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UNIVERSITY OF KERALA

(Abstract)

M.A Degree Programme in Business Economics – Revised Scheme & Syllabus for affiliated colleges with effect from 2021 admissions – Approved – Orders issued

AC A II

3230/2021/UOK

Dated: 01.07.2021

*Read:-*Item no. I.(06) of the minutes of the meeting of the Academic Council held on 21st April 2021

ORDER

The Scheme and Syllabus of M.A Degree Programme in Business Economics had been revised with effect from 2016 admission onwards.

The Academic Council at its meeting held on 21-04-2021, vide paper read above, resolved to approve the Restructured Scheme and Syllabus of M.A Degree Programme in Business Economics (OBE mode) for affiliated colleges as recommended by the Faculty of Social Sciences and also to incorporate in the Syllabus that internship .be permitted only in individual mode and not as group activity.

The revised syllabus will come into effect from 2021 admissions onwards. A copy of the syllabus is appended.

Orders are issued accordingly

SINDHU GEORGE

DEPUTY REGISTRAR

For REGISTRAR

To

- 1)PS to VC/PVC
- 2)PA to Registrar/CE
- 3)The Dean, Faculty of Social Sciences
- 4)The Chairman, Board of Studies in Economics(PG)
- 5)Director, Computer Centre
- 6)The Principals of Colleges offering MA in Business Economics
- 7)JR(Exam-II)/DR Exam-IV/AR PG Exams
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UNIVERSITY OF KERALA

Learning Outcomes-based Curriculum Framework (LOCF) for Post-graduate Programme

Name of the Programme

**M.A. BUSINESS ECONOMICS
(IN OBE MODE)**

**(With effect from 2021 Admission
onwards)**



UNIVERSITY OF KERALA

Syllabus for MA Business Economics

Programme Specific Outcomes (PSO) for M.A. Business Economics

No.	Programme Specific Outcome
PSO1	To equip students with advanced knowledge of Business Economics and other economic issues in national and international perspective
PSO2	To familiarise the students with suitable alternative methods of knowledge on the basis of the heterogeneity of societies
PSO3	To develop right skills in students catering to the needs of the industry and policy makers
PSO4	To make the students capable of addressing and solving the issues in the society and the economy by contextualizing the knowledge they have acquired and
PSO5	To create academic excellence through holistic education.

Syllabus for M.A. Business Economics Offered in Affiliated Colleges
Course Structure and Distribution of Marks

Semester	Paper code	Title of the paper	Distribution of hours per semester	Instructional hours per week (Lecture)	Duration of ESA (Hrs.)	Maximum Marks		
						CA*	ES A	Total
I	BE-CC- 211	Micro Economic Analysis	120	7	3	25	75	100
	BE-CC- 212	Principles of Business Management	110	6	3	25	75	100
	BE-CC- 213	HRM	110	6	3	25	75	100
	BE-CC- 214	Contemporary Indian Economy	110	6	3	25	75	100
II	BE-CC- 221	Macro Economic Analysis	110	6	3	25	75	100
	BE-CC- 222	Managerial Economics	120	7	3	25	75	100
	BE-CC- 223	Environmental Economics	110	6	3	25	75	100
	BE-CC- 224	Marketing Theory and Practice	110	6	3	25	75	100
III	BE-CC- 231	Economics of Growth and Development	120	7	3	25	75	100
	BE-CC- 232	Data Analysis for Business	110	6	3	25	75	100
	BE-CC- 233	Business Communication	95	6	3	25	75	100
	BE- DSE- 234 or BE- DSE- 235	Entrepreneurship Development Economics of Services	95 95	6 6	3 3	25 25	75 75	100 100
IV	BE 241	Indian Financial System	110	6	3	25	75	100
	BE 242	Accounting and Finance	120	7	3	25	75	100
	BE 243	International Trade and Finance	110	6	3	25	75	100
	BE-DSE- 244 or BE-DSE- 245	Economics of Infrastructure Logistics and Supply Chain Management	95 95	6 6	3 3	25 25	75 75	100 100
	BE-D- 245	Project/Internship			-	-	100	100
	viva voce		-	-	-	-	100	

		Total	-	-	-	-	-	1800
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CA : Continuous Assessment.

ESA : End Semester Assessment

*** out of 25 marks in CA, 5 for attendance, 5 for assignment, 5 for Seminar and 10 for Test paper**

Components of Model Question

Part A (Objective type Questions)

10 Objective questions (10 questions x 1 mark each= 10 marks)

Part B (Short Answer questions). Out of 10 questions, answer any 7 questions

(7 questions x 5 marks each= 35 marks)

Part C (Essay questions) Out of 5 questions, answer any three questions

(3 questions x 10 marks each = 30 marks)

Total = 75 Marks

Target Groups:

From next year onwards the course will be open to graduates from social science, science and engineering on the basis of an entrance exam. For this year as in the case of previous years, the Graduates from Economics, Statistics and Mathematics are eligible to apply for the Course.

SEMESTER 1

BE 211: MICROECONOMIC ANALYSIS

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	Understand the basic concepts of micro economics	PSO1	Fa	Co	Assignment on basic concepts
CO2	Get an idea of the theoretical aspects of consumer behaviour	PSO1	Un	Co	Assignment on theories of consumer behaviour
CO3	Familiarize the different concepts of production and cost	PSO1	Fa	Co	Seminar on different concepts of production and cost
CO4	Understand the cost and profit structure of various firms and industry	PSO1	Un	Co	Seminar on profit structure of firms
CO5	Analyse the working of different market structures and its competitive behaviour in Indian context	PSO2	An	Fa	Assignment on market structures
CO6	Evaluate the welfare aspects of government policies.	PSO1	Cr	Ev	Assignment on welfare aspect of government policies

(Terms used:CC-Core Course DSE-Discipline Specific Elective CL- Cognitive Level RE-Remember Fa- Familiarize Un- Understand Ap- Apply An- Analyse Ev-Evaluate Cr- Create KC- Knowledge Category Fa- Factual Co- Conceptual

Course Content

Module 1: Demand and Utility Analysis (25hrs)

Demand analysis; Market Demand, Elasticities of demand, Price, income and cross elasticities, Basics about Economic modeling.

Theoretical aspects; Cardinal utility analysis, Indifference Curves, Income and Substitution effects, Slutsky method and Revealed preference approaches, The consumer surplus.

Choice under uncertainty; Expected utility and risk aversion, St.Petersberg paradox, Bernoulli Solution, N-M Utility Theorem, Friedman Savage Hypothesis.

Module 2: Production and Costs (30 hrs)

Production functions; Short run and Long run, Homogenous and Non homogenous, Cobb Douglas and CES Production Functions.

Technical progress and production function; Endogenous and Exogenous, Hicks and Harrod classification of technical progress, Elasticity of factor substitution.

Equilibrium of the firm: choice of optimum factor combination of firm.

Costs; Different types of costs, Traditional and Modern theories of costs, Engineering cost curves. Factor pricing; Marginal productivity theory and general equilibrium.

Module 3: Markets and Competition (40 hrs)

Market structure; Perfect Competition – Monopoly; price discrimination, control and regulation. Monopolistic Competition; Product differentiation and selling costs, Excess capacity under monopolistic competition – Oligopoly; Non-collusive oligopoly; Cournot, Bertrand's solutions and Kinked demand models and Collusive oligopoly; Cartels and Price leadership (concepts only)

Pricing Strategies-Basic assumptions of the neo-classical theory of the firm; Hall and Hitch report and Full cost pricing rule, Gordon's attack on marginalism, Bain's Limit pricing theory.

MODULE 4: Welfare Economics (25 hrs)

Old Welfare Economics of Bentham and Pigou - New welfare economics; Pareto optimality, Compensation principle, Double criterion -Bergson and Samuelson's Social welfare functions, Arrow's Impossibility Theorem - The Theory of Second Best, Rawls theory of justice, Equity-efficiency trade-off; Amartya Sen's Social Choice theory.

Basic Reading list:

1. Baumol, W.J. (1982), Economic theory and Operations Analysis, Prentice Hall of India, New Delhi.
2. Blaug, M., Economic Theory in Retrospect. Irwin, 1970.
3. Koutsoyiannis, A. (1979), Modern Microeconomics, (2nd Edition), Macmillan Press, London
4. Pindyck and Rubinfeld (2002): Microeconomics, India Prentice Hall.
5. Salvatore, Dominick-Microeconomics-Theory and Applications 2007- Oxford University Press, New Delhi.
6. Varian, H. (2000), Microeconomic Analysis, W.W. Norton, New York.

Additional Reading List:

1. Marshall, Alfred, Principles of Economics, Macmillan, 1926.
2. Samuelson, P.A 1990. Foundations of Economic Analysis, Harvard University Press.
3. Krugman, Paul and Robin Wells, (2008): Microeconomics, USA, Worth Publishers.

4. Sen, A. (1999), Microeconomics: Theory and Applications, Oxford University Press, New Delhi.
5. Baumol, W.J. (1982), Economic theory and Operations Analysis, Prentice Hall of India, New Delhi.
6. Lipsey and Chrystal (2012)-Economics 11th edition-Oxford University Press.
7. Layard, P.R.G.and A.W.Walters (1978), Microeconomic Theory, McGraw-Hill New York.
8. Green, H.A.G. (1971), Consumer Theory, Penguin, Harmondsworth.
9. Kreps, David M. (1990), A Course in Microeconomic Theory, Princeton University Press, Princeton.
10. Shephard, R.W (1995) Cost and Production Functions, Princeton University Press.
11. Robinson, Joan, The Economics of Imperfect Competition, Macmillan, 1933.
12. Chamberlin, E.H, The Theory of Monopolistic Competition, Harvard University Press, 1933.
13. Stigler. (1996), Theory of Price, (4th Edition), Prentice Hall of India, New Delhi.
14. Bain, J. (1958), Barriers to New Competition, Harvard University Press, Harvard.
15. Dacosta (1980) Value and Distribution, Himalaya Publishing House.
16. Mishan, E.J. (1969), Welfare Economics: An Assessment, North Holland, Amsterdam.
17. Pigou, A.C, The Economics of Welfare, Macmillan, 1920.
18. Winch, D.M, Analytical Welfare Economics Penguin, 1971.

