

DEPARTMENT OF ECONOMICS

HIMACHAL PRADESH UNIVERSITY

[NAAC Accredited 'A' Grade University]

Summer Hill, Shimla-171005



Regulations and Syllabus  
M.A. **Business Economics** Programme

**Annexure 'B'**

[CBCS]

Approved by Board of Studies held on 17.11.2022

Approved by Faculty of Social Sciences

# Department of Economics

## Syllabus of Master of Arts in Business Economics (MABE Economics)

The following Credit Based Credit Scheme for M.A.B.E. in Economics to be offered by the PG Centre to regular students enrolled in the department only, prepared and proposed by the Department Council for implementation w.e.f. the academic session 2022-23 onwards was considered and approved by PG BoS on 17/11/2022 and by Faculty of Social Sciences on ..... The scheme is placed before the Academic Council/ Executive Council for consideration and approval.

**Table 1: Semester wise Courses with Codes, Credits, Contact Hours and Marks Scheme**

Semester	Course Code	Nature of Course	Course Name	Credits	Theory Contact Hours (L-4Hrs/Tutorial -2 hour)		Marks Scheme	
					Lecture Credits	Tutorial (Seminar/ Assignment/GD/Quiz) Credits	Theory	Internal Assessment
I	MABE111	DSC	Micro-Economics	6	4	2	80	20
	MABE112	DSC	Elementary Mathematics for Economics	6	4	2	80	20
	MABE113	DSC	International Economics	6	4	2	80	20
	MABE114	DSC	Labour Economics	6	4	2	80	20
	<b>Sub Total -1</b>			<b>24</b>	<b>16</b>	<b>8</b>	<b>Marks=400</b>	
II	MABE121	DSC	Macro-Economics	6	4	2	80	20
	MABE122	DSC	Basic Statistics	6	4	2	80	20
	MABE123	DSC	Money and Banking	6	4	2	80	20
	MABE124	DSC	History of Economic Thought	6	4	2	80	20
	MABE125	GE-I	Fundamental Concepts in Economics	4	3	1	80	20
	<b>Sub Total -1</b>			<b>28</b>	<b>19</b>	<b>9</b>	<b>Marks=500</b>	
III	MABE231	DSC	Principles of Marketing Management	6	4	2	80	20
	MABE232	DSC	Principles of Management and Organisation Behaviour	6	4	2	80	20
	MABE233	DSC	Principles of Business Finance	6	4	2	80	20
	MABE234	DSE-I	Rural Marketing	6	4	2	80	20
	MABE235	<b>OR</b> DSE-II	Advertising Management	6	4	2	80	20
	MABE236	AEC	Contemporary Economic Issues and data handling	4	3	1	80	20
	<b>Sub Total - 3</b>			<b>24</b>	<b>16</b>	<b>8</b>	<b>Marks=400</b>	
IV	MABE241	DSC	Project Appraisal and Investment Planning	6	4	2	80	20
	MABE242	DSC	Operation Research in Business Decisions	6	4	2	80	20
	MABE243	DSC	Post Graduate Project	6	-	-	80	20
	MABE244	DSE-III <b>OR</b>	Business Environment	6	4	2	80	20
	MABE245	DSE-IV	Industrial Economics	6	4	2	80	20
	MABE246	GE-II	Economy of Himachal Pradesh	4	3	1	80	20
	<b>Sub Total - 4</b>			<b>28</b>	<b>19</b>	<b>9</b>	<b>Marks=500</b>	
<b>Grand Total* (1+2+3+4)</b> [* Grand Total includes only courses offered by the Department of Economics to students enrolled in MABE Economics Course]			<b>104</b>	<b>70</b>	<b>34</b>	<b>Total Marks = 1800</b>		

**Note:** Course code number MABE236 is Non-CGPA Ability Enhancement Course (AEC).

**NOTE:** In Reference to Table 1 the Following Points A – E Are Relevant:

**A) Course code descriptions:** the codes for the four types of courses on offer are explained as follows:

**1.** Discipline Specific Core Courses (DSC), e.g., MABE111

2. Discipline Specific Elective Courses (DSE) e.g.,MABE234
3. Generic Elective (GE) e.g.,MABE125 & MABE246
4. Ability Enhancement Course (AEC) MABE236

**Here:** MABE111 denotes Economics 1<sup>st</sup> year, 1<sup>st</sup> Semester and 1<sup>st</sup> Course. Similarly, MABE234 denotes Economics 2<sup>nd</sup> year, 3<sup>rd</sup> Semester and 4<sup>th</sup> Course.

### Regarding DSE Courses

1. Semester III: Any one course to be opted from course-DSE-I and DSE-II.
2. Semester IV: Any one course to be opted from course-DSE-III and DSE-IV (except foreign national students as explained in III i) c) below.
3. In case of regular students, the Department will offer only one Elective Course in Semesters III and IV. A second Elective Course will be offered only if there are a minimum of 05 students opting for the same and will further depend upon the availability of faculty.
4. Evaluation of Dissertation and Viva Voce by External Examiner (i.e., from university other than HPU) specifically for MABE243 – i.e., PG Dissertation. Not more than 7 (seven) dissertations to be evaluated by one external examiner.

### B) Regarding GE Courses

- i. Each student of the M. A. Business Economics in the subject of Economics will complete **two** GE courses during the duration of the degree programme, opting for **not** more than one GE course per semester from any other department of the Faculty of Social Sciences or other Faculties as permitted by this University.
- ii. This Department shall offer Generic Elective (GE) Courses in the II and IV Semesters.
- iii. GE Courses offered in the semesters II and IV respectively of the M. A. Business Economics in the subject of Economics will be opened as interdisciplinary courses to all full-time students registered in any regular master's programme of the Faculty of Social Sciences or other Faculties as permitted by this University.
- iv. Such GE Courses offered by the Department of Economics are:
  - open to regular students of the PG Centre only in any regular master's programme of the Faculty of Social Sciences or other Faculties as permitted by this University.
- v. The total number of such students accepted in each semester will not exceed the student strength in respective semester of M. A. Business Economics programme.
- vi. The criterion admission to GE courses in the Department will be determined by the Department Council or University guidelines that may be issued for this purpose.
- vii. GE courses will be offered to private students only by ICDEOL.

## II SCHEME OF COURSES

Four categories of Courses are on offer as follows:

**Table 2: The number & type of courses to be completed in each semester**

Courses	Semester				ALL Semesters I - IV
	I	II	III	IV	
Discipline Specific Core Courses (DSC) including PG Dissertation	04	04	03	03	14
Discipline Specific Elective Courses (DSE)	-	-	01	01	02
Generic Elective (GE)	-	01	-	01	02
Ability Enhancing Compulsory Course (AEC)	-	-	01	-	01
<b>Total Number of Courses</b>	<b>04</b>	<b>05</b>	<b>05</b>	<b>05</b>	<b>19</b>

### III SCHEME OF EXAMINATION

#### MARKS Allotted to each paper:

Each DSC, DSE and GE Course shall be of 100 marks and qualifying marks in each Course shall be 40 per cent. The break up is as follows: 32 marks out of 80 ESE (i.e., 40 % of 80) and 8 marks out of 20 internal assessments (i.e., 40 % of 20).

Each AEC shall be of 100 marks and qualifying marks in each Course shall be 40 marks. The break up is as follows: 32 marks out of 80 ESE (i.e., 40 % of 80) and 8 marks out of 20 internal assessments (i.e., 40 % of 20). The Internal Assessment of 20 marks shall comprise of 2.5 marks each for: i) Class Test(s)/Assignment(s) and ii) Presentation(s)/Seminar(s) and 5 marks for attendance.

Assessment (CCA) and End-Semester Examination (ESE), failing which the student shall be considered to have failed in the concerned course and shall have to take the exam for the said course again. In case the student fails the CCA, his form for ESE shall be withheld and a notice put up in the department to the effect. The student, then, shall have to again take a Mid-term (Minor) Test and submit an assignment in the concerned course and pass the same. If the student fails the ESE, he/she shall have to take the concerned end-semester examination again.

Question paper setting for AEC (Ability Enhancement Course) shall be external, under the aegis of the CoE, however the evaluation shall be internal, by the concerned Department.

- i) For **regular students** enrolled in M. A. Business Economics course in PG Centre, HPU, Regional Centre of HPU at Dharamsala and Centre for Evening Studies, HPU
  - a) The distribution of 100 marks for DSC and DSE courses shall be 80 for Theory and 20 for Internal Assessment (except for PG Dissertation IV Semester). The Internal Assessment of 20 marks shall comprise of 5 marks each for: i) Class Test(s), ii) Assignment(s) and iii) Presentation(s)/Seminar(s) and iv) attendance.

Marks for attendance are given as per following criteria:

>75% but < 80%	:	1 Mark
80% to 85%	:	2 Marks
>85% but <90%	:	3 Marks
90% to 95%	:	4 Marks
>95%	:	5 Marks

- b) The GE course *offered to students of other subjects/faculties* (as permitted by this University) will carry a total of 100 marks distributed as: 80 marks for Theory and 20 marks internal assessment. The Internal Assessment of 20 marks shall comprise of 5 marks each for: i) Class Test(s), ii) Assignment(s) and iii) Presentation(s)/Seminar(s) and iv) attendance.

Marks for attendance are given as per criteria for DSC & DSE specified at a) above.

### IV FORMAT OF QUESTION PAPERS

- i. For DSC & DSE papers: Compulsory question consists of 10 short answer questions of 2 marks each i.e., total 20 marks. Five long answers questions carrying 12 marks each per unit i.e., total 60 marks.
- ii. For GE papers: Compulsory question consists of 10 short answer questions of 2 marks each i.e., total 20 marks. Five long answers questions carry 12 marks per

unit i.e., total 60 marks.

