

VEER NARMAD SOUTH GUJARAT UNIVERSITY
MASTER OF BUSINESS ECONOMICS
SEMESTER-II
PAPER – VI
BUSINESS ORGANISATION

- 1. Basic Concepts :** The nature of competition, Effect of competition and monopoly on performance goals, Competition and performance Effects of monopoly power.
- 2. Market Structure :** Degree and concepts of partial competition, Actual market structures, Concepts of different types of Firms in the real world.
- 3. Performance :** Market power's effects on prices and efficiency, Financial effects. Efficiency
- 4. Determinants :** At plant level; sources of economies and diseconomies ,Multiplant economies and diseconomies. Determinants of structure, Basic trends in technology.
- 5. Growth of Firms :** Various growth models, Managerial theories.

SELECTED REFERENCES:

1. **Barthwal R.** (2000) 2nd ED, *Industrial Economics*, New Age International Pvt Ltd, New Delhi.
2. **Device RJ. etal.** (1978), *An Introduction to Industrial Economics*, George Alien & Unpin, London.
3. **Hay D.A. and D.J. Morris,** (1979), *Industrial Economics*, Oxford University Press, London.
4. **Das Gupta R, S Marglin and A.Sen** (1972), *Guidelines for Project Evaluation UNIDO Publication*, New York.
5. **Bain Joe** (1967), *Industrial Organisation*, John Wiley, New York.
6. **Clarkson K.W. and R. Miller,** (1985), *Industrial Organisation: Theory Evidence and Public Policy*, McGraw Hill, Kogakusha, Tokyo.
7. **Needham D,** (1969), *Economics Analysis and Industrial Structure*, Holt, Rinehart and Winston, New York.
8. **Schever, FM.** (1971), *Industrial Market Structure and Economic Performance*, Chicago University Press, Chicago.
9. **Berie A. and G. Means,** (1983), *Modem Corporation and Private Property*, MacMillan, New York.
10. **S.K.Misra, V.K.Puri,** (2002) 20th ED, *Indian Economy*, Himalaya Publishing House, Mumbai.

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MASTER OF BUSINESS ECONOMICS
SEMESTER-II
PAPER-VII
COMPUTER APPLICATION

1. Fundamentals of Computer

2. Windows, Ms-Office and Business Application

- **Microsoft Word**

Basic features – Text Formatting – Creating professional document- Advanced features of Microsoft word.

3. Use of Excel in business Analysis

- **Microsoft Excel**

Basic features – Data entry – Mathematical Functions – Financial functions – Statistical Functions – Linear programming – Creating charts.

4. Use of SPSS

- Overview of SPSS- measures of location- Cross tabulation – ANOVA- linear regression - Correlation and Regression- Nonparametric analysis – Time series analysis

5. Use Of Microfit

- Basic Features – Regression – Time series analysis.

6. Digital Information

- Bibliography and Literature search – Statistical information on Web and CDS- E~group discussion forum (edf)

7. Application of FoxPro

Assessment:

Assessment will be done on the basis of term paper and a project

Internal

Evaluation:

Practical / Class presentation: 25 Marks

Term Paper: 25 Marks

External

Practical / Viva: 50 Marks

Project: 50 Marks

SELECTED REFERENCES:

- 1 **Sheshasaayee. Ananthi:** (2002) 1st ED, *Computer Application in Business and Management*, Margham Publications, Chennai 600 017.
- 2 **Srivastava 'I' N,** (2000) 1st ED, *An Introduction I" Computers and Their Applications to Banking*. L Macmillan India Ltd, New Delhi.
- 3 **Minasi. Mark:** (2000) 2nd ED, *Window 2000 Server*, BPB Publications, 20 Ansari Road. Darya Ganj. New Delhi- 110 002.2000
- 4 **Rajagopalan, S P,** (2000) 1st ED, *Computer Applications in Business..* Vikas Publishing House Pvt.Ltd.Ncw Delhi-110 014.
- 5 **Hunt,Roger & Shelley John:** (1999) 4th ED, *Computers and Commonsense*, Prentice Hall of India, New Delhi-110 001.
- 6 **Cady, Glee Harrah & McGregor Pat,** (2003) 2nd ED, *Mastering the Internet*, BPB Publications, B-14 Connaught Place New Delhi-110 001
- 7 **McMains, John R & Chronitr. Bob,** (1998) 1st ED, *Wondows NI* , Tata McGraw – Hill Publishing Co. Ltd. New Delhi.
- 8 **Deitel & Nieto,** (2001) 1st ED, *Internet & World Wide Web-How to Program*, Wesley Longman 482 F I E Partapganj India, New Delhi-110 092
- 9 **Kadnicr. Griffith Wm** (1998) 3rd ED, *The Complete Reference Windows NTA*, Tata McGraw- Hill Publishing Co. Ltd. India, New Delhi-110 008
- 10 **Chaudhuri P. Pal:** (2000) 2nd ED, *Computer Organization and Design*, Prentice - Hall of India Pvt. L.td. India, New Delhi-110 001
- 11 **Courter. Gini & Marquis:** (2001) 1st ED, *Mastering Office 2000*, BPB Publications B-14. Connaught Place. New Delhi-110 001.
- 12 **Derfler Frank:** *Using Networks*, (1998) 1st ED, entice Hall or India Pvt. Ltd. New Delhi-110001.
- 13 **Gunter. David & Bernett & Gunter,** (1998) 1st ED, *Windows NT & UNIX: Integration Guide*, Tata McGraw Hill Publishing Co. Pvd. New Delhi-1 10 032
- 14 **Farley. Marc,** (2001) 2nd ED, *Building Storage Networks*, Tata McGraw Hill Publishing Co. Ltd. New Delhi-110 001.
- 15 **V. Rajaraman,** (2000) 8th ED, *Computer Programming in C*, Prentice Hall or India (p) Ltd. New Delhi-110 001
- 16 **Das Sumitabha,** (2002) 14th ED, *UNIX Concepts & Applications; Includes SCO UNIX & UNUX..* Tata McGraw Hill Publishing Co. Ltd. New Delhi-110 008
- 17 **Bhatt Asmita,** *Using Microsoft llxcl*. Nnvnci Publications (India).
- 18 **Kalbag Asha:** *Build Your Own Web Site*, Navneet Publications (India) Ltd. Ahmedabad- 380 052
- 19 **Bhatt. Asmita,** *The Internet and E-Mail*, Navneet Publications (India) Ltd.Ahmedabad-380 052
- 20 **Bhatt Asmita,** *Using Microsoft Notepad and Calculator*, Navneet Publicintions (India) Lld.Ahmedabad.380 052
- 21 **Bhatt. Asmita:** *Using Microsoft Paint*, Navneet Publications (India) Ltd.Abmedabad-380 052

VEER NARMAD SOUTH GUJARAT UNIVERSITY
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SEMESTER-II
PAPER VIII
BUSINESS FINANCE

1. Corporate Finance:
 - Nature and Scope
2. Valuation of the firm
 - Dividend Valuation Model
3. Working Capital Management
4. Investment Decision
 - Investment Analysis-Risk Analysis-Probability Approach
5. Financing Decision
 - Cost of Capital, Cost of various sources of financing
6. Capital Structure
 - Determination, Equity and Debt forms
7. Dividend Policies
 - Walter Model, Gordon Model, Payment Ratio, Dividend as a residual payment, M.M. Irrelevance Doctrine

SELECTED REFERENCES:

1. **R.L. Gupta, V.K. Gupta**, (1992), *Analysis of Financial Statement*, Sultan Chand & Sons.
2. **How to Read the Balance Sheet**, (2001) 1st ED, Oxford & IBH Pub Co.Ltd.
3. **Kuchhal S.C**, (2000) 23rd ED, *Corporation Finance*, Chaitanya Publishing House, Allahabad.
4. **I.D.B.L. I.C.I.C.I., Report** (1980), "*Development Banking*". United nation Publisher.
5. **Gupta L.C**, *The Changing Structure of Industrial Finance in India*, Oxford University Press, Delhi.
6. **Prasanna Chandra**, (2001) 5th Ed, *Financial Management: theory and practices*, Tata McGraw Hill, New Delhi.
7. **Buckely Adrian**, (1998) 3rd ED, *Multinational Finance*, Prentice hall of India Pvt. Ltd, New Delhi.
8. **Khan M.Y and Jain P.K**, (1999) 3rd ED, *Finance Management - text and problems*, Tata McGraw Hill, New Delhi.
8. **Singh Indrajeet and Gupta N.S.** (1977) 1st ED, *Financing of Small Industry*, S. Chand & Company Ltd. Ram Nagar, New Delhi-110 055

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MASTER OF BUSINESS ECONOMICS