BE –CC-212:PRINCIPLES OF BUSINESS MANAGEMENT

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	understand the basic principles of management and its evolution	PSO1	Fa	Co	Assignment on basic principles of management
CO2	analyse the functions of management and its applications in business organizations	PSO1	Un	Co	Assignment on functions of management
CO3	Comprehend the various motivational theories of management	PSO2	Fa	Co	Seminar on motivational theories of management
CO4	analyse the significance of decision making in management	PSO5	Ap	Co	Seminar on significance of decision making

Course Content

Module 1: Introduction to Principles of Management. (20hrs)

Nature and Scope of Management-Principles of management- Levels of management- Organisational structure- Organisational culture-Evolution of management-Traditional approach: Scientific management; Administrative management; Bureaucratic organization-Behavioural approach: Human relation movement; Behavioural science approach- Modern approach to management; Quantitative approach; system approach; Attributes of Excellence approach-Current Issues and trends in management

Module 2: Functions of Management. (30hrs)

Planning: importance of Planning, Meaning, Nature, Types and Steps; Management by Objectives.

Organising: Nature, Purpose, Structure, Process- Formal and informal organization- Organisational level and Span of Management-Organisational Chart-Delegation of authority and decentralisation

Directing: Nature, Purpose, Structure, Process.-Leadership—Theories of leadership: Personality theories; Behavioural approach; Contingency approach

Controlling: Steps and importance-Controlling techniques: budgetary and non budgetary -Use of computers and IT in management control-Control and performance-reporting

Module 3: Motivation(20hrs)

Motivation-Meaning-importance-factors to motivate-Motivational techniques

Maslow; Herzberg's two factor Theory, Alderfer's ERG Theory, McClelland's three needs theory.

Process approach to motivation- Goal -Setting theory, Reinforcement Theory, Expectancy Theory (Vroom), Adams Equity Theory.

Module 4 :Decision Making(20 hrs)

Nature and significance of decision making. Types of decisions. Process of decision making-Decision making models-Rational model-Behavioural model

Basic Reading List:

1. Arvind Choudhary, Principles of Management, Crescent Publishing House. New Delhi 2015.C.B Gupta, Management- Principles and Practice. Sultan Chand & Sons. New Delhi. 2013. Harold Koontz, Principles of Management, Tata McGraw Hill Book Co. 1972.
2. L.M Prasad, Principles and Practice of Management, Sultan Chand. 2015. P. K Ghosh, Office Management- Principles and Practice. 2010. Sultan Chand & Sons. New Delhi.
3. R.C Sharma. Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw-Hill Publishing Co, 2007.
4. T.N Chabra, Principles of Management, Dhanapat Rai & Co., 2014.
5. K S Chandrasekar et al, vijaynicole publishing house, Chennai

Additional Reading List:

1. Asha Kaul, Business Communication, Phi Learning Pvt. Ltd. 2009.
2. Choudhary, Omvir, Principles of Management, 2011.
3. Debasish Sathya Swaroop, Business Communication, Phi Learning Pvt. Ltd. 2010
4. Mandal, Management- Principles and Practice. 2011

5. Mason Carpenter, Principles of Management, Flat World Knowledge, 2011.
6. RC Bhatia, Principles of Management, Lotus Press. New Delhi.2013
7. Tripathi, Principles of Management, Tata McGraw Hill Education, 2008.

BE-CC- 213: HUMAN RESOURCE MANAGEMENT

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	<i>understand about the subject matter, its role and limitations</i>	PSO1	Fa	Un	Assignment on subject matter
CO2	<i>analyse human resource planning and various steps in Employee recruitment, selection and training process</i>	PSO2	Un	An	Assignment on human resource planning
CO3	<i>comprehend Management of Employee rewards and maintenance</i>	PSO1	Fa	Co	Seminar on employee rewards and maintenance
CO4	<i>evaluate ethical issues in business</i>	PSO4	Un	Ev	Seminar on ethical issues in business

Course Content

Module 1: Introduction to Human resource management (20 Hours)

HRM – definition – Scope- Functions-Human Resource Manager’s Competencies- Human Resource Management Strategy- Strategic planning- types of strategies - Strategic Human Resource Management- Accountability of HRM-Limitations

Module 2: Planning, Recruitment and Functions (35 Hours)

Human Resource Planning – Short term and Long term planning - Job analysis- Description, Specification and Evaluation - Job Design- factors affecting Job Design

Recruitment, Selection and Training - Purpose and Importance –Sources of Recruitment – selecting the right talent – selection process – Barriers to effective Selection – Evaluation of

Selection process – Types of training – objectives and Needs – Training process – Methods – evaluation of training programmes

HRM functions from Procurement to separation: Placement, Induction, Transfers, Promotions, Disciplinary Actions, termination of Services, Resignation, and Dismissal, Retrenchment and Voluntary retirement Schemes

Module 3: Rewards management and Employee Maintenance (30 Hours)

Rewards management – Wage and salary administration – Factors determining pay rates – Statutory benefits – Non-Statutory benefits – Insurance Benefits- Retirement Benefits and other welfare measures to build employee commitment

Labour Relations – Employee Security – Discipline Administration –Grievances handling – managing dismissals and separation. Labour welfare: Importance and implications of Labour legislations- Employee Health – Future of HRM function.

Module 4: Ethical Issues in Human Resource Management (25 Hours)

Business Ethics: Importance of Business Ethics – Ethical issues and dilemmas in HRM – Work place discrimination – employee Responsibilities – Corporate Culture and Ethical Climate Improving ethical Decision making – difficulties and ways of resolving ethical issues

Basic Reading List

1. Aswathappa K, Human Resource and Personal management: Text and cases, Tata McGraw Hill Publishing Company Limited, New Delhi, 2002
2. Aswathappa K, Human Resource management: Text and cases, 8th Edition, Tata McGraw Hill Publishing Company Limited, New Delhi, 2017
3. Certo, S C, and Certo, T, Modern management, 12th Edition, Prentice Hall, January 2011
4. David a De Cenza and Stephen. P. Robton, Personnel/Human Resource management, Prentice Hall, Pearson
5. DeGeorge, R., Business Ethics, 7th Edition, Pearson, 2011.
6. Flippo Edwin B, Principles of Personnel Management, McGraw Hill, Kogak
7. Gary Dessler. "Human resource Management", Seventh Edition, Prentice-Hall of India
8. Gary Dessler and Biju Varkkey. Human resource Management, Fourteenth Edition, Pearson India Education Services Pvt.Ltd 2016
9. Strauss George and Sayles Leonard R. Personnel Human problems of Management, Prentice Hall.
10. Subramanian, K.N., Wages in India, Tata McGraw Hill Publishing Company, New Delhi.

Additional Reading List

1. Govindarajan M., and Natarajan S., Principles of Management, PHI Learning Pvt Ltd, 2009
2. Ian Beard well and Len Holden, Human resource management, Macmillan 2000.
3. Koontz, H. and Weihrich, H., Essentials of Management: An International perspective, 8th Edition, Tata McGraw Hill education Private ltd., July 2009

4. Milkovich and Boudreau, Personnel-Human Resource Management, Richard D. Irwin, 1990.
5. Mukherjee k., Principles of Management, 2nd Edition, Tata McGraw hill education Pvt Ltd., 2009
6. VSP Roa, Human Resource management: Text and cases, First edition, Excel Books.
7. Wayne F.Cascio, Managing Human resources, McGraw Hill, Newyork.

BE-CC- 214: CONTEMPORARY INDIAN ECONOMY

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	Understand the concept of national income and its measurement	PSO1	Fa	Un	Assignment on measurement of National income
CO2	Familiarize reforms in post reform period	PSO1	Un	Fa	Seminar on reforms in post reform period
CO3	Evaluate major challenges in Indian economy	PSO2	Fa	Co	Assignment on major challenges in Indian economy
CO4	Understand human development issues	PSO1	Un	Co	Seminar on human development issues

Course Content

Module 1: State of the Economy (35 hrs)

Macro-Economic Environment: Recent trends in Economic Growth: Decomposition of growth in different sectors: National Income in India – Issues in measurement and methodology: GVA in different sectors Domestic capital formation, Inflation and Interest.

Inclusive Growth challenges in Indian Economy: Second generation reforms: Changes in Fiscal Policy since Reforms– FRBM Act and its progress (Centre and States) - Public Debt

and Sustainability - Monetary Policy after economic reforms - Non-Performing Assets (NPAs) in the banking system

Role and relevance of NITI Ayog - Reforms and resistance - Ease of doing business in India
Major developments in Indian economy: Special Economic Zone, Public-Private Partnerships in development projects, Make in India, Demonetization, Goods and Services Tax (GST), Special Purpose Vehicles for Investment: Critical evaluation. Case study - KIIFB

Module 2: India and Global Economy (20hrs)

External trade in India since economic reforms – Current account deficit - Great Recession of 2008 and its impact on India – Deregulation of exchange rate and recent trends – Current Account Convertibility and Capital Account Convertibility: Challenges and opportunities
External Sector: Trends in FDI and FII in India - Managing Globalization: India Vs China

Module 3: Human Development Dimensions (30 hrs)

Political economy of economic growth in India since reforms – Economic reforms and labor market in India. Employment – Unemployment trends, measurement after reforms. Poverty: Debates on methodology/measurement. Subsidies in India: Review of Direct Benefit Transfers. Inequality in India: causes and consequences. Human Development in India: Demographic concerns in India- (Quality of population, Poor housing, Unhealthy urbanization, etc) – Demographic dividend in India – India and SDGs

Module 4: Sectoral Issues (25 hrs)

Agriculture: Land use pattern in India: Land acquisition for development projects: Concerns. Issues in Indian agriculture: Agrarian distress, Land reforms, Capital formation in agriculture, Regional Trade Agreements and Indian agriculture; WTO negotiations and Indian response.