- iii. For AEC papers: Compulsory question consists of 10 short answer questions of 2 marks each i.e., total 20 marks. Five long answers questions carrying 12 marks each.

**V Duration of DSC, DSE, GE & AEC Papers will be three (3) hours.**

**VI General Information**

1. Number of seats, eligibility, basis of admission, age limit, reservation, fee structure, scheme of examination and qualifying marks will be as per the University rules as prescribed in the Himachal Pradesh University Ordinance and Handbook of Information from time to time.
2. In case of ambiguity or conflict in provisions, the HP University Ordinance shall prevail.
3. The content not covered herein will be covered as per HPU regulations 2022 onwards Choice Based Credit System (CBCS) for Post-Graduate (PG) Classes

**Master of Arts in Business Economics (MABE)**

**Programme Outcome**

Since this is a professional course, students of M.A. in Business Economics as an individual entrepreneur/ working in the financial sector or corporate world in a position are expected to be able to apply theoretical knowledge to examine appraise and evaluate specific problems of the business/financial world.

**Programme Specific Outcome**

- ) A workforce will be created to join the financial, corporate and industrial sector with appropriate skill set.

**DSC Course Code: MABE-111**  
**MICRO-ECONOMICS**

Credit	Lecture	Tutorial	Practical
6	4	2	0

### **Course Outcomes**

By the end of the course, students will be able to:

- ) comprehend consumer behaviour in all its ramifications.
- ) locate optimum products and factors combinations.
- ) describe different market conditions so as to understand equilibrium in price and output combinations.
- ) examine various factors of production and their price determination.  
discuss welfare economics and various criteria to determine the society's welfare.

#### **Unit-I**

Role and significance of assumption in economic models, Empirical testing of economic models.: The Slutsky theorem; Compensated demand curves; The revealed preference theory. Duality theory, Dual properties of utility and expenditure function, Shepard's Lema inter-temporal choice in consumption.

#### **Unit-II**

Recent developments in the theory of limit pricing; Models of Sylos-Labini. F, Modigliani and Bhagwati; Baumol's theory of contestable markets; Public utility pricing; inter-temporal and intra temporal equity.

#### **Unit-III**

Markets with Asymmetric information: Hidden Characteristics adverse selection and Moral hazards in insurance, Banking, Labour market & second-hand product markets. Pricing and output behaviour under oligopoly: Collusive and non-collusive models: Extensions of the oligopoly: models: Models of Baumol, Marris and Williamson,

#### **Unit-IV**

Theory of Distribution: The adding up Problem and Euler's theorem. Modern theory of distribution. Theory of Rent: Ricardian and Modern.IS-LM curve theory of interest, Modern theory of wages; wage determination under trade unionism., Marxian and Kalecki's theories of profit.

#### **Unit-V**

Welfare Economics: Marshallian and Robbinsian concepts Pigouvian Welfare Economics. New Welfare Economics: Pareto's optimum and externalities; Compensation principle.

### **SUGGESTED READINGS**

- American Economic Association (1979). Readings in Welfare Economics,
- American Economic Association (1950), Readings in the Theory of Income Distribution, George Allen and Unwin, London.
- Archibald, G.C., Ed. (1971), Theory of the Firm, Penguin Rooks, Harmonds wroth.
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- Ferguson.(1968).Microeconomic Theory. Cambridge University Press, London.
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- Mishan,E.J.(1969).WelfareEconomics:AnAssessment,North-Holland,Amsterdam.
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- Varian, H. (1978).Microeconomic Analysis, W.W. Norton, New York.

**DSC Course Code: MABE-112**  
**ELEMENTARY MATHEMATICS FOR ECONOMICS**

Credit	Lecture	Tutorial	Practical
6	4	2	0

**Course Outcomes**

By the end of the course, students will be able to:

- ) understand the basic rules of matrix algebra and apply the same to solve mathematical models containing systems of simultaneous equations.
- ) understand and extend the techniques of differential calculus to compute values of variables etc.
- ) solve the differential and difference equations along with their economic applications to economic models.
- ) compute the consumer's surplus and producer's surplus by utilising the tools of integral calculus.
- ) apply linear programming and input-output model to analyse behaviour of economic agents.

**Unit –I MATRICES AND DETERMINANTS**

Their properties, addition, subtraction, and multiplication of matrices. Transpose of a Matrix. Some special forms of square matrices-Trace, Idempotent matrix, Sub-matrix of a matrix. Inverse of a matrix and solution of equations using both the inverse of a matrix and Cramer's rule. Rank of a Matrix (Numericals relating to inverse of a matrix and Cramer's rule should to be confined to matrix of order 3x3).

**Unit-II DIFFERENTIATION**

Derivatives: differentiations of functions of a single variable. Derivative of a composite function, Parametric function, logarithmic function, Exponential, and inverse functions. Concave and convex functions. Derivative of higher order. Partial Derivatives and total derivative Homogenous functions and Euler's Theorem. Maxima and Minima of functions of single variable. Profit maximization and cost minimization. Constrained optimization of function with two variables. Constrained utility maximization, constrained minimization, and the interpretation of the Lagrange multiplier.

**Unit –III DIFFERENTIAL AND DIFFERENCE EQUATIONS**

Introduction, non-linear and linear differential equations of the first order and first degree. Solutions of differential equations when variables are separable, homogenous equations and non-homogenous equations, exact differential equations and linear equations. Solution of linear differential equations of second with constant coefficient. Finite difference, difference equations. Solutions of homogeneous linear difference equation with constant coefficients, linear first-order difference equations, Linear second order difference equations with constant coefficients.

Application of differential and difference equations in economic models (dynamics of market price, Solow growth model, cob-web model, multiplier-accelerator interaction model, Domar growth model).



#### **Unit –IV ANALYTIC GEOMETRY**

Introduction of a Straight Line, section formula, the gradient of a straight line, the equation of a straight line in intercept form, two-point form. Circle: The general equation of a circle, Parabola: equation of a parabola, the points of intersection of line and a parabola. Equation of a rectangular hyperbola. Problems based on applications of analytic geometry in economics.

Integration of function of one variable by parts and substitution. Integration of logarithmic and exponential functions. Definite integral and area between two curves. Simple applications of integration to the relationship between marginal functions and total functions, Consumer's surplus and producer's surplus. Investment and capital formation and the present value of a continuous flow.

#### **Unit-V THE INPUT-OUTPUT MODEL**

Its assumptions, technological coefficient matrix, closed and open input –output model, the Hawkins-Simon conditions. Solving the input-output models both open and closed using the inverse matrix.

An Introduction to Linear Programming, Linear equations, slack variables. Feasible and basic solutions. Degeneracy. Solving the primal and Dual with simplex method. Interpretation of the linear programming results.

#### **SUGGESTED READINGS**

- Allen.R.G.D. Mathematical Analysis for Economists, MacMillan, India Limited, Delhi.
- Baumol, W.J., Economic theory and Operations Analysis, Prentice Hall, New Delhi
- Berchenhal Chris and Paul Grount, Mathematics for Modern
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- Dorfman, R., Linear Programming and Economic Analysis, McGraw
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- Mukherji Badal and V. Pandit. Mathematical Methods for Economic Analysis, Allied Publishers Pvt.Ltd., New Delhi.
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- Yamane Taro, Mathematics for Economists: An Elementary Survey.

**DSC Course Code: MABE113**  
**INTERNATIONAL ECONOMICS**

Credit	Lecture	Tutorial	Practical
6	4	2	0

**Course Outcomes**

By the end of the course, students will be able to:

- ) explain theories of international trade and their applications.
- ) outline the impact of dynamic factors on international trade.
- ) analyse various policies and role of international organizations to international trade.
- ) illustrate balance of payment and explain determination of exchange rates.
- ) identify long and short run capital requirements of developing countries.
- ) discuss the role of financial institutions like IMF, ADB, IFC and IDA.

**Unit-I**

Need for a separate theory of international trade. Theories of international trade classical, Neo-classical, Heckscher-Ohlin and Factor price equalization theories. Empirical verification of Classical and Heckscher-Ohlin theories, Factors reversal and Leontief paradox. Emmanuel's theory of unequal exchange.

**Unit-II**

Impact of dynamic factors on international trade changes in tastes, technology, factor endowments. Rybeznski theorem and transportation costs. Derivation of offer curves-Marshall-Edgeworth, Mill and Meade. Terms of trade and measurement of gains from trade. Secular deterioration in the terms of trade of developing countries. Aid versus trade controversy.

**Unit-III**

Commercial Policy: Free trade versus protection. Theory of tariffs; partial effects and effects on income distribution. Stolpher-Samuelson theorem. Optimum tariff, nominal and effective tariffs, infant industry tariff. Quotas and other quantitative restrictions. State trading. Multiple exchange rates. Trade policies of developing countries. Theory of custom union – trade creation and trade diversion. The SAARC, NAFTA, BRICS, G8, EU and the WTO framework. The WTO's and the developing countries.

**Unit-IV**

International Monetary Theory: Balance of payments and its adjustment. Maintenance of internal balance-Elasticities and absorption approaches. Exchange rate determination and adjustments. Foreign trade multiplier. Foreign repercussions and stability problem. Flexible versus fixed exchange rate system.

**Unit-V**

Capital requirements of developing countries. Development of International Monetary system since the 1970s and its reform, international reserves and problems of liquidity, IMF and the SDRs, ADB, IFC, IDA Short-term International finance-its nature and magnitude; its merits and demerits for the developing countries.

