D².

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
3. Dovan, Short Term Forecasts: An Introduction to the Box – Jenkins Approach.  
EOL 406 : 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:

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
7. Jawaharlal, Management Accounting, Himalya, New Delhi.