Industry and Infrastructure: Measuring industrial output in India: Index of Industrial Production (IIP), Corporate sector performance, Challenges of Micro & Small Medium Enterprises (MSMEs), Public sector performance and Disinvestment. Infrastructure – Economic reforms and infrastructure.

Tertiary Sector in India – Trend and Composition, FDI in services. Interlinkages between the three sectors

Basic Reading List:

1. Bahl, Raghav; Superpower: The amazing race between China's Hare and India's Tortoise, 2010, Portfolio Publishers.
2. Balakrishnan Pulapre, Economic Reforms and Growth in India. (Edited) .2011. Orient Blackswan.
3. Bandhyopadhyay, D; Singur: What happened, What next and time to pay the cost, EPW, November 28, 2008.
4. Basin, Lalit Labour and Employment Laws of India, <http://unpan1.un.org/intradoc/groups/public/documents/apcity/unpan029043.pdf>.
5. Basu, Kaushik, Structural Reform in India, 1991-93. EPW Vol. 28, Issue No. 48, 27 Nov, 1993

6. [Basu](#), Kaushik and Maertens, Annemie; A Concise Companion to Economics in India; OUP, 2010.
7. [Basu](#), Kaushik, Gary S. Fields, and ShubDebgupta , Retrenchment, Labor Laws and Government Policy: An Analysis with Special Reference to India._
<http://siteresources.worldbank.org/INTDECSTRSMA/Resources/india.pdf>
8. Basu, Kausik, ; China and India: Idiosyncratic Paths to high growth, EPW, September 19, 2009.
9. Bereta, Silvio et al; India and China : Trading with the World and Each other, EPW, September 3 , 2012.
10. Chakravarty, S. (1987), Development Planning: The Indian Experience, Oxford University Press, New Delhi.
11. Desai, Bhupat et al; Food Subsidy: Concept, Rationale, Implementation, Design and Policy Reforms, Dec 27, 2014.
12. [Dhanmanjiri Sathe](#), Land Acquisition Act and the Ordinance EPW, Vol. 50, Issue No. 26- 27, 27 Jun, 2015.
13. Economic Survey, 2017-18, Ministry of Finance, GoI.
14. Hanumantha Rao, C.H. and H.Linnemann (Eds.) (1996), Economic Reforms and Poverty Alleviation in India, Sage Publications, New Delhi.
15. P.C. (1975), Land Reforms in India, Allied Publishers Pvt. Ltd., New Delhi.
16. Kohli, Atul Politics of Economic Growth in India, 1980-2005 Part 11: The 1990s and, EPW, Vol. 41. 08 April 2006.
17. Krueger Anne O, Economic Policy Reforms and the Indian Economy, 2002, Cambridge University Press.
18. R Nagaraj. , What Has Happened since 1991-Assessment of India s Economic Reforms. EPW Vol. 32, Issue No. 44-45, 08 Nov, 1997.
19. Rajeev M & Mahesh HP (2010), Banking Sector Reforms and NPA: A study of Indian Commercial Banks ; Working Paper No 252 Institute of Social and Economic Change, Bangalore
20. Radhakrishna, R; Well being, Inequality, Poverty and Pathways out of poverty in India, EPW, October 10, 2015.
21. Reddy, Y.V. (2000), A Review of Monetary and Financial Sector Reforms in India - A Central Banker's Perspective, UBSPD, New Delhi.
22. Sengupta, Abhijith; Capital Account Management in India, EPW, March 19, 2016.
23. Sharma, Shailendra, India and China in the age of Globalisation, 2009, Cambridge University Press.
24. Sharma, Alakh; Flexibility, Employment and Labour Market Reforms in India, EPW Vol 41, May 27 2006
25. Vijay *Joshi*, Ian Malcolm David Little, India's Economic Reforms, 1991-2001, 1997, OUP, India.

Additional Reading List:

1. Acharya, Shankar and Rakesh Mohan (2010) (ed), India's Economy – Performance and Challenges, Oxford University Press, New Delhi.
2. Alternative Economic Survey India, Two Decades of Neoliberalism, Alternative Survey Group, Daanish Books, New Delhi, 2010.
3. Dreze, Jean and Amartya Sen (2013): An Uncertain Glory – India and its Contradictions, Penguin Books.

4. Kanagasabapathi (2009): Indian Models of Economy, Business and Management, Prentice Hall of India, New Delhi.
5. Prakash, B A (2012): The Indian Economy since 1991: Economic Reforms and Performance, Pearson Education, New Delhi.
6. Rakesh Mohan (2011): Growth with Financial Stability, Oxford University Press.
7. Uma Kapila (2013): Indian Economy since Independence, Academic Foundation, New Delhi.

SEMESTER 2

BE-CC- 221: MACRO ECONOMIC ANALYSIS

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	basic understanding of theoretical framework	PSO1	Un	Co	Assignment on theoretical framework
CO2	develop an understanding of theoretical development together with tools which help the formulation of economic policies.	PSO3	Un	Co	Assignment on formulation of economic policies
CO3	understand the nuances of how crisis happens	PSO2	Un	Co	Seminar on how crisis occurs
CO4	basic knowledge about the developments in macroeconomic theory after the 60s.	PSO3	Kc	Co	Seminar on general equilibrium

Course Content

Module 1: Classical, Keynesian, ISLM (50 hrs)

Classical theory of Employment and Output-Laissez faire, Quantity Theory, Says Law, Labour market equilibrium, Saving-Investment equilibrium.

Keynesian theory of Employment and Output- Keynesian Cross, Liquidity Preference theory, Under employment equilibrium, Consumption function, MEC, Multiplier, Investment-Aggregate supply in Classical and Keynesian system.

ISLM diagrammatic and algebraic derivation-Shape and position of IS and LM curves and their theoretical and practical significance- Monetary and fiscal policy in IS- LM model. Derivation of Aggregate demand curve from IS- LM model- Critical appraisal of ISLM model. Mundell Fleming Model. Problem of Impossible Trinity, Swalter Swan Model.

Module 2: Inflation and Unemployment (30 hrs)

Inflation and unemployment: Types and Theories-Phillips curve, Expectations augmented Phillips curve-Money Supply- Money Multiplier-High Powered Money, Tools of Money Supply-Money Demand theories: Portfolio and Cash Balance .

Debates on the conduct of Monetary policy: Rules Vs Discretion, Active Vs Passive, Monetary transmission mechanisms

Module 3: Economic crisis (15 hrs)

Understanding Economic Crisis –What caused Sub-prime crisis of 2008? Debt deflation theory and Financial Instability Hypothesis. What caused Great depression 1930s? The Spending Hypothesis, The Money Hypothesis. Capitalism and crisis: Similarities and differences between Marx and Keynes.

Module 4: Schools of thought after Keynes (25 hrs)

Basic concepts and features : The orthodox monetary school- The new classical school- Rational Expectations - Real business cycle school- The new Keynesian school-The post-Keynesian School.

Basic Reading List:

1. Bernake, Ben and Abel, Andrew, Macroeconomics, 2006, Pearson.
2. Dakht, Kamran, Evolution of Macroeconomics, Springer. New Delhi..
3. Diulio, Eugene A (1990): Macroeconomic Theory, 2nd ed (Schaum's Outline Series), McGraw-Hill, NY.
4. Dornbush and Fischer, Macroeconomics , McGraw-Hill 2012.
5. Edgmand, Michael R (1987): Macroeconomics: Theory and Policy, 3rd ed, Prentice Hall,NJ.
6. Gupta, G.S (2014): Macroeconomics Theory and Policy, 4th ed, TMH, New Delhi.
7. Krugman, Paul, Return of Depression Economics and the crisis of 2008.
8. L Randall Wrey, Why Minsky matters. 2015. Princeton University Press.USA.
9. Mankiew, Gregory , Macroeconomics, Worth Publishers, 2012.
10. Natrass, Nicoli and VisakhVarma, G (2014): Macroeconomics Simplified: Understanding Keynesian and Neoclassical Macroeconomic Systems, Sage publications India, New Delhi.
11. Paul, Krugman, End this Depression Now.2012. W.W.Norton& Co. New York.
12. Richard T, Macroeconomics: Theories and Policies, 2010, Pearson India.
13. Romer, David, Advanced Macroeconomics, McGraw-Hill, 2011.
14. Snowdon, Brian, Modern Macroeconomics: Its origin, development and current state. , Edgar Elgar Publishing , 2012.

Additional Reading List:

1. Bailly, Richard O; Emerging topics in Macroeconomics(2009) , Nova Science Publishers.
2. Barro, Robert J; Macroeconomics: A modern approach (2009), South Western College Publishers.
3. Blanchard and Fischer; Lectures in Macroeconomics(1989) MIT Press.
4. Galbriath, James and Darity, William; Macroeconomics (1994), Houghton Mifflin.
5. Gartner, Manfred; Macroeconomics(2009), Pearson Education, Canada.
6. Hall, Robert E; Liberman Marc; Macroeconomics: Principles and Applications(2012), Cengage Learning.

7. Minsky, Hyman; John Maynard Keynes(2008), MacGrawHill, NY.
8. Mishkin, Fedric; Macroeconomics: Policy and Practice (2012) Addison Wesley, Boston.
9. Sachs ,Jeffery and Larrain, Felipe; Macroeconomics in Global Economy (1993), Prentice Hall.
10. Taylor, Lance; Maynards Revenge: The collapse of free market macroeconomics (2011) , Harvard University Press.

BE-CC- 222: MANAGERIAL ECONOMICS
Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	Understand the rationale for studying managerial economics and application of economic concepts in managerial decision making	PSO1	Un	Co	Assignment on rationale for managerial economics
CO2	Critically analyse, using case studies, the various pricing practices used in managerial decision making	PSO3	Cr	Co	Assignment on various pricing practices
CO3	Comprehend the various managerial theories of the firm	PSO2	Co	Fa	Seminar on managerial theories
CO4	Analyse methods of measuring risk and uncertainty confronted in managerial decision making	PSO1	An	Fa	Seminar on methods of measuring risk

Course Content

Module 1: Fundamentals in Business Decision Making (25 hrs)

Nature and Scope of Managerial Economics- The competitive environment - Porter's Five Force Model- Market demand analysis- Concept of Elasticity - its applications in managerial decision making- Relationship between price elasticity and sales revenue- Demand Forecasting- Qualitative forecast (Case study: Mc Donald Restaurant) -Time series analysis- smoothing techniques- barometric methods- econometric models.