**SUGGESTED READINGS**

- ) American Economic Association (1970). Reading in the Theory of International Trade, George Allen and Unwin, London.
- American Economic Association, (1968), Readings in International Economics, Allen and Unwin, London.
  - Bhagwati, J. (1968). Theory and Practice of Commercial Policy, Princeton University Press, New York.
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  - Caves, R.E. and Jones (1973) World Trade and Payments: An Introduction, Little Brown Company, Boston.
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  - Robson, P. (Ed) (1979). International Economic Integration, Penguin, Harmondsworth.
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  - Sodersten, B., (1980), International Economics, 2<sup>nd</sup> Edition, Macmillan, London.

**DSC Course Code: MABE114**  
**LABOUR ECONOMICS**

<b>Credit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>
<b>6</b>	<b>4</b>	<b>2</b>	<b>0</b>

### **Course Outcomes**

By the end of the course, students will be able to:

- ) examine various factors affecting demand and supply of labour.
- ) explain unemployment as a source of human capital.
- ) illustrate wage rate determination in different sectors of the economy.
- ) classify various methods of the settlement of industrial disputes.
- ) evaluate the govt. labour policies for the socio-economic upliftment of labour.

#### **Unit – I Labour Market**

Nature and characteristics of labour markets in developing economics like India. Paradigms of labour market – classical, neo-classical and dualistic; Analysis of demand and supply forces, Demand for labour relating to choice of technology. Supply of labour in relation to growth of labour force. Labour force participation rates.

#### **Unit – II Employment**

Employment and development relationship Importance of full employment in the context of poverty in the developing countries. Unemployment – concept and measures. Causes of unemployment, Issues relating to employment rationalization, technological change and modernization. Rural unemployment and educated unemployment. Planning of Human capital.

#### **Unit – III Wage Determination**

Various classical, neo-classical and bargaining theories of wage determination. Various concepts of minimum wages and fair living. Problems of implementation of minimum wages. Wage determination by sectors – Urban and Rural, organized and unorganized. Wage and inflation. Productivity and wage relationship. Profit sharing schemes. Causes of wage differentials in terms of firm, industry, occupation and region.

#### **Unit – IV Industrial Relations and Trade Unions**

Industrialization and emergence of trade unionism. Growth, structure and pattern of trade unionism. Achievements and failures of trade union movement. Determinants of industrial disputes. Steps to achieve industrial peace. Methods of settlement of industrial disputes: collective bargaining, conciliation, arbitration and labour participation in management.

#### **Unit – V State and Labour in India**

Increasing role of State in labour matters. Labour policy of the Government. Social Security and Legislative Measures adopted for Socio-economic upliftment of labour. Social security measures for organized visa-vis unorganized sector of labour. Important labour legislations (industrial dispute act), trade unions act, factories act and employees state insurance act. Problems of rural labour. Government policy towards rural labour and women and child labour. Evaluation of recent employment policy in India.

## SUGGESTED READINGS

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- Turner, H. A. (1965). Wage Trends, Wage Policies and collective Bargaining, Cambridge University Press, Cambridge.
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**DSC Course Code: MABE121**

**MACRO-ECONOMICS**

<b>Credit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>
<b>6</b>	<b>4</b>	<b>2</b>	<b>0</b>

**Course Outcomes**

By the end of the course, students will be able to:

- ) discuss the classical viewpoint about income, output and employment determination and explain various macroeconomic theories of consumer behaviour.
- ) distinguish between Keynesian and post Keynesian views regarding the income, output and employment.
- ) understand Money market and related concepts.
- ) explain various macro-economic growth models elaborate stabilisation policies.

**Unit-I**

Micro Foundations of Macro Economics. The basic classical model of income and employment determination. The basic Keynesian model; equilibrium in product and money markets. Multiplier process and the different concepts of multiplier; balanced budget theorem. Macro-Economic Theories of Consumption: Keynesian theory; Relative income, Permanent income, and Life cycle income hypotheses. Pigou effect and real balance effect on consumption demand.

**Unit-II**

Macro-Economic Theories of Investment: The Keynesian Post-Keynesian, New-Keynesian, and the financial theory of investment determination. Lags in investment. Portfolio disequilibrium and the transmission mechanism. The Demand for Money; The classical, Keynesian and Post-Keynesian approaches.

**Unit-III**

The supply of Money and Definitions of Money Supply: Inside and outside money, the neutrality of money Equilibrium in money market. The classical and Keynesian dichotomies and their resolution by Patinkin's real balance effect and through IS-LM model respectively. Keynesian and post Keynesian theories of rate of interest.

**Unit-IV**

Growth Models: Harrod-Domar model; Neo – classical model; Golden rule of accumulation; Optimal growth turnpikes. Theories of Trade Cycles: Multiplier-Accelerator interaction model, Kaldor and Hicks' models. Determination of General Price Level; Classical and Keynesian approaches. Theories of Inflation; Demand – pull and cost-push inflation; short and long-run Phillips's curve analysis; The Keynesian, the monetarist and the rational expectations analysis.

**Unit-V**

Keynesian and monetarist perspectives on monetary, fiscal and income policies. Stabilisation policies: Rules Discretion: lagged effects of policies and role of expectations. Crowding out effect and government budget constraint. Rational expectations and effectiveness of stabilisation policies.

## SUGGESTED READINGS

- Aernogl V. (2019), Macroeconomics, Anamika Pub.& Dis. (P) Ltd.
- Altug S. (2003), Dynamic Macroeconomic Analysis, Cambridge Publishers.
- Bronson, W.H., (1985). Macro-Economic Theory and Policy, Universal Book Stall, New Delhi.
- Chakravarty, S. (1985). Report of the Reserve Bank of India Committee to Review the Monetary System, Reserve Bank of India,
- Dornbusch, R. and S. Fischer (1987). Macroeconomic, 4ed. McGraw-Hill Kogakusha, Tokyo.
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- Edmond, M.R. (1983), Macroeconomics: Theory and Policy, Prentice Hall of India, New Delhi.
- Evans, M.K. (1960), Macroeconomic Activity. Harper and Row. New York.
- Goyal A. (2017), Macroeconomics and Markets, Routledge Publishers.
- Gupta, S.B. (1983). Monetary Economics, S. Chand & Co, Delhi.
- Hall, R.E. and J.B. Tayler (1986) . Tayler (1986). Macroeconomics, W. W. Norton New York.
- Jones, H.G. (1976). An Introduction in Modern Theories of Economic Growth, McGraw Hill Kogaku Sha Tokyo.
- Kotwal, O.P. (1987). Theories of Inflation. A critical Survey. Tata McGraw-Hill publishing Co. New Delhi.
- Laidler, D. (1972), Demand for Money Theory and Evidence, Allied Publishers, New Delhi.
- Lipschitz. (2019), Macroeconomics for Professionals, 1<sup>st</sup> Edition, Cambridge Publishers.
- McConnell, C.R. and H.C. Gupta (1987), Introduction to Macro Economics, Tata-McGraw Hill, Delhi.
- Roy (2012), Economics of Macro Issues, PEA Publishers.
- Scarfe, B.L. (1977). Cycles, Growth and inflation, McGraw Hill, New York.
- Sen, A.K. (Ed.) (1970), Growth Economics, Penguin. Harmondsworth.
- Shapiro, Edward (1984), Macroeconomic Analysis, Galgotia Publication, New Delhi.
- Surrey, M. J.C. ed. (1976). Macroeconomic Themes, Oxford University Press, Oxford.
- Tumandar, P.N. (1972), Investment: Theories and Evidence, McMillan, London.
- Turnovsky, S.J. (1977). Macroeconomic Analysis and Stabilisation Policy. Cambridge University Press, Cambridge.

**DSC Course Code: MABE122**

**BASIC STATISTICS**

<b>Credit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>
<b>6</b>	<b>4</b>	<b>2</b>	<b>0</b>

**Course Outcomes**

By the end of the course, students will be able to:

- ) acquire and apply statistical techniques in the empirical analysis of economic relationships.
- ) understand and infer from the process of data collection and various sampling methods.
- ) construct and interpret index numbers for economic variables. Measure and evaluate components of time series.
- ) apply, solve and prove various probability theorems using appropriate probability distributions.
- ) understand, explain, solve and apply hypothesis testing and selection of appropriate techniques for testing hypotheses.

**Unit: I**

Measure of Central Tendency, Dispersion, Skewness and Kurtosis. Correlation; Meaning and methods of measuring correlation, Karl Pearson's method, Spearman's Rank Correlation coefficient, Limitations of Correlation analysis. Linear Regression; relation between correlation coefficient and regression coefficients, Fitting of regression equations, Standard error of estimates.

**Unit: II**

The General Linear Regression Model

An Introduction to the matrix formulation and solution of the general linear regression Model. Solution for a model with one dependent and two independent variables. Prediction for simple regression models of demand, supply, production and cost. Multiple and partial correlations and regressions. Relationship between the measures of multiple correlation and measures of partial correlation, Beta coefficients.

**Unit III**

Elements of Probability Theory

The Concept of Probability Distribution and a Density function. Mathematical expectation, Binomial distribution, the Normal distribution, Some properties of the normal distribution. Sampling and sample designs: simple random sampling, stratified random sampling, systematic sampling and cluster sampling. Large samples. Tests of significance. Limitation of sampling; procedure of testing hypothesis: Region of acceptance and rejection, two tailed and one tailed tests, Type I and Type II errors. Non-Parametric Tests: The sign test, rank sum test, the Mann-Whitney U test, advantages and limitations of non-parametric tests.