SEMESTER-II

PAPER : IX

TAXATION: THEORY AND PRACTICE

1. The fundamentals of taxation – categories of revenue: Direct and Indirect- types and kinds of- Merit and Demerits – Progressive, proportional, regressive tax systems: Principles of Taxation – Cost, Benefit and Ability; Incidence, Impact and Shifting of tax and factors affecting it – Various effects of taxation.
2. Framework of Direct Tax Laws in India: Main provisions of Income Tax Act – Law and Procedure of Assessment – Corporate tax – capital gains: Reforms in Direct taxes (In brief)
3. Framework of Indirect Tax Laws: Forms of Sales Tax–Single Point Multipoint Sales Tax - Main provisions of Central Sales Tax Act ; Value Added Tax; MODVAT; CENVAT; Taxation of services - Reforms in Indirect Taxes (In brief)
4. Tax Planning - Meaning, Devices – Incentives – Exemptions – Rebates – Deductions under various sections

SELECTED REFERENCES:

1. **Musgrave R.A and Musgrave P.B** (1989) 5th ED, *Public Finance in Theory and practice*; McGraw Hill, New York.
2. **Agrawal R.K**, *Penalties and prosecutions under income tax Act*.
3. **Mankar and Sarma** (2001) 5th ED, *Public Finance*; Himalaya Publishing House, Mumbai.
4. **Singhania V.K** (1999) 12th ED, *Direct Taxes: Law and Practice*, Taxmann Publication Pvt Ltd, New Delhi
5. **Indian Tax Foundation** (2001): *Income Tax in India: 1860-2001*; ITF New Delhi.
6. (2001): **Tax Reforms in India 1991-2001**, ITF New Delhi.
7. (2001): **Sales Tax in India 1938-2001**, ITF New Delhi.
8. (2001): **Tax Evasion in Theory and Practice**, ITF New Delhi
9. **Indian Tax Institute** (2000), *Policy Issues in Designing a system of Income Tax*, ITI New Delhi.
10. **Shirinivasan M**, *Handbook of Corporation Tax in India*.
11. **Dr. Kapoor G.K**, (1996) 1st ED, *Corporate Laws and Secretarial Practice*, Sultanchand & Sons, Delhi.
12. **G.Sekar**, (2003) 3rd ED, *Income tax & Central Sales tax*, C.Sitaraman & Co.Pvt.Ltd, Law Book Publishers.

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SEMESTER-II
PAPER-X

BANKING AND INSURANCE.

Banking:-

Introduction to Banking, Principles of Banking, Evolution of Banks, Sources and uses of funds in Banks, The Structure of Banking, Industry and players in India & Abroad, Sectoral development in Banking, Emerging trends in Banking - International perspective; Current Development, Exim-bank, Merchant Banking, Import-Export.

Insurance:-

Introductions to Insurance - principles of Insurance and its classification from business point of view and risk point of view, Insurance and social security, Growth of insurance in India, Insurance and Economics Development. Business environment & Insurance, comparative environment of insurance, process of insurance, life, fire and marine. Four P's Insurance Business.(1) Place (2) Post - sales services (3) Pre - sales services (4)Price

SELECTED REFERENCES: -

- (1) **B.S. Bodla, M.C. Garg & K. P. Singh**, (2003), *Insurance Fundamentals, Environment and procedures*, Deep & Deep Pub. Pvt. Ltd. New Delhi
- (2) **M. J. Mathew**, *Insurance principles and practice*, **RBSA** Publishers, SMS Highway
- (3) **P. S Palande, R..S.Shah**, (2003), *Insurance in India - Changing polices and emerging opportunities*, M.L Lunansat Response books, A division of sage pub. New Delhi
- (4) **Kothari and Bhatt**, *Principles of Practice of Insurance and Banking*, Sahitya Bhavan, Hospital Road, Agra.
- (5) **Insurance Series - vol I to VI**, ICIAI University by board of Editors.
- (6) **RBI Bulletins** – Varian Issues
- (7) **Currency and Finance Reports**, Varian Issues
- (8) **Basic Statistical Returns**, RBI Publication.
- (9) **De KOCK, M.H**, (1965), *Central Banking*, Staples Press, London.
- (10) **Chandler L.V**, (1962), *Central Banking and Economic Department*, University of Bombay,.
- (11) **Padhy kishore C & Padhy Manorajan**, (2002) 1st ED, *Banking Future*, Dominant Pub & Distributors.
- (12) **Bodla and Garg M.C**, (2003), 1st ED, *Insurance:Fundamentals,Environment and Procedures*, Deep Publication, New Delhi.