Module 2: Pricing policy and Practices (30 hrs)

Mark up pricing-Rate of return pricing-Variable cost pricing-Peak Load pricing(Case study- Con Edison)-Competitive bid pricing-Pricing with known demand curves- Pricing in Multi plant and multi product firms-Pricing in Life Cycle of a product-Pricing of new products-Skimming Price Policy- Penetration price policy-Transfer pricing- New Product Pricing-Pricing policy and the role of Government.

Module 3: Profit Analysis and Managerial Theories of the firm (30 hrs)

Break Even Analysis-Application of Break Even Analysis in managerial decision making-Managerial objectives-Agency theory-Managerial Theories of the firm- Baumol -Marris-Williamson – Behavioural theory- Cyert and March.

Module 4: Risk in Project Analysis (35 hrs)

Uncertainty Vs Risk-Risk in economic analysis(Case study- Risk faced by Coca Cola in Changing its secret formula)-Risk Return indifference curves- Probability and uncertainty-application of probability to risk evaluating risky streams of receipts-Risk adjusted discount rates- Certainty Equivalent Approach-Decision Trees-Simulation- Maximin Criterion-Minimax Regret Criterion- Information and Risk-Asymmetric information and market for lemons -Adverse Selection-Problem of Moral Hazard- Long run investment decisions : Capital budgeting- capital budgeting process-projecting cash flows- Net Present Value-Internal rate of return.

Basic Reading List:

1. A .Koutsoyiannis, Modern Micro Economics, Macmillan
2. Dominick Salvatore, Managerial Economics in a global economy, Oxford University Press
3. Dwivedi D. N. Managerial Economics, Vikas , New Delhi.
4. Joel Dean, Managerial Economics, Prentice Hall of India, New Delhi
5. Joseph G Nellis and David Parker, The essence of Business Economics, Prentice Hall
6. Mehta P. L., Managerial Economics-Analysis, Problems,Cases, Sultan Chand and sons, 2014 Edition
7. Mithani D. M. , Managerial Economics, Himalaya Publishing House, Mumbai
8. R. L. Varshney and K. L. Maheswari, Managerial Economics, Sultan Chand and Sons, New Delhi

Additional Reading List:

1. Charles J Stocks, Economics for Managers, McGraw Hill
2. Chopra O. P. Managerial Economics, Tata McGraw Hill
3. Christopher Thomas, S Charles Maurice, Sumit Sarkar, Managerial Economics, 8 th Edition, Tata McGraw Hill
4. Craig H Peterson, Cris Lewis, Sudhir K Jain, Managerial Economics, Pearson Education
5. Evan J Douglas, Managerial Economics, Prentice Hall
6. G. S. Gupta, Managerial Economics, Tata McGraw-Hill Education
7. Howard Davies, Managerial Economics- An Analysis of Business Issues, Prentice Hall
8. M. Baye, Managerial Economics and Business Strategy, McGraw-Hill/Irwin
9. Nick Wilkinson, Managerial Economics-A problem solving approach, Cambridge University Press
10. Paul Keat, Phillip Young, Stephen Erfle, Managerial Economics, Pearson
11. R. M. Shrivastava, Essentials of Business Finance, Himalaya Publishing House
12. W Bruce Allen, Keith Weigelt, Edwin Mansfield, Managerial Economics- Theory, Application and Cases, W. W. Norton and Company

BE-CC- 223: ENVIRONMENTAL ECONOMICS

Course Outcome:

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	Understand the association of the business and resource use	PSO1	Un	Co	Assignment on relation between business and resource use
CO2	Analyse various approaches for environmental protection	PSO2	An	Co	Assignment on approaches for environmental protection
CO3	Understand the sustainable practices of natural resource management	PSO4	Un	Co	Seminar on sustainable practices

Course Outcome

Module 1: Basic Concepts (25hrs)

Basic Concepts of environmental economics – Economics and ecology — The Economy and the Environment: Neo Classical perspective, Ecological perspective - Ecosystem services: Ecosystem function - Environmental externalities: Public Goods, Market Failure, Property rights.–Common Property Resources – Tragedy of the Commons

Module 2: Economic Approaches for Environmental Protection (35hrs)

Price & Quantity rationing - pollution charges, ambient charges, product charges, subsidies - Market Based Instruments, Command and Control, Marketable permits, Alternative approaches. Evaluative criteria of and practical conditions for use of the economic incentives; Estimation of marginal cost of pollution abatement for designing the pollution tax; Mixed instruments; Choice among policy instruments; Coase’s bargaining solution and collective action; Recent Environment Policies in India

Module 3: Environmental Planning and Valuation (25hrs)

Tools for environmental planning- Environmental Impact Analysis- Stated Preference approaches, Surrogate Market approaches, Conventional market approach, Household production function approach - International environmental issues – climate change; Trade and environment in WTO regime.

Module 4:Environment Management in Business Firm:(25hrs)

Life Cycle assessment, measuring environmental performance, Strategic Environmental Management as Competitive Strategy - Sustainable Development and Business: Pollution tax, ways to curb environmental damage, business ethics – CSR

Basic Reading List:

1. Bromely, Daniel E. The Handbook of Environmental Economics.
2. R. Costanza, “The value of the world's ecosystem services and natural capital,” *Nature*, vol. 387, no. 6630.(1997): 253–260
3. Cropper, Maureen (1999), Valuing Environmental Benefits, Edward Elgar Publishing Ltd., U.K.
4. Connor, Robin and Stephen, Dovers (2004). Edward Institutional Change for Sustainable Development, Edward Elgar Publishing.
5. Endres, A.2011. Environmental Economics-theory and policy. Cambridge University Press. Cambridge.
6. Hussan, Ahmed M (2004). Principles of Environmental Economics, Routledge Publication.
7. Hill, M.K. 2010.Understanding Environmental Pollution. Cambridge University Press. Cambridge.
8. James, David. Application of Economic Techniques in Impact Assessment.
9. Kolstad, C.D.2000. Environmental Economics. OUP. Oxford.
10. Roger, Perman (1995). Natural Resources and Environmental Economics, Longman Publication.

Additional reading List:

1. Hanley,Shrogen and White. 2013. Introduction to Environmental Economics. Second edition. OUP.Oxford.
2. Kerr John, M, Marothia, Dinesh K, Singh, Katar, Ramaswamy, C and Bental, William R (1997). Natural Resource Economics, Oxford & IBH Publication.
3. Millennium Ecosystem Assessment. ‘*Ecosystems and Human Well-being: Wetlands and Water Synthesis*’. Washington DC: World Resources Institute, 2005
4. Murthy, D.B.N. 2004. Environmental awareness and Protection. Deep and Deep. New Delhi.
5. Roberts , J. 2003. Environmental Policy. Routledge. London.

6. Sanjay Sharma, J. Alberto Aragon (2005), ' Corporate Environmental Strategy and Competitive Advantage', Edward Elgar Publishing Ltd. UK
7. Therivel, Riki (2004). Strategic Environmental Assessment in Action, Earthscan Publication.

BE-CC-224: MARKETING THEORY AND PRACTICE

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	<i>connect to various components of business ecosystem comprising operational environment, consumers, competitors and collaborators/channels</i>	PSO1	Fa	Co	Assignment on components of business eco system
CO2	<i>develop knowledge on marketing and marketing strategies</i>	PSO2	Un	Co	Assignment on marketing strategies
CO3	<i>acquire skill in analysing buying behaviour and conducting marketing research</i>	PSO1	Fa	Co	Seminar on buying behaviour
CO4	<i>get hold of information on the evolving ways of channel management</i>	PSO1	Un	Co	Seminar on channel management
CO5	<i>gain the ability to design effective promotional strategies</i>	PSO5	Ap	Fa	Assignment on promotional strategies
CO6	<i>explore innovative marketing forms in the contemporary age.</i>	PSO4	Fa	Co	Assignment on exploring marketing firms

Course Content

MODULE 1: An Introduction to Marketing Management (20 hrs.)

Nature, scope and functions of marketing-Marketing management: meaning; evolution; role-
-Marketing Mix 4 P's; 7 P's- Concept of Customer Value- Customer relationship
management.

MODULE 2: Consumer Behaviour, Marketing Research (30 hrs.)

Individual consumer behaviour: buying process- Online buyer behaviour – Factors
influencing consumer buyer behaviour – Industrial consumer behaviour: buying process—
Marketing Information System – Marketing Research.

MODULE 3: Marketing Strategies (40 hrs.)

Market strategy formulation-Market segmentation- Market targeting- Competition analysis-
Positioning- Differentiation strategies- Product management-New product development and
management- Brand Management- Packaging and Labelling- Price setting process- Integrated
marketing communication-Advertising management-Sales promotion-Public relations -
Personal selling- Marketing channel management-Retailing-Wholesaling –Logistics
management

MODULE 4: Innovative Marketing: Basic Features of Some Strategies (20 hours)

Digital marketing: Search Engine Optimisation; Search Engine marketing;Local Search
Marketing; Content Marketing; Cloud marketing ; Podcast ; Responsive Web design; E mail
marketing; social media marketing; Marketing automation; Call to Action or CTA
marketing- Influencer marketing; Mobile marketing- E-commerce- Chatbots- Freebie
Marketing -Green Marketing- Event marketing - Telemarketing- Social marketing- Artificial
intelligence as a marketing tool – Targeting Generation Z.

Basic Reading List:

1. Chandrasekar. K.S. 2019. Marketing Management: Text, Cases and Applications. Vijay Nicole Publications. Chennai.
2. Damian Ryan .2016. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Kogan Page. London.
3. Kotler, Philip. 2003. Marketing Management (Eleventh Edition). Prentice Hall of India, New Delhi.
4. Kotler, Philip and Keller. .2015. Marketing Management-with Indian cases (15th Edition). Pearson Education. UP.
5. Fromm, J & Garton Marketing to Millennials: Reach the Largest and Most Influential Generation of Consumers Ever. Amazon. USA.