**Unit IV**

Tests of Significance

Standard error of the mean, Student's "t" distribution and its properties, Use of the "t" distribution to test hypothesis of the population means. Chi Square: general features of Chi



Square ( $\chi^2$ ), chi square as a test of goodness of fit, chi square as a test of independence. Contingency table and Yate's correction for continuity, testing homogeneity of several independent estimates of population variance. Analysis of variance; meaning, assumptions and techniques of analysis of variance, one way and two-way analysis of variance problem. Inter relationship between "t", Chi square and F tests.

## **Unit V**

### **Analysis of Time Series**

Meaning and components of time series, Methods of estimating trend – the semi average method, the moving average method and the least squares method. Fitting of straight line, second- and third-degree equations. Fitting of the modified exponential curve, Gompertz curve and the logistic curve. Measurement of Seasonal, Cyclical and irregular variations.

Index numbers: Meaning, problems in construction of index numbers. Classification of index numbers, unweighted price index numbers, relative of aggregate method and average of price relatives, Weighted price index numbers: Laspeyre's, Paasche's and Fisher's ideal index numbers. Time reversal test and factor reversal test and chain-based index numbers. Uses and limitations of index numbers.

## **SUGGESTED READINGS**

- Cochran, William G., (1977), Sampling Techniques, 3<sup>rd</sup> edition, Wiley Eastern Limited, New Delhi.
- Croxton F.E., D.J. Cowden and Sidney Klein, (), Applied General Statistics, Prentice Hall of Indian, New Delhi.
- Gujarati Damodar., (), Basic Econometrics, Second Edition, L.R. Klein.
- Nagar A.L. and R.K. Das, (), Basic Statistics, Oxford University Press, New Delhi.
- Snedecar George and W.G. Chockrane, (), Statistical Methods. Oxford & IBH, New Delhi.
- Spiegel, Murray R., (1982), Probability and Statistics, SI (metric) edition, Schaum's Outline Series, McGraw Hill Book Company, New York.
- Walker H.M. and J. Lev. (1953). Statistical Inference, Holt, Rime hart and Winston, Oxford and IBH Publishing Company, Calcutta.
- Yamane Taro, (), Statistics, Harper International.

**DSC Course Code: MABE-123**

**MONEY AND BANKING**

<b>Credit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>
<b>6</b>	<b>4</b>	<b>2</b>	<b>0</b>

**Course Outcomes**

By the end of the course, students will be able to:

- ) understand the concept of money and various approaches related to money.
- ) explain the functioning of money and capital markets, process of credit creation, role of NBFCs etc.
- ) interpret demand and supply of money, money multiplier and its determinants and role of RBI.
- ) analyse the working of monetary policy.
- ) summarize the role of national and international financial institutions.

**Unit – 1**

Basic Concepts: Different approaches to the definition of money; Types, role and functions of money inside money and outside money; Measures of Money supply. Traditional quantity theory of money Fisher's equation of exchange; Cambridge cash balance approach; Keynes reformulation of quantity theory of money; Modern quantity theory; Friedman's approach.

**Unit – II**

Theory of Commercial and Central Banking: Money markets and capital markets; commercial banks. Theories of commercial banking; Process of credit creation; non-bank financial intermediaries (NBFI's); Objectives and role of central banks in economic development; The currency and credit schools; Quantitative and qualitative methods of credit-controls. Review of Narsimham committee report (1991 & 1998 Reports), Digitalisation of Indian Banking system.

**Unit – III**

The Theories of Demand and Supply of Money: Theories of demand for money; Classical Keynesian and Monetarist. Theories of money supply; The H' Theory of money Supply; Money multiplier process and its determinants; Commercial banks and the money multiplier; Factors affecting 'H' RBI analysis of money supply; Control of the money stock; Money stock and interest rates; monetary equilibrium: money in equilibrium and non-equilibrium states; Neutrality of money. Demonetization: concept, logic, impact.

**Unit – IV**

Principles of Monetary Policy: Monetary Policy: Its meaning, objectives, framework, targets and indicators of monetary policy; Transmission mechanism of monetary. Policy; Restrictive Vs. accommodating monetary policy; Need and effectiveness of monetary policy; Lags in

monetary policy; Role of monetary policy in developing countries; Monetary and credit planning; Monetarist and Keynesian views on monetary policy.

## **Unit – V**

Indian Money Market and International Financial Institutions: India and NBARD. Reserve Bank of India (RBI); Its working, functions, performance and role in the economic development of India; RBI's monetary policy; International Financial Institutions IMF, IBRD (World Bank), Asian Development Bank (ADB). International Development Association (IDA).

## **SUGGESTED READINGS**

- Chandlar, L. V. and S. N. Goldfield (1977). *Economics of Money & Banking*, 7/e, Harpar and Row, New York.
- Chick, V. (1977). *The Theory of Monetary Policy*, 2/e, Basil Blackwell, Oxford.
- Culbertson, J. M. (1971). *Macro-Economic Theory and Stabilization Policy*, McGraw-Hill, New York.
- Friedman, M. (Ed.) (1956). *Studies in the Quantity Theory of Money*, University of Chicago Press, Chicago.
- Gibson, W. E. and G. Kaufman, (Ed.) (1975). *Monetary Economics*, 2/e, Tata McGraw-Hill, Delhi.
- Gibson, W. E. and G. Kaufman, (Ed.) (1975). *Monetary Economics*, 2/e, Tata McGraw-Hill, New Delhi.
- Gibson, W. E. and G. Kaufman, (Ed.) (1975). *Monetary Economics: Readings on current Issues*, 2/e, Tata McGraw-Hill, New Delhi.
- Gupta, S. B. (1979). *Monetary Planning for India*, Oxford University Press, Delhi.
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- Harris, L. (1985). *Monetary Theory*, McGraw-Hill, New York, Goodhart, C. (1977). *Money Information & Uncertainty*, 2/e, Macmillan, London.
- Laidler, d. (1977). *Demand for Money*, 2/e., Dun-Donnelly, New York.
- Mitra, S. (Ed.) (1970). *Money and Banking*, Random House, New York.
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- Radcliffe Committee (1959). *Report of the Committee on the Working of the monetary System*. Macmillan, London.
- Reserve Bank of India (1977). *Money Supply: Concepts Compilation and Analysis*, RBI Bulletin, January, Bombay.
- Savors, R. S. (1978). *Modern Banking*, 7/e, Oxford University Press, Delhi.

**DSC Course Code: MABE-124**  
**HISTORY OF ECONOMIC THOUGHT**

<b>Credit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>
<b>6</b>	<b>4</b>	<b>2</b>	<b>0</b>

### **Course Outcomes**

By the end of the course, students will be able to:

- ) trace the evolution of the subject matter of economics starting with mercantilists.
- ) draw inferences about the relevance of classical economics, socialist economic thoughts, historical critiques and Marx in the present context.
- ) demonstrate the relevance of neo-classical economics and identify contribution of Austrian School.
- ) explain and interpret Keynesian and Post Keynesian Economics.
- ) understand basic Indian economic thought.

#### **Unit – I**

Mercantilism: Main Principles. Theory of economic development; Views of Keynes, Petty, Hume and Cantillon on Mercantilism: Physiocracy: Natural Order, Agriculture and Product net, social classes. *TableauEconomique*.

#### **Unit – II**

The Classical Period: Economic Thought of Adam Smith, David Ricardo, and J. S. Mill with special reference to their views on value, distribution international trade and economic development; Malthus theory of population; Says law of market. Ricardo Malthus controversy on Say's law of market.

#### **Unit – III**

Socialistic Economic Thought: Socialist critique of classical economic thought with special references to the views of Saint Simon, Sirmondi and Proudhon. The Historical critics of Classicism, Karl Marx method of Economic analysis. Marx analysis of economic crises. Transformation Problem.

#### **Unit – IV**

The Neo-Classical Period: Similarity and differences between classical and neo-classical thought; The Marginal Revolution with special reference to the contribution of the Austrian School, Leon Walras, Jevons, Wickshell and Marshall.

#### **Unit – V**

Post Marshalling Development in Economic Theory: Contribution of Joan Robinson, E. H. Chamberlin; J. M. Keynes and Post Keynesian developments in economic theory.

Introduction to Indian economic thought: Economic ideas of Kautilya, Thiruvalluvar, BR Ambedkar, Mahatma Gandhi, JL Nehru, VKRV Rao and Amartya K. Sen.

**Note:**

Special instructions to paper setter: While setting question(s) out of Indian economic thought (Unit – V) care must be taken to set questions to test basic knowledge of candidate w.r.t Indian economic thought.

**SUGGESTED READINGS**

- Backhouse. R. (1985). *A History of Modern Economic Analysis*, Basil Blackwell, Oxford.
- Blaug, M. (1988). *Economic Theory in Retrospect*, 3/e; Cambridge University Press Cambridge.
- Brue Stanley, *The History of Economic Thought*.
- Dantawala, M.L., (1964), “Economic Ideology of Jawaharlal Nehru”, *EPW*, Special Number, July 1964, pp: 1209 – 1211.
- Dasgupta, A. K. (1985). *Epochs of Economic Theory*, Oxford University
- Eakelund R. B. and R. Rebert (1983). *A History of Economic Theory and Method*, 2e, McGraw-Hill, New York.
- Gary, A. and A. E. Thompson (1980). *The Development of Economic Doctrines*, 2e Longman Group, London.
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Press, Delhi.
- Rima, I. (1978). *Development of Economic Analysis*, 3e, R. D. Irwin, Homewood.
- Roll, E., (1973). *A History of Economic Thought*, Faber, London.
- Schumpeter, J. A. (1954). *History of Economic Analysis*, Oxford University Press, New York.