Additional Reading List:

1. Cant, Strydem, et al. (eds.) .2007. Marketing Management: 5th edition. Juta & Co. Cape Town.
2. Jayachandran, S. 2006. Marketing Management. Excel Books. New Delhi.
3. Keillor, B.D. 2007. Marketing in the Twenty First Century. Vol.1. Praeger. USA.

SEMESTER 3

BE-CC- 231: ECONOMICS OF GROWTH AND DEVELOPMENT

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	gain understanding on conceptual and theoretical evolution of development economics	PSO1	Un	Co	Assignment on conceptual and theoretical evolution
CO2	analyse the dynamics of economic growth	PSO1	An	Co	Assignment on dynamics of economic growth
CO3	develop theoretical and empirical knowledge on the concept and factors of underdevelopment	PSO2	Fa	Co	Seminar on factors of underdevelopment
CO4	CO4: explore ways to address the emerging and persisting issues in economic development	PSO3	Ap	Co	Assignment on addressing issues in economic development
	develop interest in development studies bearing socio-economic relevance	PSO4	Cr	Co	Assignment on development studies of socio economic relevance

Course Content

Module 1: Development: Concept, Approaches and Measurement (35 hrs)

Economic growth and development-Evolution of Development Economics – Some Approaches to development: basic needs; quality of life; sustainable development; capabilities and functionings ; development as freedom; human rights based approach; social capital –Human Development Index - Multidimensional Poverty Index- Gender indices-Sustainable Development Goals- SDG index- Basic understanding of World Development Indicators- Understanding big data for development.

Module 2: Theories of Economic Growth (25hrs)

Adam Smith - Ricardo- Marx- Schumpeter- Growth models: Harrod-Domar; Joan Robinson; Solow; Kaldor- Basic features of endogenous growth theory.

Module 3: Structural Aspects of Development (35 hrs)

Dualistic theories: Lewis; Fei-Ranis - Approaches of Rostow, Rosenstein Rodan, Nurkse, Hirschman ,Leibenstein-Ideas of Singer- Prebisch on unequal exchange-Myrdal's cumulative causation theory- Dependency Theories: Samir Amin; Gundar Frank- World systems theory : Emmanuel Wallerstein – Convergence versus divergence hypothesis on international development.

Module 4: Some Debates in Development (25 hrs)

Role of state, market and civil society-Basic features of neo liberalism- The globalisation paradox (Rodrik)- Significance of behavioural development economics- Randomised Controlled Trials and poverty alleviation: scope and limitations - Concept of missing women -Impasse of development studies.

Basic Reading List:

1. Desai, Vandana and R.B.Potter.2014. The Companion to Development Studies. Routledge.London.
2. Fukuda-Parr and Shiva Kumar (eds.).Readings in Human Development. OUP.Oxford. Geography and Economic Theory, Chapter 1. Cambridge: MIT Press.
3. Ghosh.B.N. 2001. Dependency Theory Revisited. Ashgate. London.
4. Khan, Sharukh Rafi. 2014. A History of Development Economics Thought.:Challenges and Counter Challenges. Routledge.London.
5. Meier,G.M and Rauch.2005.Leadng Issues in Economic Development. Oxford University Press. Oxford.
6. Rodrik, Dani.2011. The Globalization Paradox: why Global markets, States and Democracy can't coexist.OUP.
7. Schuurman,F.J.(eds.). 2004. Beyond the Impasse: New Directions in Development Theory. Zed Books.London.
8. Sen, Amartya.1999. Development as Freedom. OUP.Oxford.
9. Thirlwall,A.P. 2006.Growth and Development :With Special Reference to Developing Economies. Macmillan.UK.
10. Todaro,M.P and Smith. 2014. Economic Development. Pearson Education.USA. 11. UNDP.Human Development Reports.1991;1994; 1995;1997;2000;2010
12. <https://www.un.org/en/sections/issues-depth/big-data-sustainable-development/index.html>

Additional Reading List:

1. Banerjee, Abhijit & Esther Duflo. 2011. Poor Economics: Rethinking Poverty & the ways to end it. Vintage Books. New York.
2. Behrmans and Srinivasan. 1995. Handbook of Development Economics. Vol.3. Elsevier. Amsterdam.
3. Howell, Jude and J. Pearce. 2002. Civil Society and Development. Lynne Rienner. London.
4. Jomo. K.S (ed.). 2005. The Pioneers of Development Economics. Zed Books. London.
5. Mahbub-ul Haq. 1995. Reflections on Human development. OUP. Oxford.
6. Seers, D. 2008. "The birth, life and death of development Economics", *Development and Change*. 10 (4). 707-719. October.
7. Sunna. C and Gualerzi (eds.). 2016. Development economics in the Twenty – First Century. Routledge. London.

BE-CC- 232: DATA ANALYSIS FOR BUSINESS

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	familiarize students with the concept of optimization and its application in business economics	PSO1	Fa	Co	Assignment on concept of optimization
CO2	students with tools to apply mathematical models in decision making	PSO3	Ap	Co	Assignment on applying mathematical tools
CO3	comprehensive idea on the process of doing research	PSO1	Fa	Co	Seminar on process of doing research
CO4	create an understanding on basic econometric methodology	PSO1	Un	Co	Seminar on basic econometric methodology

Course Content

Module 1: Optimisation techniques (30 hrs)

Optimization of Functions, Application – Optimization of Multivariable Functions, Application – Constrained Optimization with Lagrange Multipliers, Application – Homogeneous Production Functions – Optimization of Cobb Douglas Production Function – Optimization of CES Production Function – Optimization of Exponential and Logarithmic Functions in Economics – Differential and Difference Equation Analysis

Module 2: Linear Programming and Game Theory (20 hrs)

Linear Programming: Basic Assumptions, Formulating LP problems, Graphical analysis, Simplex solutions, slack and surplus variables, primal and dual problems - Game theory: concept, maximin and minimax strategies, saddle point solutions, co-operative and non-cooperative game

Module 3: Sampling, Estimation and Hypothesis Testing (30 hrs)

Research methodology: Formulation of research problem, research design, report writing -Census versus sampling-Population parameters and sample statistics- Sampling methods- Population distribution and sample distribution-Estimation: point estimation, interval estimation, confidence interval-Hypothesis testing: Rationale, General procedure for hypothesis testing-Null and Alternate Hypotheses; One-tailed and two-tailed Tests; Type I and Type II errors; Power of a Test; p-values

Module 4: Basic Econometrics (30 hrs)

Simple Linear Regression : The 2-variable OLS Model, Violation of the CLRM Assumptions, Nature, Consequences, Tests and Remedial Measures - Use of computer software in data analysis-Concept of Packages- An introduction to R and SPSS

Basic Reading List:

1. Anderson, D., D.Sweeney and T.Williams (2013): “Statistics for Business and Economics”, Cengage Learning : New Delhi.
2. Clare, Morris, (2007): Quantitative approaches in business studies, U.K Great Britain, Pearson Education Ltd.
3. Freund, J.E. : “Mathematical Statistics”, (Latest Edition), Prentice Hall : India.
4. Gujarati D. N. and D.C. Porter(2009), Essentials of Econometrics, 4th Edition, McGraw Hill International Edition.
5. Chiang, A.C (1986), Fundamental Methods of Mathematical Economics,Mc Graw Hill, New York.
6. Edward T. Dowling, (Third Edition), “Introduction to Mathematical Economics”, Mc Graw Hill, New York

Additional Reading List:

- 1.Chris Brooks (2002). Introductory econometrics for finance, Cambridge University Press. (CB)
- 2.Woolridge, J. : “Introductory Econometrics : A Modern Approach”, (Latest Edition), Cengage Learning : New Delhi (Appendix B (‘Fundamentals of Probability’) and C (‘Fundamentals of Mathematical Statistics’).
3. Walter Enders (2003). Applied econometric time series, Wiley. (WE)
4. Mood, A.M., F.A.Graybill and D.C.Boes (1974) : “ Introduction to the Theory of Statistics”, Mc Graw Hill,New York

BE-CC- 233: BUSINESS COMMUNICATION

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	Define the organizational communication processes	PSO1	Re	Co	Assignment on organisational communication process
CO2	List several examples of individual and relational organizational communications	PSO1	Un	Co	Assignment on examples of individual and relational organizational communications
CO3	Recall the impact that organizational process and culture has on business communications	PSO2	Fa	Co	Seminar on impact of organizational process
CO4	.Identify the role organizational leadership and media plays in the communication process	PSO4	Un	Co	Seminar on organizational leadership and media
CO5	Name several dynamics of organizational development and inter-organizational communications	PSO2	Ev	Fa	Assignment on organizational development and inter-organizational communications

Course Content Module I (20Hrs)

Basic Principles of Communication: Understanding Communication, the Communication Process, Barriers to Communication, the Importance of Communication in the Workplace

Types and Channels of Communication: Types of Communication, Classification of Communication Channels

The Nature of Business Communication: Types of Business Communication, Communication Network in Organizations. Encoding and Decoding .Formal vs Informal communication.

Module II (25 Hrs)

The Importance of Listening in the Workplace: What is listening? Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context- Guidelines for Written Business Communication: General Principles of Writing, Principles of Business Writing-Developing Oral Business Communication Skills: Advantages of Oral Communication, Public Speaking and Oral Business Presentations. Ethics of communication- Reading Skills for Effective Business Communication: What is reading? Types of reading, SQ3R Technique of Reading

Module III (30 hrs)

Internal Business Communication: Guidelines for Meetings: Introduction, Types of Meetings, Before the Meeting, During the Meeting, After the Meeting, and Common Mistakes made at Meetings. Writing Memos, Circulars and Notices: Introduction, What is a Memo? Circulars and Notices

External Business Communication – Writing Business Letters: Principles of Business Letter Writing, Types of Business Letters, Format for Business Letters. Dissertation Writing-Other Forms of External Business Communication: Communication with Media through News Releases, Communication about the Organization through Advertising

Internal and External Business -Communication – Writing Business Reports: What is a Report? Types of Business Reports, Format for Business Reports, Steps in Report Preparation

Module IV (20Hrs)

Employment Communication – Resumes and Cover Letters: Writing a Resume, Writing Job Application Letters, Other Letters about Employment-Employment Communication – Group Discussions and Interviews: What is a Group Discussion? Attending Job Interviews. SMS, Video Conferencing, E-mail, Netiquett

Reading List

- 1 Bhatia R.C, Business Communication, AneBooks , New Delhi
2. Courtland L Bovee, John V. Thill and Roshan Lal Raina, Business Communication Today, Pearson.
- 3 Namita Gopal, Business Communication, New Age International (P) Ltd, Publishers, New Delhi.

4. Suparna Dutta, Business Communication, PHI
5. Shalini Aggarwal, Essentials of Communication Skills, Ane Books
6. Raymond V. Lesikar and Marie E Flatley, Basic Business Communication, Tata McGraw-Hill
7. Asha Kaul, Effective Business Communication, PHI
8. Vikas Arora, heetalKhaka, Pallavi Thakur, Business Communication, Global Academic Publishers and Distributors,

**BE-DSE- 234: Optional
ENTREPRENEURSHIP DEVELOPMENT**

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	Familiarize students with basic concept of entrepreneurship development	PSO1	Fa	Co	Assignment on concept of entrepreneurship development
CO2	Understand the meaning of entrepreneurial development programmes both in national and state level	PSO1	Un	Co	Assignment on entrepreneurial development programmes both in national and state level
CO3	Get an idea on various aspects of women entrepreneurship including financial support	PSO2	Fa	Co	Seminar on various aspects of women entrepreneurship including financial support
CO4	Comprehend the basic theories of business ethics and Corporate Social Responsibility	PSO1	Un	Co	Seminar on CSR

Course Content

Module 1: Basic Concepts of Entrepreneurship (20 hrs.)

Evolution of the concept of entrepreneur – definition, nature and importance of entrepreneur – Functions and Characteristics of Entrepreneur – Distinction between an Entrepreneur and a Professional Manager – Entrepreneur vs. Intrapreneur – Entrepreneurship in economic growth - Factors affecting Entrepreneurial Growth

Module 2: Entrepreneurial Development (30 hrs.)

Entrepreneurship Development Programme: Objectives and Phases of EDPs, Problems and constraints of EDPs, Role of Govt. in organising EDPs –Make in India - Kerala Start Up Mission and Students Start up Mission - Technology Business Incubators in Kerala - Role of

KSIDC and KFC in promotion of Entrepreneurship in Kerala-Institutional support to entrepreneurs–Venture Capital, Angel Fund investors - preparation of project report – project appraisal

Module 3: Challenges of Entrepreneurship (20 hrs.)

Problems of Small, Medium and Large Enterprise- Role of Small Enterprises in Economic Development – challenges of Women Entrepreneurship in India –Growth and Problems of Women Entrepreneurship in Kerala - Globalization and Entrepreneurship –Causes & Rehabilitation of sick units – Role of BIFR in revival of sick companies

Module 4: Fundamentals of Business Ethics (20 hrs)

Introduction to the theories of business ethics – Evolution and meaning of CSR at International and National level- Introduction to Institutional theories, Stakeholders theories and Shareholders theories – Section 135 of Companies Act 2013 – Impact of CSR on firms’s performance and society – Case studies

Basic Reading List:

1. Chakravarthi, Bidyut. ‘Corporate Social Responsibility in India’, Routledge, 2011
2. E. Gordon & K. Natarajan, Entrepreneurship Development Himalaya 2008
3. Fernando,, A.C. ‘Business Ethics’ , Pearson Education, New Delhi. 2009
4. G.Barani, Performance of Women Entrepreneurs, Serials Publications New Delhi
5. Gupta and Srinivasan, ‘Entrepreneurial Development’, S Chand & Sons, New Delhi.
6. Hisrich R D and Peters M P, “Entrepreneurship” 5th Edition Tata McGraw-Hill, 2002.
7. Khanka, S S. ‘Entrepreneurial Development’, S Chand & Company Ltd. New Delhi
8. Malachowski, Alan. ‘Business Ethics’, Routledge, New York. 2001
9. Ram Chandran, ‘Entrepreneurial Development’, Tata McGraw Hill, New Delhi
10. Sundar, P. ‘Business and Community: The Story of Corporate Social Responsibility in India’, Sage Publication

Additional Reading List

1. Bhandari Ramesh, Entrepreneurship and Women in Empowerment, Alfa Publications.
2. Fritzsche, David. J. ‘Business Ethics’ , Mc Grew Hill, New York. 2005
3. McWilliams, Abigail. ‘Economics of Corporate Social Responsibility’, Edward Elgar Publishing, 2014
4. Roy Rajeev, Entrepreneurship, Oxford Latest Edition
5. Trends and Pattern of CSR Expenditure: A Study of Manufacturing Firms in India, CDS Working Paper No.477,2018

BE-DSE- 235 Optional- ECONOMICS OF SERVICES

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	understanding about theoretical and applied aspects of service sector in the Indian context	PSO1	Fa	Co	Assignment on classification of service sector

CO2	analyse substantial regulatory changes in this sector.	PSO2	Un	Co	Assignment on regulatory changes in this sector
CO3	Familiarise with Service Sector in India and Kerala	PSO1	Fa	Co	Seminar on service sector in India and Kerala
CO4	Understand about services marketing	PSO1	Un	Co	Seminar on services marketing

Course Content

Module 1: Service Sector: Introduction (20 hrs)

Service sector: Concept – Classification of services – Goods and service continuum - Determinants of service sector growth - Purpose, Definitions and Present Structure of Service Consumption - Issues in measurement of service sector – Service sector and National Accounts Statistics - Phases in the Development of Service Sector – Key Service Characteristics for Economic Analysis.

Module 2: Structural Changes (25 hrs)

Service sector changes in major economies – Service sector change in India – Patterns of change - Explaining growth of service sector – Demand and Supply of services in India - Employment and output in service sector in India (organized and unorganized sector) – Multiplier in services (forward and backward linkages)
Global trade in services – GATS – Service sector and external trade

Module 3: Sectoral Analysis of Service Sector in India and Kerala (25 hrs)

Banking and Insurance – Transport and communication – Education and health services – Public administration and defence - Growth of e-commerce – E-governance in India - Growth of software industry in India – contribution of public sector and private sector - Regulatory challenges in service sector

Kerala: a service oriented regional economy – Growth of service sector in Kerala

Module 4: Services Marketing

Marketing mix strategies for services-service quality- pricing of services-Promotional mix in services-Channel decisions- Service scape dimensions-rural marketing-international marketing

Basic Reading List:

1. Anne Wren 2013. The political economy of service transition Oxford University Press
2. Ansari, M. I. 1995. Explaining the Service Sector Growth: An Empirical Study of India, Pakistan, and Sri Lanka. Journal of Asian Economics. 6 (2). pp. 233–246.
3. Arpita Mukherjee The Service Sector in India, ADB Economics Working Paper Series No. 352 | June 2013
4. Banga, Rashmi. 2005. Critical Issues in India's Service-led Growth. Indian Council for Research on International Economic Relations (ICRIER) Working Paper Series. No. 171. New Delhi: ICRIER.
5. CDS (2006) Kerala Development Report, State Planning Board, Thiruvananthapuram

6. Chanda, Rupa. 2002. Globalization of Services: India's Opportunities and Constraints. New Delhi: Oxford University Press.
7. Gaurav Nayyar 2012. Service sector in India's development; Cambridge University Press.
8. Government of India (various years) Economic Survey, Ministry of Finance, New Delhi.
9. Government of Kerala (various years) Economic Review, State Planning Board, Thiruvananthapuram
10. Jain, Sunil and T.N. Ninan. 2010. Servicing India's GDP Growth. In Acharya, Shankar and Rakesh Mohan, eds. India's Economy: Performance and Challenges - Essays in Honour of Montek Singh Ahluwalia. New Delhi: Oxford University Press.
11. Jan Owen Jansso Economics of Services, Edward Elgar Publishing
12. K.S Chandrasekar, 2019, Marketing Management- Text, Cases and Applications, Vijay Nicole Publications, Chennai.
13. Vijay K Seth 2008. Economics of Services, Ane Books

Additional Reading List:

1. Bhattacharya, B. B. and Arup Mitra. 1990. Excess Growth of Tertiary Sector in the Indian Economy: Issues and Implications. Economic and Political Weekly. 25 (44). pp. 2445–2450
2. Joshi, Seema. 2008. Service Sector in India's Economy: Performance, Problems and Prospects. Country Paper submitted for Study Meeting on Expansion and Development of the Services Industry in Asia organised by Asian Productivity Organization. Seoul: 17–20 June.