**GE Course Code: MABE125**  
**FUNDAMENTAL CONCEPTS IN ECONOMICS**

Credit	Lecture	Tutorial	Practical
6	4	2	0

**Course Outcome**

By the end of the course student will be able to:

- ) understand basic concepts of economics.
- ) understand the budget document.
- ) evaluate the performance of the Indian economy.
- ) identify and discuss national and global economic issues.

**Unit - I**

Definition of economics, nature of economic problem, Concepts and measurement of utility, law of diminishing marginal utility-its practical applications and importance Law of demand, elasticity of demand (price, income and cross)-Measurement, practical importance and applications. Law of supply, elasticity of supply and its practical applications.

**Unit - II**

Theory of Production: Stages of production function; Returns to factor proportions; Return to scale; Elasticity of substitution; Technical progress and production function; Cost and Revenue Analysis (traditional and modern theories of cost).

**Unit - III**

Equilibrium of the firm-marginal analysis: Optimum factor combination and product combination. Meaning of market, types-Perfect, Monopoly, Oligopoly, Monopolistic (Main features only).

**Unit - IV**

Concept of Gross Domestic Product, Gross National Product, National Income and Disposable Income. Aggregate demand and supply (Both open and closed economies) Basic concepts of inflation, deflation, stagflation, business cycles and Balance of Payment (with special reference to India's BOP). Reserve Bank of India (RBI); Its working, functions, performance and role in the economic development of India; RBI's monetary policy

**Unit - V**

Growth and Structure of Indian Economy Since 1950. Growth of Indian economy since 1950. Trends in the nature and magnitude of poverty, inequality and unemployment. Trends in agricultural and industrial production and productivity. India's developmental pattern-Successes and failures.; India's engagement with International Financial Institutions IMF, IBRD (World Bank), Asian Development Bank (ADB). International Development Association (IDA).

## SUGGESTED READINGS

- ) Baumol. W.J. (1982) Economic Theory and Operations Analysis, 4ed, Prentice Hall of India, New Delhi.
  - ) Bronson, W.H., (1985). Macro-Economic Theory and Policy, Universal Book Stall, New Delhi.
  - ) Da Costa, G.C. (1980) . Production, Prices and distribution, Tata Mc Graw Hill, New Delhi
  - ) Deaton, A. S. & J. Muehlhauser(1980). Economics and Consumer Behaviour, Cambridge University Press, Cambridge3.
  - ) Dornbusch, R. and S. Fischer (1987). Macroeconomics, 4e, McGrawHillKogakusha Tokyo.
  - ) Edgmand, M.R. (1983). Macroeconomics: Theory and Policy, Prentice Hall of India, New Delhi.
  - ) Ferguson, C.E. (1968). Microeconomic Theory. Cambridge University Press, London.
  - ) Friedman. M. (1953). Essays in Positive Economics, Chicago University Press, Chicago.
  - ) Gold, J.P. and C.E. Ferguson. Micro Economic Theory, Irwin Homewood.
  - ) Gould, J.P. and C.E. Ferguson. Micro-Economic Theory. Irwin, Homewood, Illinois.
  - ) Gravel H. and R. Rees (1981). Microeconomics, Longman, London
  - ) Green, H.A.J. Consumer Theory. Philips L. Applied Consumption Analysis.
  - ) Henderson, R. and Quandt, R. Micro Economics Theory. McGraw Hill.
  - ) Hirshleifer, J. (1976). Price Theory and Applications., Prentice Hall, New Delhi.
  - ) Jones, H. G. (1976). An Introduction to the Modern Theories of Economic Growth, Mc Grow Hill Koga-Kusha, Tokyo.
  - ) Kapila, U., (Ed.) (1988). Indian Economy Since Independence, Vol. – I, Academic foundation, New Delhi.
  - ) Koutsoyiannis, A. (1985). Modern Microeconomics, Macmillan, London
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  - ) Kreps, D.M. (1992). A Course in Micro Economic Theory., Prentice Hall of India, New Delhi.
  - ) McConnell, C.R. and H.C. Gupta (1987). Introduction to Macroeconomics, Tata-McGraw Hill, Delhi.
  - ) Misra S. K. and Puri V. K. (1993). Indian Economy-its Development Experience, Hinday Publishing House (latest Edition).
  - ) Mitra, S. (Ed.) (1970). Money and Banking, Random House, New York.
  - ) N. Aggarwal (1995). Indian Economy Problems of Development and Planning, WishwaParkashan, New Delhi.
  - ) Ruddar Dutt& K.P.M. Sundaram – Indian Economy, S. Chand Publications(latest Edition).
  - ) Shapiro, Edward (1984). Macroeconomic Analysis, Galgotia Publication, New Delhi.
- Varian, H. (1978). Microeconomic Analysis, W.W. Norton, New York.

**DSC Course Code: MABE231**  
**PRINCIPLES OF MARKETING MANAGEMENT**

<b>Credit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>
<b>6</b>	<b>4</b>	<b>2</b>	<b>0</b>

**Course Outcome**

By the end of the course, students will be able to:

- ) analyse the marketing opportunities and develop the marketing plans and strategies
- ) evaluate the marketing information system and explain the role of research in the marketing
- ) examine the marketing decisions related to the product, price, place and promotion
- ) identify the foreign markets after understanding export-import regulations and procedures
- ) design advertising and sales promotion strategies and evaluate the performance of sales personnel
- ) acquire marketing skills.

**Unit-I**

Analysing marketing opportunities: Concepts, tasks and philosophies. Information analysis for marketing decisions, Marketing process, Marketing planning and strategy, Analysing market environment. Consumer markets and buying behaviour, Market measurement and forecasting. Market segmentation and targeting.

**Unit-II**

Organising for Marketing Activity: Business goals and marketing organisation. Marketing planning. Marketing decision making, Marketing research. Information system and research process. Marketing logistics.

**Unit-III**

Planning programme: Product policy decisions. Price decisions. Marketing channel decisions. Physical distribution decisions. Managing operations. Forecasting for operations. Capacity planning and facility layout.

**Unit-IV**

Export marketing: Identifying foreign markets. Organising international market intelligence. International channels of distribution. Export pricing. Export-import regulations and procedures. Financing of exports and imports. Export marketing risks (credit and marine insurance). Export—import policy of India. Export marketing institutional infrastructure.

**Unit-V**

Advertising and sales promotion decisions: Objectives of advertising. Cost of advertising to the consumer. Factors affecting the successful use of advertising. Selection of media. Message design and advertising appeals. Evaluation of advertising effectiveness. Theories of selling, Sales



related marketing policies. Sales force selection and training. Assignment of territories and motivation. Evaluation and supervision of sales personnel.

**SUGGESTED READINGS:**

Boyd H.P., R. Westfall and S.P. Starch. Marketing Research- Text and Cases Richard D. Irwin, Homewood II, 1981

Gandhi J.C. Marketing- A Managerial Introduction. Tata McGraw Hill, New Delhi.

Kotler Philip. Marketing Management: Analysis Planning and Control, Prentice Hall of India, New Delhi.

Majumdar, Marketing Research- Text Applications and Case Studies, Willy Eastern, New Delhi.

Stanton W.J. Fundamentals of Marketing. 10/e addition, Tata McGraw Hill, New Delhi.

**DSC Course Code: MABE232**  
**PRINCIPLES OF MANAGEMENT and ORGANISATION BEHAVIOUR**

Credit	Lecture	Tutorial	Practical
6	4	2	0

**Course Outcome**

By the end of the course, students will be able to:

- ) make use of Management Thought and apply Strategic Management in the business world.
- ) infer Managerial Decision Making and Decision Making under Risk
- ) analyse individual and Group Behaviour.
- ) apply Multinational Management in the present world.
- ) effectively handle conflict, and stress at the workplace
- ) acquire managerial skills.

**Unit-I**

Management function; Evolution of Management Thought; Management Approaches; Social and Ethical Issues in Management; Concept, Importance and Process of Strategic Management.

**Unit-II**

Managerial Decision Making and Control-Significance of Management Information System in Decision Making; Types and Techniques of Managerial Decisions; Decision Making under Risk. Uncertainty and Conflict. Control Techniques; Quality Control.

**Unit-III**

Concept of and Approaches in Organisational Behaviour; individual and Group Behaviour, Individual Behaviour and Environment; Role of Motivation-Motivation theories (Maslow, Alderfer, Mechwell and Herzberg); stress and behaviour-Sources of Stress, Consequences of Stress, Strategies for coping with stress.

**Unit-IV**

Organisational Structure and Development; Types and Determinants of Organisational Structure; Change and Organizational Development; Organisational Culture; Need for Development of a Strong, cross-cultural. Organisational Culture; Multinational Management; Management Challenges today.

**Unit-V**

Leadership and Organisational; Leadership theories; Inter- Group Relations and Conflicts; Nature, Types, Causes and Management of Conflicts; Role of Communication in Organisational Development-Communicational Net-Work Communication Barriers, Guidelines for Effective Communication.

**Suggested Readings:**

Chandan, S.S. Management-Theory & Practice.

) Chatterjee, S.S. Principles of Management.

) Dass and Miller. Strategic Management.

) Drucler, P. The Practice of Management.

) Lawless, O.J. Organisational Behaviour.

) Luthans, F. Organizational Behaviour.

) Massie, Joseph, L. Essentials of Management. Newman and Summer. Process of Management. Robina, S.P. Organizational behaviour.

) Mersey and Blanchard. Management of Organisational Behaviour. Hude, E.S. Organizational Development and Change.