SEMESTER 4

BE-CC- 241: INDIAN FINANCIAL SYSTEM Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	understand the concepts of financial system and its components	PSO1	Un	Co	Assignment on concepts of financial system
CO2	comprehend functions of various financial institutions and its services	PSO2	Co	Co	Assignment on financial institutions
CO3	analyse the functioning of money markets, capital market and derivative markets	PSO4	An	Co	Seminar on functions of financial markets

CO4	appreciate the changing dynamics of stock exchange operations and its	PSO3	Ap	Co	Assignment on stock market operations
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Course Content

Module I: Structure and Role of Financial Markets in India

20 hrs

Structure and Functions of Financial System-Financial Institutions, Services, Markets and Instruments-Indicators of Financial Development-Financial system and economic development-Digitalisation of financial system -virtual money and electronic money-crypto currency

Module II: Financial Institutions and Services

25 hrs

Formal and informal credit- Development Banking - NBSFIs- NBFIs- Mutual funds- Types- Systematic Investment Plan- Venture Capital funds-Provident Fund- Pension Fund- Interest free Financial institutions-Structure and composition of insurance markets in India-IRDA- Merchant banking and Investment banking- Underwriting- Reforms in banking sector- Narasimhan Committee 1st and 2nd Report

Module III: Financial Markets

35

hrs

Structure, composition and instruments of money and capital markets- -Risk and financial assets- Types of Risks- Valuation of securities-Shares and Bonds-Factors affecting security prices - Dow Theory-Elliot wave theory- Modern Portfolio Theory- Markowitz- Reforms in Capital Markets after 1991-SEBI-Functions- Multiplicity of Regulators- Markets for Derivatives-Types of derivatives- Forwards, Futures and Options and Swaps

Module IV: Stock exchange - Functions and Operations

30hrs

NSE, BSE, OTCEI, ICSE-Stock Market Indices- Stock prices and performance in Indian economy - Listing of Securities- Procedures-Speculators in Stock market- Trading of securities- Demat-The procedure of clearing and settlement at stock exchange-Central Depository system- CSDL-NSDL- Depository Participants- Credit rating Agencies- CRISIL- ICRA, CARE - Insider trading- Stock market scams : Harshad Mehta - Satyam computers

Basic Reading List

1. Bhole, L. M. (2019). Financial Institutions and Markets: Structure, Growth and Innovations, New Delhi, Tata McGraw – Hill Education Pvt Ltd.
2. Bhalla, V.K. (2013). Investment Management: Security Analysis and Portfolio Management, New Delhi, S.Chand and Company Pvt Ltd
3. Gurusamy, S. (2019). Indian Financial System, New Delhi, Tata McGraw – Hill Education Pvt Ltd.
4. Kevin, S. (2019) Security Analysis and Portfolio Management, New Delhi, Prentice-Hall of India Pvt Ltd.
5. Khan, M. Y. (2019). Indian Financial System, New Delhi, McGraw Hill Education (India) Pvt Ltd.
6. Mahipal Singh (2011). Security Analysis with Investment and Portfolio Management, Delhi, ISHA Books.

7. Subhash Chandra Das (2015). The Financial System in India: Markets, Instruments, Institutions, Services and Regulations, Delhi, PHI Learning Private Ltd.
8. Avadhani, V.A. (2012). Marketing of Financial Services, Mumbai, Himalaya Publishing House.
9. Pandya, F.H. (2013). Security Analysis and Portfolio Management, Mumbai, Jaico Publishing House.
10. Teweles.R.J&Bradley.E.S. (2012). The Stock Market, John Wiley& Sons, Inc.

Additional Reading List

1. Chandra, Prasanna (2008). Financial Management: Theory and Practice, New Delhi, Tata McGraw- Hill Publishing Company Ltd.
2. Brahmaiah, B. &Subba Rao, P. (1998). Financial Futures & Options, New Delhi, Himalaya Publishing House.
3. Desai, Vasant, 1996, The Indian Financial System, Himalaya Publishing Company, Bombay
4. Hull, John.C. (2004). Options, Futures and Other Derivatives, New Delhi, Prentice-Hall of India Pvt Ltd.
5. Sasidharan, K & Mathews, Alex.K. (2011). Security Analysis and Portfolio Management
6. Somanathan, T.V. &Nageshwaran, V. Anantha(2015), The Economics of Derivatives, Cambridge University Press, Delhi.
7. Scott, William, L. 1991. Contemporary Financial Markets and Services, West Publishings Company, New York.
8. Gupta R.K. 1993, Development Banks and Industrial Development, Deep and Deep Publishers, New Delhi
9. Allen, Linda, 1997, Capital Markets and Institutions: A Global View, John Wesley & Sons, New York.

BE-CC-242 : ACCOUNTING AND FINANCE

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	understand the theoretical framework of accounting and to prepare financial statements	PSO1	Un	Co	Assignment on
CO2	develop the skill of preparing financial statements using computerized accounting	PSO3	Ap	Co	Assignment on preparing computerized accounting
CO3	understand the concept of finance and core finance functions	PSO2	Un	Co	Seminar on concept of finance and core finance functions

CO4	develop the skill of analyzing the financial statements.	PSO3	Ap	Co	Assignment on analysing financial statements.
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Course Contents

Module I Introduction to accounting: (25 Hours)

Meaning and definition of book keeping and accounting, Concepts and Conventions, Introduction to Accounting Standards and Indian Accounting Standards (AS & Ind AS), IFRS and convergence with Indian Accounting Standards, Accounting Process: Journal, ledger, Trial Balance, Trading and Profit and loss account , Balance Sheet.

Module II: Computerized Accounting System:(30 Hours)

Computerized accounts using Tally.ERP 9 software. Creating a company; Configure and Features settings; Creating Accounting Ledgers and Groups, Creating Stock Items and Groups; Vouchers Entry; Generating Reports – Cash Book, Ledger Accounts, Trail Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement, Generating GST invoices and transactions as per the GST format.

Module III: Introduction to Finance: (35 Hours)

Concept of Finance, Nature, scope and objectives of financial management, Role of a finance manager, Financing decisions- Long term sources of funds- Capital structure-Capital structure decisions–Investment decision – Time value of money-cost of capital-Cost of different sources of funds-weighted average cost of capital-Working capital decision-Working capital management-Cash management -Receivables management -Inventory management -Working capital finance.

Module IV: Analysis of financial statements: (30 hours)

Aims and objectives of analysis of financial statements-tools of analysis -Comparative Statements, Common size statements, analysing the liquidity, efficiency, profitability and long term solvency using ratio analysis-Fund flow statement analysis- cash flow statement analysis

Basic reading list

1. Goyal, Bhushan Kumar and H.N. Tiwari, Financial Accounting ,Taxmann
2. Brealey, R. A. and Myers S. C. Principles of Corporate Finance. McGraw Hill.
3. Chandra, P. Financial Management-Theory and Practice. Tata McGraw Hill.
4. Khan, M. Y. and Jain, P. K. Financial Management: Text, Problems and Cases. Tata McGraw Hill.
5. Lal, Jawahar, Seema Srivastava &Abrol, Shivani. Financial Accounting Text and problems, Himalaya Publishing House, New Delhi.
6. Pandey, I. M. Financial Management. Vikas Publishing.
7. Sehgal, Ashok & Deepak Sehgal. Fundamentals of Financial Accounting, Taxmann
8. Tulsian, P C. Financial Accounting, Tata McGraw Hill New Delhi
9. Van, Horne and Dhamija. Financial Management and Policy. Pearson

Additional Reading list

1. Charles, T Horngren, Gart L. Sundem, John A Elliot and Donna R. Philbrick. Introduction to Financial Accounting, Pearson.
2. Leonardo, A. Robinson, James R. Qanis, C. Wayne Alderman, Accounting Information Systems: A cycle Approach. Publisher Wiley.
3. Marshall, B Romney and Paul, John Steinbart, Accounting Information Systems, Pearson Education Limited.
4. Robert, L. Hurt, Accounting Information Systems: Basic Concepts and Current Issues, McGraw Hill.

Note: Latest edition of readings may be used

(Note: Scheme for continuous Assessment (CA) of this paper: (a)attendance-5 marks, (b) assignment -5 marks, (c) for attending 25hours of practical work on computerized accounting system- 5 marks, and (d) testpaper-10 marks; total 25 marks)

BE-CC- 243: INTERNATIONAL TRADE AND FINANCE

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	introduce students to basic theories in the analysis of international trade and finance	PSO1	Fa	Co	Assignment on theories of international trade and finance
CO2	To understand Foreign exchange market and Balance of payments	PSO1	Un	Co	Assignment on foreign exchange market and Balance of payments
CO3	To familiarize policies that governments use to shape trade patterns among countries, and the reasons for implementing such policies	PSO4	Fa	Co	Seminar on policies that governments use to shape trade patterns
CO4	Understand developments in world trade and India's Trade	PSO1	Un	Co	Seminar on developments in world trade and India's Trade

Course Content

Module – I (30 Hours) Theories of Trade

International Trade distinguished from internal trade. Theories of trade: Absolute , Comparative cost advantage theory – Opportunity cost analysis – Heckscher-Ohlin Theorem– Leontieff Paradox

Imperfect Competition. New Theories of International trade: Intra industry trade and its impact on developing economies. Technology Gap Theory – Product Life Cycle Theory.

Monopolistic Competition, Oligopoly and International trade. Globalisation and Growth of international trade.

Module – II (25 Hours) Trade Policy

Free Trade and Protection- Effects of tariff – Stolper-Samuelson theorem –Optimum tariff – Effective Rate of Protection – Quotas and other Non-Tariff Barriers. New Protectionism. International Financial Institutions: WB,IMF,IDA,IFC

Module – III (25 Hours) Economic Integration

Economic Integration – Theory of Customs Union – Partial and General equilibrium analysis – dynamic effects – European Union – Integration among developing countries-South Asian Association of Regional Co-operation (SAARC), Association of South East Asian Nations (ASEAN).RCEP, Functions of WTO

Module – IV (30 Hours) International Finance

Exchange Rate. Balance of Payments: Components of the BOP. Autonomous and Compensating transactions. Basic balance. Equilibrium in BOP. Elasticity and Absorption approach, Monetary approach, Devaluation and Marshall- Lerner Condition. Swan diagram, Mundell-Fleming Model. Structure and Trends in India's BOP. International Investment Position, Services Trade.

International Finance. Distinguished from international trade.

Foreign Exchange market: Spot and Forward market. Arbitrage . Fixed vs Flexible. Floating Exchange rate. Determination of the value of Indian Rupee. Foreign exchange operations.

Currency Derivatives- Futures, Options and Swaps.

Eurocurrency and Eurobond Markets .

Exchange-rate Regimes.: The Bretton Woods and the Present System.

Basic Reading List

1. Appleyard and Field —International Economics, McGraw Hill Education Pvt Ltd (2014)
2. Dominic Salvatore. —International Economics, Prentice Hall (1998)
3. Dominic Salvatore. —Introduction to International Economics, John Wiley & Sons, Inc.
4. Giancarlo Gandolfo, Elements of International Economics, Springer
5. Sawyer and Sprinkle, International economics, Prentice –Hall of India Pvt ltd, 2004
6. Bo Sodersten and Geoffrey Reed, —International Economics. Macmillan (2008)
7. Keith Pilbeam, International Finance, Macmillan.
8. Maurice D. Levi, International Finance, Routledge, 2009.

Additional Reading List

1. 3. Paul. R. Krugman and Maurice Obstfeld —International Economics Pearson Education (2009), Dorling Kindersley (India) Pvt. Ltd.
2. Kindleberger, C.P —International Economics R.D. Irwin, Homewood
3. Bhagwati, J.N (Ed), International Trade: Selected Readings', MIT press, 1987.
4. K.C Rana and K.N Verma —International Economics Vishal publishing Co. (2012)
5. Francis Cherunilam —International Economics McGraw-Hill Education (2008)
6. Appleyard and Field —International Trade Theory and Policy.

7. Richard .E.Caver and Harry.G Johnson Readings in International economics
8. Corden .W.M —Recent developments in the theory of international trade Princeton University Press, Princeton.
9. Aggarwal .M.R. —Regional Economic Cooperation in South Asia S.Chand and Co,New Delhi.
10. Kenen.P.B. Economic and Monetary Union in Europe Cambridge University Press .UK
11. Pugel, International Economics ,McGraw Hill Education Pvt Ltd
12. N.K Sachdeva, International Economics, Vishvabharthi Publications, New Delhi.
13. James Gerber, international Economics, Pearson new international Edition.2013
- 14 .Laurence Copeland, Exchange Rates and International Finance,2014.

BE-DSE- 244: Optional ECONOMICS OF INFRASTRUCTURE

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	introduction to the concepts of infrastructure and its major components.	PSO1	Fa	Co	Assignment on concepts of infrastructure
CO2	understand about transport sector, information and communication	PSO1	Un	Co	Assignment on transport sector, information and communication
CO3	Understand tourism planning and marketing	PSO2	Un	Co	Seminar on tourism planning and marketing
CO4	Understand various aspects of education and health	PSO1	Un	Co	Seminar on various aspects of education and health

Course Content

Module 1: Introduction to Infrastructure

20 hrs.

Infrastructure and economic development- infrastructure as a public good; social and physical infrastructure - characteristics of public utilities - the case of nationalization -the peak load, off - load problem - Dual pricing controversy -marginal cost pricing vs. other methods of pricing in public utilities - Cross subsidization - free prices, equity and efficiency.

Module 2: Transport Economics**15 hrs**

The structure of transport cost and location of economic activity - cost function in the transport sector - pricing principles - demand for transport, special problems of individual modes of transport - inter modal coordination - government intervention in transport sector - Ports and Maritime Economics.

Module 3: Information and Communication Technology**20hrs**

Telephone service - and its coverage - telecommunication: network, telephone traffic and pricing - principles of decreasing costs in telephone industry - postal service characteristics and its coverage - criteria for fixation of postal rate - measurement of standards of service in telephone and postal utilities-trends and growth in courier, mobile and cellular services in India. Computer-internet connectivity and services - Technology and communication policy in India.

Module 4: Social and Tourism Infrastructure**15hrs**

The concept of social infrastructure - financing and organization of the social services - private and public sector financing - pricing of social services and development of social services in Indian plans-tourism and economic development - role of state in promoting tourism - tourism planning - infrastructural requirements for marketing tourism.

Module 5: Education and Health**20hrs**

Education and economic growth - human capital vs. physical capital - components of human capital - demand for education - private and social demands - determinants of demand - cost of education: education expenditure, private cost, social cost - benefits of education - direct, indirect, private and social benefits. Health dimension of development; determinants of health -economic dimension of health care - demand and supply of health care - financing of health care - health insurance.

Basic Reading List:

1. Baru R.V: Private Health Care in India - Social Characteristics and Trends (Sage,
2. Becker G.S: Human Capital (National Bureau of Economic Research, New York,
3. Berman P & Khan M.E: Paying for India's Health Care (Sage, New Delhi, 1993)
4. Bhatia A.K: Tourism Development - Principles and Practices (Sterling, New Delhi
5. Blaug M: Introduction to Economics of Education (Penguin, London, 1972)
6. Crew M.A & Klendorfer P.R: Public Utility Economics (Macmillan, London, 1975)
7. Delhi, 1968)
8. Development (NCAER, New Delhi, 1996)
9. Government of India: Interim Report of P & T - Enquiry Committee (GOI, New
10. Jha R, Murthy M.N & Paul S: On fixing Prices for Postal Services in India
11. Kneafsey J.T: Transportation - Economic Analysis (Lexington, Toronto, 1975)
12. Munty D (Ed): Transport - Selected Readings (Penguin, London, 1968)
13. NCAER: India Infrastructure Report: Policy Implications for Growth . New Delhi, 1998).
14. Raghuram G & Rekha J: Infrastructure Development and Financing (Mac Millan,

15. Research in Economics, Vol.VI, Infrastructure (Allied, New Delhi, 1980).

Additional Reading List:

1. Cohn E & Gaske T: Economics of Education (Penguin Press, London, 1989)
2. Health Development Sustainable (Harvard Series on Population and International Health, Boston 1995)
3. Mc Mohan W.W: Education and Development - Measuring the Social Benefits
4. Norton H.S: Modern Transport Economics (C.E Merrill, London, 1971)
5. Parikh K.S (Ed): India Development Report 1999-2000 (Oxford University Press, Oxford)
6. Vaizey J: Economics of Education (Faber and Faber, London, 1962)
7. World Bank: World Development Report 1993 - Investing in Health .

BE-DSE- 245: Optional LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Outcomes

CO	CO Statement	PO/PSO	CL	KC	Assessment
CO1	Understand the concept of logistics and its management	PSO1	Un	Co	Assignment on logistics and its management
CO2	Familiarize inventory, Transportation and distribution	PSO1	Fa	Co	Assignment on inventory, Transportation and distribution
CO3	equip students to take responsibilities in the various disciplines of logistics management	PSO3	Ap	Co	Assignment on taking responsibilities in the various disciplines of logistics management
CO4	Evaluate purpose of Supply Chain Performance Measurement	PSO2	Ev	Co	Seminar on purpose of Supply Chain Performance Measurement

Course Content

Module 1: Introduction to Logistics

(30 hrs)

Nature and Concepts, Logistics in India. Importance. Components of Logistics Management (Wings of Logistics) Operational Objectives. Components and functions.

Introduction to Supply Chain, SCM, Current supply chain strategies. Demand, Planning and forecasting. Challenges of SCM.

Customer service and Logistics. Impediments to an effective Customer service management.

Planning framework for logistics. Inventory flows and supply chains. Logistics management and organization.

Module 2: Inventory, Transportation and distribution (20hrs)

Inventory Management: Rationale, Inventory decisions, purchasing and supply scheduling, storage decisions.

Distribution Strategies , Channels of distribution

Modes of transportation, Legal classification, Role of transportation in LSCM. Multimodal transportation. Current and Future trends. Packaging for Logistics

. Module 3 : Ware Housing (20 hrs)

Warehousing and Distribution Centres. Concepts of Warehousing. Role, Components and functions. Outsourcing of warehouse operations. Warehouse location planning,

3PL,4PL,5PL,GPS and GIS technology.

Emerging Technologies in Logistics and Supply chain management.

Module 4 : Performance Measurement. (20hrs)

Purpose of Supply Chain Performance Measurement. Methods (Theory only). Logistics and supply chain performance indicators. Current issues in supply chain performance and optimization.

Basic Reading List:

1. D.K Agrawal, Text book of Logistics and Supply Chain Management, Macmillan Publishers India ltd.
2. David Simchi –Levi and Philip Kaminsky, Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. McGraw Hill Company.
3. Martin Christopher, Logistics and Supply Chain Management, Pearson Education (5th ed)
4. Rahul V. Altekar, Supply Chain management- Concepts and Cases, Prentice Hall of India. Module1
5. Sunil Chopra and Peter Meindl, Supply Chain Management: Strategy, Planning and Operation. 6thEd.Prentice Hall.
6. Ronald H Ballou, Business Logistics/Supply Chain Management, pearson Education.
7. Amit Sinha and Herbert Kotzab, Supply Chain Management: A Managerial Approach, Tata McGraw Hill, Module 5.

Additional Reading List:

1. Alan Rushton, Phil Croucher and Peter Baker, The Handbook of Logistics and Distribution management: Understanding the Supply Chain. Kogan Page Publishers
2. Haniefuddin S.K and Shaik Shamsuddin, Essentials of Logistics and Supply chain Management,
3. S.K Bhattacharya, Logistics Management, S Chand. Module 3
4. Paul Myerson, Lean supply Chain and Logistics Management, McGraw Hill Professional

Industrial Visit / Study Tour

There will be a study tour/ industrial visit for students of M.A Business Economics, in the Third Semester. It should be planned and conducted as a study tour /visit to industrial establishments. This is to provide them opportunities to see and learn from the actual planes of entrepreneurship and business management.

BE 245: Internship/Project

Course Outcome:

The program provides opportunity for each student to learn from the practical experience of a business firm. Whatever is learned from the theory, the students have an option to apply them in the real corporate setting.

Course Description :

- All MA Business Economics students are expected to undertake an internship in a corporate institution. Financial institutions including banks, non-banking financial institutions, cooperative banks, and other firms involved in economic activities shall be the places where the students would undertake the internship.
- The student shall have the choice of choosing the business firm they are to work as intern. However, the mentor at the College level shall suggest firms as well.
- The intern will focus on the inputs or processes or outcomes of such business organizations.
- Each student would be assigned a mentor at the College level and one Mentor at the host institution.
- The internship is for a period of no less than 21 days. Students will be undertaking the programme after 2nd Semester.
- At the end of the programme, each student shall submit a separate internship report to the University.

However, those who are unable to go for internship can undertake project work based on the study areas related to Business Economics.

The following is a brief format of the Internship/Project Report:

- The report is a summary of the work undertaken by the candidate.
- It should have at least one objective, appropriate methodology, results of the study as well as messages derived from the study.
- The report may be limited to 50-60 pages
- The font size is 12 in Times New Roman.
- The report may have 3 – 4 chapters.
- Any other points regarding the project shall be communicated to the students before the commencement of 2nd Semester.