**DSC Course Code: MABE233**  
**PRINCIPLES OF BUSINESS FINANCE**

Credit	Lecture	Tutorial	Practical
6	4	2	0

**Course Outcome**

By the end of the course, students will be able to:

- ) identify the sources of finance and classify development banks and lending norms
- ) analyse the financial statements and prepare the budget after administration
- ) evaluate the dividend theories and policies and apply programming techniques in capital budgeting
- ) examine the principles of working capital management and formulate plans for working capital and cash/inventory management
- ) estimate the cash flow and evaluate the optimum credit policy

**Unit-I**

Scope and objectives of financial management. Sources of business finance in India. Capital markets. Shares debentures and term loans. New capital market instruments, Lease financing. Mergers and acquisitions. Development banks and lending norms.

**Unit-II**

Financial statements (balance sheet, Profit and loss account, funds flow statement, Cash flow statement). Financial ratio analysis. Cost-volume-profit analysis. Administration and preparation of budgets. Financial forecasting methods.

**Unit-III**

Present value of bonds and shares. Dividend theories and policy in practice. Firms of dividends. Management of cost of capital. Capital structure theories. Capital budgeting. Risk analysis in capital budgeting. Application of programming techniques in capital budgeting.

**Unit-IV**

Principles of working capital management. Determinants of working capital. Planning of working capital. Management of cash. Management of inventory. Finance and control of working capital.

**Unit-V**

Cash flows estimation. Components of cash flows. Managing the cash flows. Determining cost of capital. Cost of equity. Optimum credit policy. Investment timing and duration. Replacement of an existing asset.

### **SUGGESTED READINGS**

Archer S.R. and C.A.D. Ambrosio. Business Finance: Theory and Management, Macmillan London, 1972.

Fama E.F. and M.H. Miller. Theory of Finance, Holt, Rinehart and Winston, New York, 1972.

Francis, Modern Theory of Corporate Finance, McGraw Hill, New York.

Francis. Management of Investments, McGraw Hill, New York.

Khan M.Y. and P.K. Jain. Financial Management, Tata McGraw Hill, New Delhi, 1982.

Kuchhal S.C. Financial Management, Chaitanya Publishing House, Allahabad, 1982.

Pandey I. M. Financial Management, Vikas, New Delhi, 1982.

Soloman E. and J.J. Pingle. Introduction to Financial Management, Prentice Hall of India, New Delhi, 1982.

Van Horne J.C. Financial Management and Policy, Prentice Hall of India, New Delhi, 1982.

**DSE Course Code: MABE234**

**RURAL MARKETING**

<b>Credit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>
<b>6</b>	<b>4</b>	<b>2</b>	<b>0</b>

**Course Outcome**

By the end of the course student will be able to:

- ) understand the working of rural economy, rural - Urban disparities and policy interventions required to boost rural economy.
- ) analyse the characteristics of rural consumers and the process of their buying decision.
- ) understand the selection of Markets, product strategy and competitive product strategies for rural markets.
- ) outline the pricing strategy, innovative pricing methods for rural markets and designing right promotion mix.
- ) identify and discuss issues related to new approaches to reach out rural markets.

**Unit – I**

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face of Reforms - The rural development exercisesince 1990.

**Unit - II**

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

**Unit - III**

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

**Unit – IV**

Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns. 2

**Unit – V**

Distribution - Logistics Management - Problems encountered - selection of appropriate channels - new approaches to reach out rural markets – Electronic croupal applications.

**SUGGESTED READINGS**

- ) Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi.
- ) Dogra Balaram & Karminder Ghuman, RURAL MARKETING: CONCEPT & CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008
- ) Dutt Ruddar Sundaram, INDIAN ECONOMY, Tata McGraw Hill. Publishers, New Delhi.

- ) Kotler Philip, MARKETING MANAGEMENT, Prentice - Hall India Ltd. New Delhi
- ) Krishnam charylu CSG & Leitha Ramakrishna, - RURAL MARKETING, Pearson Education Asia. 2009
- ) Singh A.K. & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007

**DSE Course Code: MABE235**  
**ADVERTISING MANAGEMENT**

Credit	Lecture	Tutorial	Practical
6	4	2	0

**Course Outcome**

By the end of the course student will be able to:

- ) understand the concept of advertising and its types, comparative advertising and communication models in advertising.
- ) analyse the integrated advertising program, analysis of mission & market objective setting and determining target audience.
- ) understanding message strategy message & copy in advertising, headlines in print & TV advertising and visualization & layout appeals.
- ) outline the media types & types of media, media selection, media planning and new perspective in media.
- ) identify and discuss issues related to advertising organization, evolution & history of advertising Agency and the working of advertising department.

**Unit -I**

Concepts of Advertising the Field of Advertising, Introduction, Integrated Marketing Communication, Advertising and its types, Comparative Advertising, case study, Communication Models in Advertising

**Unit -II**

Integrated Advertising Program Analysis of Mission & Market Objective Setting & Determining Target Audience, Understanding Segmentation, Positioning, Budget Decision, case study on Budgets

**Unit -III**

Understanding Message Strategy Message & Copy in Advertising, Headlines in Print & TV Advertising, Visualization & Layout, AD Appeals, Testimonials & Celebrity Endorsement

**Unit -IV**

Media Types & Decision Types of Media, Media Selection, Media Planning: New Perspective, Media Decision. Campaign Making Three Phases of Campaign Creation, Steps of Effective Advertising, Upsetting the applecart in the scooterette category In Style! Case study, Understanding Campaigns

**Unit-V**

Advertising Stake Holders – Advertising Organization, Evolution & History of advertising Agency, The working of AD agencies, Organization Structure of Advertising Department, Interface with other Departments, Functions of Advertising Agency

**SUGGESTED READINGS**



- ) Chunawalla S. A., Advertising: An Introduction Text, Himalayan Publishing House
- ) Chunawalla, S.A. KC Sethia Foundations of Advertising, Himalayan Publishing House
- ) Kotler & Armstrong Principles of Marketing, Prentice-Hall of India
- ) Varma & Aggarwal Advertising Management, King Books
- ) Wells Burnett Advertising Principles and Practice, Moriarty, PHI

**AEC Course Code: MABE236**  
**CONTEMPORARY ECONOMIC ISSUES AND DATA HANDLING**

Credit	Lecture	Tutorial	Practical
4	3	1	0

**Course Outcomes**

By the end of this laboratory based hands-on practical training course, students will be able to:

- ) handle data and solve basic algebraic problems using Excel.
- ) use different logical and statistical functions in Excel to compute descriptive statistics of a univariate and multivariate data set.
- ) present data using different types of graphs Using solver in excel student will be able to solve linear equation system and LPP and NLPP.
- ) The course proposes to develop the capacity of students to analyse and appreciate contemporary economic issues and policy pronouncements. The course will start with an introduction to the basic principles of report writing. Subsequent modules will involve inter-active lectures, group discussions, and group presentations.
- ) By the end of the course student will be able to present their analysis in the form of a written report.

**Unit I**

Basics of Microsoft Excel: Opening of Excel File-Workbook and worksheet- Rename of the workbook and worksheet. Brief history of Excel workbook- Advantages and disadvantages of the use of excel for statistical analysis. Location of heading/title bar- menu bar, tool bar- Formulae and function- formula space- cell-cell formatting- data entry-data clearing-copy-cut-paste, paste special – paste value-paste formula-paste transpose of the data set.

**Unit II**

Data Management: Data transformation: arithmetic operation- addition, subtraction, multiplication, log transformation, exponential, squaring and square root, indices. Use of ‘If’ function- nested if, sum, sum if, count, countifcountifs, average if, text to numeric and numeric to text using if function, max, min, large value of the data set, concatenate. Sort - ascending and descending, A-Z, sort row wise /column wise. Filter of the data set and create sub sample- filter according to text filter data according to numeric values or conditions, saving the filtered data in separate worksheet. Lookup functions.

**Unit III**

Descriptive Statistics: (i) Univariate Data: Measures of Central Tendency: mean, median, mode, Trim mean, geometric mean, harmonic mean, Measures of Dispersion: Range, quartile deviation, SD, CV, Gini coefficient, Moments and Order statistics: skewness, kurtosis, rank and percentile (ii) Multivariate Data: Covariance and correlation matrix, partial correlation, rank correlation. Graphical Presentation of Data: Different types of charts and their applications, Scatter diagram and Curve fitting.

**Unit IV**

Guidance for project writing: Identifying the topic, Review of Literature, Writing Project Report – Referencing Styles and use of referencing software.

**Unit V**

Analysing economics in the news Writing article about contemporary economic event (National &/or Global) using knowledge of economic theory, Analysis of contemporary Indian Economic Data and Policies Economic survey, budget, annual policy data, RBI, Monthly Economic Data - Ministry of Finance.

### Suggested Readings:

- ) Abbott Martin Lee, Understanding Educational Statistics Using Microsoft Excel and SPSS John Wiley & Sons, Inc. 2011.
- ) Bal Guruswamy E.: Computer oriented statistical and numerical methods. Macmillan.
- ) Carver Robert H. and Jane Gradwohl Nash, Doing Data Analysis with SPSS, Cengage Learning.
- ) George Darren and Paul Mallery, SPSS for windows Step by Step, A simple guide and Reference, Pearson Education.
- ) Levine David M., David F. Stephan, Timothy C. Krehbiel and Mark L. Berenson, Statistics for Managers Using Microsoft Excel, 5ed, Prentice Hall, Pearson 2008.
- ) Mathew Johan: Numerical Methods, P-III.
- ) Schmuller Joseph, Statistical Analysis with Excel for Dummies 3RD EDITION, John Wiley & Sons, Inc. 2013.
- ) Whigham David, Business Data Analysis Using Excel, OUP 2007.
- ) Economic and Social Classification of the Budget, available at <http://finmin.nic.in/reports/FunClass201415.pdf>.
- ) Finance Commission Report - <http://finmin.nic.in>
- ) <http://www.unionbudget.nic.in>
- ) Mukherjee Pranab (2012), “Budget Making”, in K. Basu and A. Maertens (eds), The New Oxford Companion to Economics in India, OUP.
- ) The Economists, <https://www.economist.com/> The Key to Budget Documents, Budget At A Glance, Macroeconomic Framework Statement, Medium Term Fiscal Policy Statement and Fiscal Policy Strategy Statement, all available at [indiabudget.nic.in](http://indiabudget.nic.in).

**DSC Course Code: MABE241**  
**PROJECT APPRAISAL and INVESTMENT PLANNING**

<b>Credit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>
<b>6</b>	<b>4</b>	<b>2</b>	<b>0</b>

**Course Outcome**

By the end of the course student will be able to;

- ) become familiar with financial planning, analysis, selection and implementation and review the capital expenditure investments.
- ) acquaint themselves with the application of mathematical and statistical tools for analysing managerial problems.
- ) develop the profitability projections
- ) develop the strategies employed in managing risk.
- ) practice project management decisions and Control

**Unit-I**

Project formulation: Project ideas, feasibility studies, project formulation. Project implementation and control. Management information system for control of projects. Time preference for money. Discontinuing and compounding. Net present value.

**Unit-II**

Private investment criteria (cost-benefit at market prices). Social cost benefit analysis (social objectives shadow pricing identification of costs and benefits and choice of techniques). Comparative overview of OEGD, UNIDO and World Bank approaches copulation of payback period and internal rate of return.

**Unit-III**

Application of probability in investment decision Uncertainty and capital budgeting. Expected marginal value approach-Utility approach.

**Unit-IV**

Present value of bonds and shares. Portfolio theory and risk. Diverse portfolio selection and uncertainty international portfolio investment and foreign exchange risks.

**Unit-V**

Investment evaluation criteria. Determining cash flow for investment analysis. Weighted average cost of capital and investment evaluation. Investment timing and duration. Replacement of existing assets. Investment decisions under capital rationing. Capital budgeting sensitivity analysis. Sequential investment decision. Strategic aspects of investment decision.

## SUGGESTED READINGS

- ) Chandra Prasanna. Project Preparation, Appraisal and Implementation, Tata McGraw Hill, New Delhi 1980
- ) Fisher Jordon, Security Analysis and Portfolio Management, Prentice Hall. New Delhi.
- ) Francis. Management of Investments, McGraw Hill, New York.
- ) Francis. Modern Theory of Corporate Finance, McGraw Hill, New York.
- ) Little I. M. D. and J.A. Mirrless. Project appraisal and Planning for Developing Countries, Heinemann, London, 1974.
- ) P. Das Gupta. S. Marglin and A.K. Sen. Guidelines for Project Evaluation, United Nations, New York, 1972.
- ) Pandey I.M., Financial Management. Vikas Publishing House, New Delhi.
- ) Pitale R.L. Project Appraisal Techniques, Oxford & IBH, New Delhi, 1980.
- ) Raghunathan Barua and Verma. Portfolio Management, Tata McGraw Hill, New Delhi
- ) Word W. A., B. J. Deren and E.H. Silva. The Economics of Project Analysis: A Practitioner's Guide, Economics of Development Institute of World Bank, Washington, D.C.

**DSC Course Code: MABE242**  
**OPERATIONS RESEARCH in BUSINESS DECISIONS**

Credit	Lecture	Tutorial	Practical
6	4	2	0

**Course Outcome**

By the end of the course student will be able to;

- ) get knowledge about the scope and application of operations research in business and industry.
- ) use of various scientific tools and models
- ) identify and develop operational research models from the verbal description of the real system.
- ) understand the mathematical tools that are needed to solve optimization problems.
- ) use mathematical software to solve the proposed models.
- ) develop a report that describes the model and solving technique, analyse the results and propose recommendations in language understandable to the decision-making processes in Management Engineering.

**Unit-I**

Formulation linear models. Solving linear models of profit maximization and cost minimisation (simplex method). Duality problem. Comparison in neoclassical production theory and linear models (marginal products and marginal costs).

**Unit-II**

Activity analysis in linear model. Sensitivity analysis Multistage models. Multi-objective and goal programming.

**Unit-III**

Optimising a nonlinear function of a single variable. Quadratic programming. Separable programming Integer programming.

**Unit-IV**

Optimisation in networks(Transportation problem and shortest-route models). Dynamic Programming (A simple case and a multi-period problem) Multi-period and Recursive planning.

**Unit-V**

Decision theory: Decisions under risk and uncertainty. Markovian decision process. Game theory: Maximin and Minimax Principle of game theory. Mixed strategies, graphical solution of  $2 \times n$  and  $m \times 2$  games. Interrelation between game theory and linear programming.

## **SUGGESTED READINGS**

Day, R. H. (1963). Recursive Programming and Production Response, North Holland Publishing company.

Dixit, A.K. (1976). Optimisation in Economic Theory, Oxford University Press.

Hadley, G. (1964). Non-Linear and Dynamic Programming. Addison

Intriligator, M.D. (1971). Mathematical Optimisation and Economic Theory, Prentice Hall, Englewood cliffs, New Jevsey.

Jacobs, L.R. (1967). An Introduction to Dynamic Programming, Chepman and Hall, London.

Mulls, Gordon (1984). Optimisation in Economic Analysis, Heritage Publishers, New Delhi.

Wagner, H.B. (1975). Principles of Operations Research with Applications to Management Decisions, Prentice Hall, New Delhi.

**DSC Course Code: MABE-243**  
**POST GRADUATE PROJECT**  
**Course Credits: 6**

**Course Outcome**

By the end of the course, students will be able to:

- ) prepare a project report
- ) analyse various aspects of the business environment
- ) design and administer data collection tools and conduct primary investigation successfully
- ) understand business environment

**Guidelines for PG Project**

Students are encouraged to undertake PG Project work based on a combination of primary and secondary data/information. The project will be confined to courses of study of the III and IV semesters (excluding Industrial Economics) and shall be reported as per standard stylesheet.

**1. Project**

- a) Each student will undertake an individual project ideally of 60-80 pages and will be reported in on A4 size paper in Times New Roman Font. Font size: Main Heading =16; Sub Heading=14 & Text 12. Line spacing 1.5 and margins 1” top, bottom & right margin and 1.5” on left margin. Font size for tables/figures may be suitably adjusted. The project is to be printed on both sides of the paper using mirror margins. **IMPORTANT:** A project of less than 50 pages in this specified format *will not* be accepted for evaluation.
- b) The project work will be carried out in consultation with the supervisor allotted to each student for the purpose.
- c) A seminar of the project proposal will be presented to the department council and Students to help finalize the topic & methodology of the proposed project prior to its commencement.
- d) Pre submission seminar will be presented to the Department Council and only upon approval will the Dissertation be submitted for evaluation.

**2. Project – Chapters and Content**

- i) Introduction- including Need and Objectives
- ii) Methods and Materials –Sampling procedure, tools of analysis, figures etc. and Limitations. **IMPORTANT:** At the time of Seminar [1c) above], in place of “Limitations”, “Expected Outcome” will be reported.
- iii) Data Analysis
- iv) –do-
- v) Summary and Conclusion  
References

Annexure (Annexure I will be the Questionnaire/Interview schedule).

**NOTE:** The number of Chapters pertaining to data analysis may vary in accordance with the objectives. Here Chapters iv, & v are shown as an example.



**DSE Course Code: MABE244**  
**BUSINESS ENVIRONMENT**

Credit	Lecture	Tutorial	Practical
6	4	2	0

**Course Outcome**

By the end of the course student will be able to;

- ) understand the concept of business environment, interaction between business and environment and classification of environmental factors on business.
- ) assess the working of economic policies i.e., industrial policies, trade policies, fiscal and monetary policies
- ) analyse the legal framework of business regulatory institutions- TRAI, SEBI and IRDA.
- ) understand the Social Responsibilities of Business and Corporate Social Responsibilities
- ) outline the drivers and effects of globalisation and benefits and problems of MNCs.

**Unit-I**

Introduction to Business Environment: Definition and Scope – Characteristics of business, business goals – economic, social strategic goals. Meaning and concept of Business Environment – Interaction between business and environment – Classification of environmental factors on business.

**Unit-II**

Economic Environment – Meaning and critical elements of environment – economic systems – objectives of economic planning. Economic reforms – evaluation of Five-Year plans. Institutional financing – IDBI, SFC, ICICI. Capital Market and its features. Economic Policies – Industrial Policies – Trade policies – Fiscal and Monetary Policies – Economic Development and Role of Government – Small Scale and Cottage industries.

**Unit-III**

Politico – Legal Environment: – Political Institutions – Legislative – Executive and judiciary – Constitution of India – Fundamental rights – Directive Principles of State policy – Business Responsibilities to Government – Government responsibilities to business – Legal framework of Business Regulatory Institutions- TRAI-SEBI-IRDA.

**Unit-IV**

Socio-Cultural Environment – Business and Society – Objectives of Business – Social Responsibilities of Business – Corporate Social Responsibilities. Business and culture – Cultural dimensions –Business Ethics – Corporate Governance.

## **Unit-V**

Global Environment – Globalization – Drivers and effects of Globalization – Benefits and problems of MNCs – WTO – Foreign Direct Investment – (FDI) Foreign Institutional Investors (FIIS).

### **SUGGESTED READINGS**

- ) Ahmed Faisal and Absar Alam.M, Business Environment: Indian and Global Perspective, Prentice Hall of India, 2014.
- ) Aswathappa K, House, Tax and Cases, Himalaya Publishing House, 2014.
- ) Cherunilam Francis, Business Environment Text and Cases, Himalaya Publishing Company Limited, 2010.
- ) Fernando A.C, Business Environment, Dorling Kindersley India Pvt. Ltd, 2011.
- ) Pailwar Veena Keshav, Business Environment, Prentice Hall of India Private
- ) Paul Justin Limited, 2014. Business Environment: Text and Cases, Tata McGraw-Hill Publishing Company Limited, 2008.
- ) Sukumar Nandi, International Business Environment, McGraw-Hill Education
- ) Worthington Ian and Chris Britton, The Business Environment, Pearson Education Limited, 2014.

**DSE Course Code: MABE245**

**INDUSTRIAL ECONOMICS**

<b>Credit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>
<b>6</b>	<b>4</b>	<b>2</b>	<b>0</b>

**Course Outcome**

By the end of the course student will be able to;

- ) understand and distinguish the process of industrialization.
- ) make use of theoretical construct of firm and pricing and outline welfare implications.
- ) apply concepts of market structure, industrial concentration, diversification and vertical integration to classify and examine markets with special reference to India.
- ) outline the theoretical framework for industrial location and regional growth in India. Analyse dimensions of industrial finance in India.
- ) identify and discuss issues in Indian industry such as industrial sickness, capacity utilization, foreign collaboration etc.

**Unit – I**

The scope of Industrial Economics. Organization of industry. Changing forms of industrial organization. Process of industrialization

: Rationale, objectives, strategies and policies. Employment implications of industrialization. Appropriate industrial technology for LDSLs. Industrialization and economic development. Patterns and phases of industrial growth and changes in industrial structure.

**Unit – II**

Theory of firm and pricing. Objectives of the firm: profit and non-profit maximizing models of the firm. Bans theory of limit pricing;

Marginal cost versus full cost pricing; Allocation of costs in case of joint products; Welfare implications of monopoly pricing. Investment decision; conventional and modern approaches; risk, uncertainty and investment decision.

**Unit – III**

Market structure, conduct and performance and interrelations among them. Industrial concentration: concepts and measurement; Extent, causes and likely effects of concentration. Analysis of diversification, Vertical integration and mergers in industry. Extent of monopoly and concentration in India; Public policy towards industrial concentration and monopoly power in India.

**Unit – IV**

Industrial location: Theories and factors affecting location; infrastructure for industrialization; Regional growth of industry in India. Tools of public policy. Indian policy for backward areas. Industrial finance in India. Role of term-leading institutions in industrial development of India. Indian capital market.

**Unit – V**

Issues in Indian industry: Phases of industrial growth and changes in industrial structure in India. Public sector rationale and organization; Public sector pricing policies. The question of efficiency in the context of special constraints; Over-all performance of public sector in India. The concept of joint-sector in India. The problems of industrial sickness; Capacity utilization. Foreign collaborations; Multinationals in Indian joint ventures abroad. The recent

liberalization trends. Large versus small scale industry debate in India.

### **SUGGESTED READINGS**

- ) Ahluwalia, I. J. (1985). INDUSTRIAL growth in India. Oxford University Press, Delhi.
- ) Andrews, p. and T. Wilson, Eds, (1951). Studies in the Price Mechanism, Oxford University Press, London.
- ) Bagchi, A. and M. Banerjee, eds. (1979). Change and Choice in Indian. Industry. Bagchi Publications Calcutta.
- ) Bain, Joe (1967). Industrial Organization, 2e, John Wiley, New York. Clarkson., K. W. and R. Miller (1985). Industrial organization, Theory
- ) Barthwal, R. (1984). Industrial Economics, 2e, Wiley Eastern Ltd., New Delhi.
- ) Bhagwati J. and P. Desai (1972). India: Planning for Industrialization.
- ) Brahmananda, P. R. & V. R. Panchmukhi (Eds.), (1987). The Development Process of Indian Economy. Himalaya Publishing House, Bombay.
- ) Bryce D. Marray (1960). Industrial development. A Guide for Accelerating Economic Growth, McGraw Hill Book Company, New York.
- ) Das, N. (1969). The Public Sector in India, Vora & Company, Bombay.
- ) Devine, P. J. et. Al. (1978). An Introduction to Industrial Economics, 3e, George Allen and Unwin, London.
- ) Evidence and Public Policy, McGraw-Hill, Kogakusha, Tokyo.
- ) Evidence, Oxford University Pres, Oxford.
- ) Friedrich, S. (1929). Weber's Theory of Location of Industry, Chicago University Press, Chicago.
- ) Ghosh, P. K. (1977). Government and Industry. Oxford University.
- ) Godbole, M. D. (1973). Industrial Dispersal Policies, Allied Publishers, Bombay.
- ) Gupta, L. C. (1969). The Changing Structure of Industrial Finance in India, Oxford University Press, Delhi.
- ) Hannah, L. & Kay, J. (1977). CONCENTRA TION OF modern Industry, Macmillan, London.
- ) Isard, W. (1956). Location and Space Economy, John Wiley, New York.
- ) Khan M. I. (1981). Indian Financial Systems. Allied publishers, New Delhi.
- ) Koutsoyiannis, a. (1979). Modern Microeconomics, 2e, Macmillan, New York.
- ) Menou, KSV (1979). Development of Backward Areas Through Incentives, Asia Publishing House, Bombay.
- ) Reserve Bank of India (1985). Foreign Collaboration in Indian Industry. R. B. I. Bombay.
- ) Sandersara, J. C. (1982). Industrial Growth in India: Performance and Prospects; Lala Lajpatrai College Bombay.
- ) Sbain, Joe (1967). Industrial Organization, 2e, John Wiley, New York. Hay, D. H. and D. J. Morris, (1979). Industrial Economics: Theory and
- ) Scharer, F. M. (1971). Industrial Market Structure and Economic Performance, Chicago University Press, Chicago.
- ) Smith, D. M. (1971). Industrial Location: An Economic and Geographic Analysis, John Wiley, New York.
- ) Thakur, Srinivas V. (1985). Industrialization and Economic Development, Popular Parkashan, Bombay.
- ) Wiles, P. J. D. (1963). Price-cost and Output, F. Praeger, New York. UNIDO (1972). Guidelines for Project Evaluation, UNIDO, Publication.

**GE Course Code: MABE246**  
**ECONOMY OF HIMACHAL PRADESH**

Credit	Lecture	Tutorial	Practical
6	4	2	0

### **Course Outcomes**

By the end of the course student will be able to:

- ) To understand the various socio-economics issues of the economy of Himachal Pradesh
- ) To examine the problems and prospects of agricultural and horticultural activities of Himachal Pradesh.
- ) To know the industrial, power, labour welfare and skill development issues related to the Himachal Economy.
- ) To analyse the role infrastructural and tourism in the economic development of the Himachal Pradesh

#### **Unit I**

Features of Himachal Pradesh Economy: Resource endowment - Land, Water, Minerals, Forests, Demographic Trends, Human Development Index. Trends in State income – Structural growth before and after reforms, Sources of State Finances. Targets and Achievements of Plans, Budget. Growth trends in GSDP.

#### **Unit II**

Agriculture and Horticulture of Himachal Pradesh: Role of Agriculture and Horticulture in State Domestic Product Cropping pattern, Productivity and yield of major crops, Agricultural marketing, Agricultural finance, Marginalization and Agricultural Diversification in Himachal Pradesh. Trends in Fruit and vegetable Production and Productivity. Critical evaluation of government policies on agriculture and horticulture sector.

#### **Unit III**

Industrial and Power Sector of Himachal Pradesh: Trends and patterns in industrial growth, large scale and MSME industries in Himachal Pradesh, Labour Welfare measures and skill development programmes. Trends in hydro power generation in Himachal Pradesh. Environmental issues related to Industrialization and power projects in Himachal Pradesh.

#### **Unit IV**

Infrastructure and Tourism of Himachal Pradesh: Transport: road, rail and air. Banking, Housing, Social Welfare, Education and health programmes of the State Government. Role of Tourism in the economic development of Himachal Pradesh. Spillover effect of tourism development.

#### **Unit V**

Himachal as a model for hill development. Successes and pitfalls of planned development in Himachal Pradesh. Resource mobilization for this special category state. Growth potential and possibilities of rural modernization. Gender dimension of human capital formation in Himachal Pradesh.

## **SUGGESTED READINGS**

- Balokhra, JM (2021), The Wonderland Himachal Pradesh: An Encyclopedia on a tiny state of Western Himalaya, Vols. I & II, HG Publication, New Delhi
- Economic Survey, Various Issues, Department of Economics and Statistics, GoHP.
- Himachal Pradesh Development Report, Planning Commission. GoI.
- Parmar, Y.S., Years of Challenge and Growth, Rubicon Publishing House.
- Sharma L.R., (2005), Quality of Life in Himalayan Region, Indus Publishing.
- Sharma, L.R. (1987), The Economy of Himachal Pradesh: Growth and Structure: A Study in Development Performance, Mittal Publishing.
- Singh, Mian Govardhan, History, Culture and Economy of Himachal Pradesh, Minerva Book House.
- Tiwari, Ashok Kumar, (2000), Infrastructure and Economic Development in Himachal Pradesh, Indus Publishing.